

# How affiliate marketing works

You see an online ad, but who's behind it?

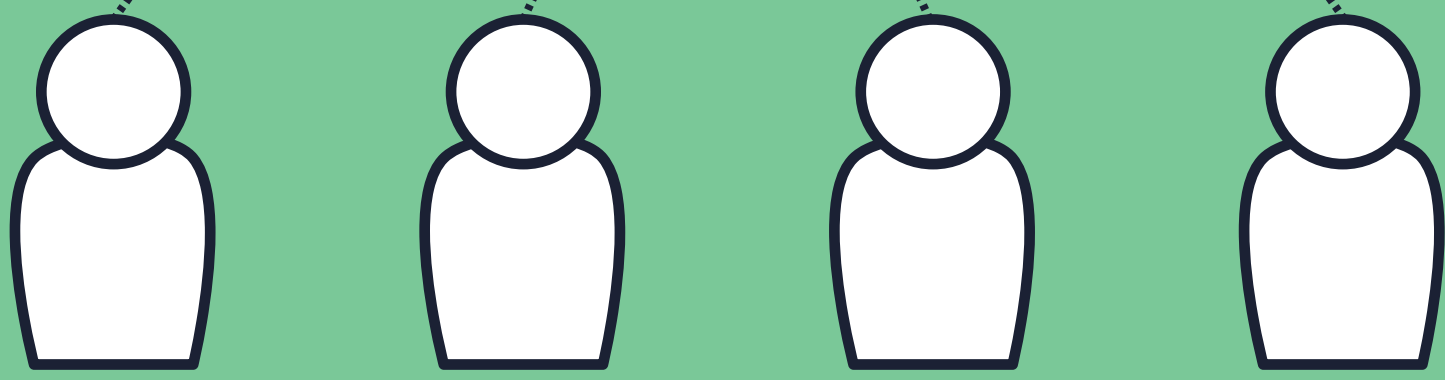


**Merchants**  
own and sell products

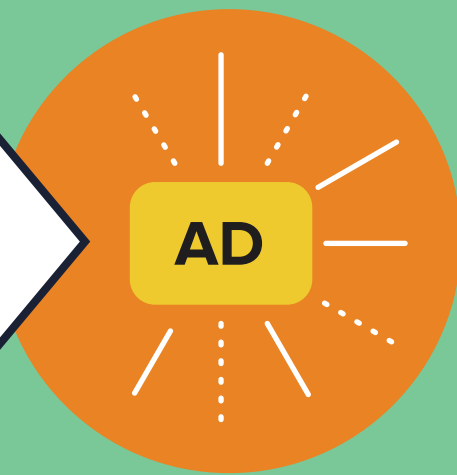


**Affiliate networks** connect merchants to marketers

**Affiliate marketers**  
promote products

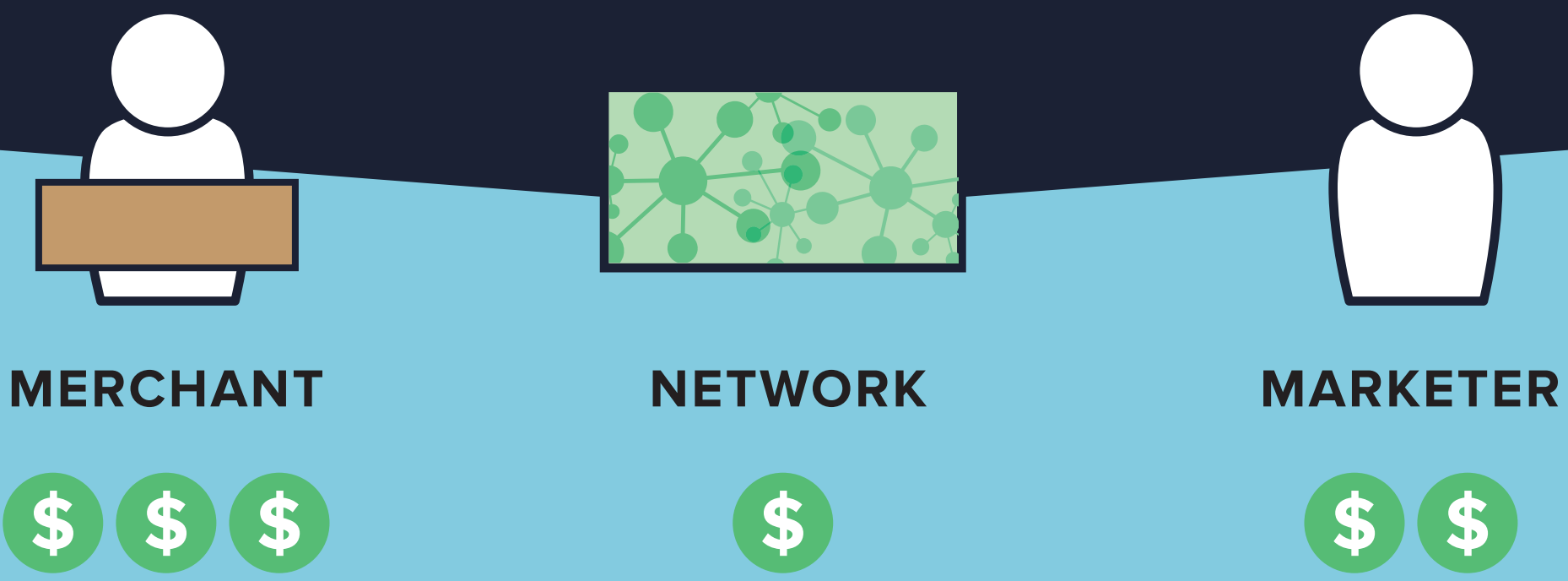


When you click on an online ad...





And make a purchase...

## Everyone behind the ad gets paid



When you click on an online ad, it's likely that...

 **Someone's getting paid**

 **You're getting tracked**

 **But is the ad truthful?**