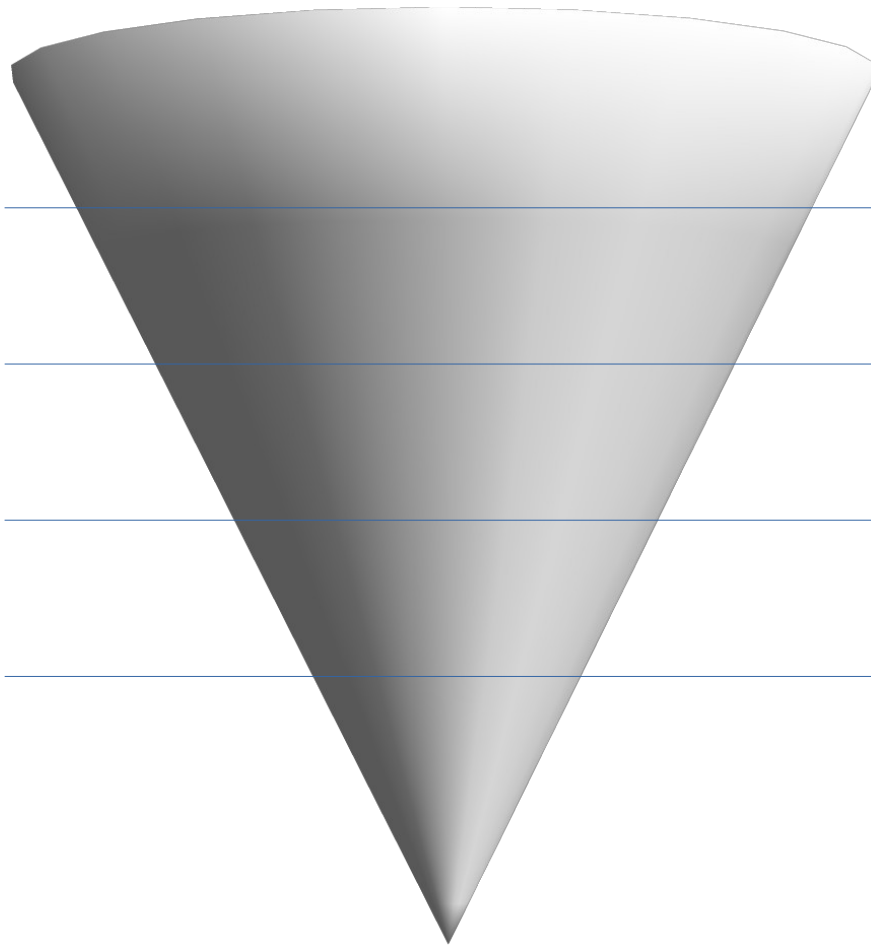


# The Affiliate Sales Funnel



Visitor to Landing Page

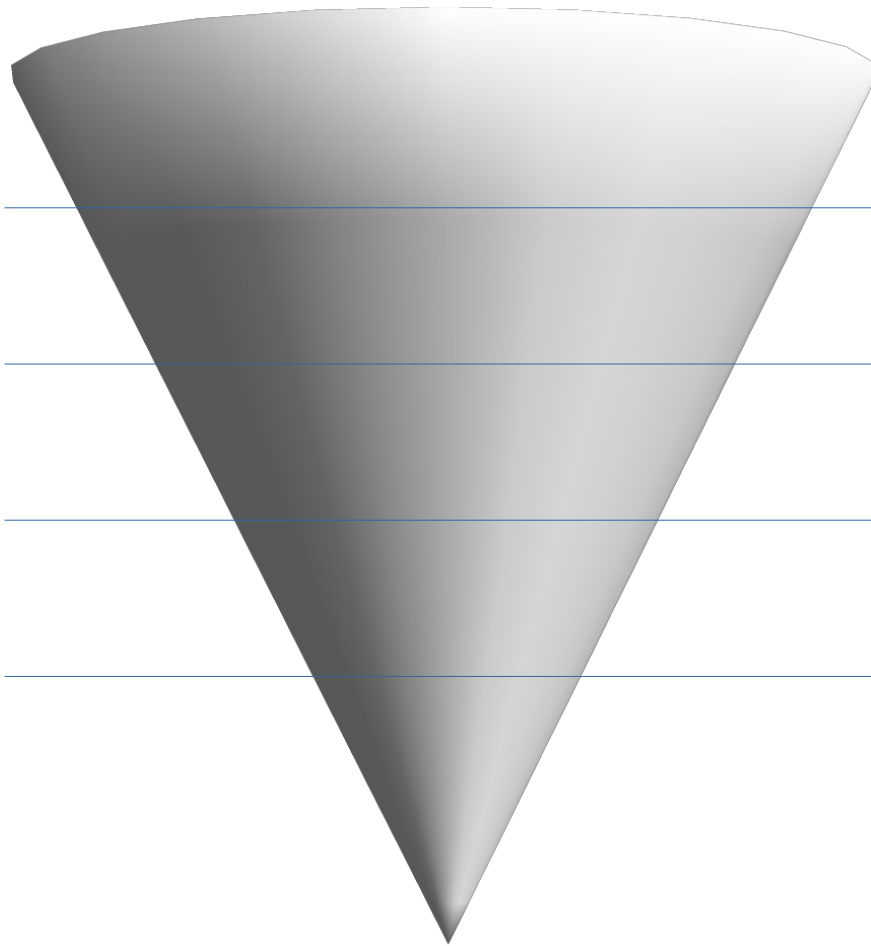
Completes Reading to Links

Clicks to Ecommerce Site

Adds Product to Cart

Completes Purchase

# The Prequalification Funnel



Visitor to Landing Page

Scans Page

Guesses it's a Comparison Site

Compares Vendor Offerings

Initiates Possible Purchase

# The Social Sharer Shopper Funnel

