



A·W·EMPIRE

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Affiliate Partner Case Study

***Cam Aggregator Profile | Landing Page Optimization | Promo Tools | Geo Targeting |
12-Month Review***

Executive Summary

One of A.W. Empire's top cam aggregator affiliates came in with a clear challenge: high traffic volume but under-optimized monetization: traffic was being sent to generic landing pages, promo tools weren't matched to the audience, and geo targeting was untapped. Over 12 months, the partner solved this by consolidating on branded traffic, sharpening their promo tool mix, and letting a Lifetime commission structure build a revenue base that no longer depended on daily click volume.

The core insight: conversion gains came from aligning the right promo tools to the right landing pages, then layering in country-level targeting to extract the remaining value from existing traffic.

Performance Overview

Metric	Result
Total clicks	500K+ over the 12-month review period
Sign-Up rate	~0.48% : in line with top-tier cam aggregator benchmarks
Earnings growth	Grew quarter-over-quarter despite a declining click count, driven by improving buyer quality and Lifetime rebill accumulation
Purchase volume	Increased as a % of clicks over time, reflecting a shift from volume-based to quality-based traffic
Rebill rate	Consistently strong: recurring commissions now account for the majority of total earnings
Chargeback rate	Below program average: indicative of high-intent, engaged traffic
Traffic quality	Clicks down, conversions stable: earnings per click improved meaningfully across the 12-month period

Partner Profile

This partner operates a cam aggregator platform, a site that aggregates live model listings from multiple advertisers into a single browsable interface.

Attribute	Profile
Partner type & status	Cam Aggregator: Top-Tier Partner
Traffic properties	Homepage + Model Detail pages
Active programs	Lifetime+ (primary), RevShare, Whitelabel (tested)
Top Promo Tools	LinkCode, Model Feed & Status, Live Feed
Landing Page focus	Model Chatroom + Mobile-Optimized SignUp Page
Top traffic markets	FR, US, UK, NL, DE

Traffic & Promo Tool Strategy

The affiliate's promo stack was built around the aggregator format, surfacing model-level content natively and driving users directly into model chatrooms. Key elements of the setup:

- *Direct model chatroom links (Link Codes): the top-performing promo tool, seamlessly integrated into the aggregator's browsing flow*
- *A live model status feed showing which performers are currently online*
- *A live feed widget on the homepage*
- *LiveJasmin loads on a separate page: keeping the user on the aggregator site while entering the conversion flow*

Pro Tip:

Best practice for cam aggregators: Deep-linking users directly to active model chatrooms via Link Codes consistently outperforms generic landing pages such as homepages. Whether landing on the Model Chatroom or the Mobile-Optimized SignUp Page, the closer the entry point is to live content, the higher the conversion.

Program Mix & Revenue Structure

Program	Role	Performance insight
RevShare (REVS)	Acquisition engine	High click volume, steady sign-up conversion, ongoing revenue share from active buyers - rebills from existing buyers generate revenue without new traffic
Whitelabel (WL)	Tested	Tested during the period; this affiliate's traffic profile showed stronger results with the primary branded setup given their LP and promo tool configuration
Pay Per Sale (PPS)	Tested, not scaled	Less profitable in the long term compared to RevShare. Better suited as a short-term option

Key structural insight:

- *RevShare is the essential first step: it brings in new buyers who can later bring lifetime commission*
- *Lifetime commissions then become the highest-value program for this traffic type: once a buyer is acquired via RevShare, recurring billings compound passively over time*
- *The combination of RevShare program for acquisition and Lifetime+ program for retention creates a compounding revenue structure that becomes more efficient over time*

Next Phase: Country-Level Optimization

Following a joint strategy review, the partnership identified country-level traffic routing as the highest-leverage optimization remaining. The affiliate's traffic was already concentrated in several key Western markets, but was treated uniformly, leaving conversion potential on the table.

The action taken: traffic and Promo Tools were mapped to each market's profile rather than applying a single setup across all countries.

Market tier	Profile	Optimization approach
Primary market (top volume)	Highest traffic concentration; strong sign-up rates	Dedicated landing pages; localized model feed; language-matched CTAs
Strong conversion market	Solid conversion rates; engaged buyer base	Align model selection with local preferences; refine promo tool placement
Active recurring market	High rebill contribution; loyal buyer base	Monitor Lifetime+ earnings; focus on retention-oriented promo tools
Growth market	Lower current volume; upside potential	Test localized signup flows; identify top-converting model categories with our User Activity feature

The result: routing traffic by market rather than by a one-size-fits-all setup proved a meaningful lever, conversion improved without requiring additional traffic volume.

Actionable Insights For Cam Aggregator Partners

This case offers a clear playbook for other cam aggregator affiliates in the network:

What works

- *Deep-link traffic directly into model chatrooms: the closer to live content, the better the conversion*
- *Test branded and Whitelabel traffic based on your audience profile: consolidate once the data is clear on which setup best matches your LP and promo tool configuration*
- *Long-term mindset: Let traffic quality improve over time rather than chasing volume for its own sake*

What to fix

- *Avoid hard signup gates too early in the funnel: blurred or hidden content that requires signup before delivering value creates friction*
- *Audit secondary brand traffic routes: if clicks convert to sign-ups but not buyers, investigate landing page relevance, traffic source quality, and diversification.*

What to build toward

- *Country-level customization was implemented: language, model selection, and landing pages were tailored per market rather than applied generically*
- *Mobile-first signup flows were prioritized for high mobile traffic markets, reducing drop-off at the conversion step*
- *A regular joint review cadence was established to review active campaigns, catch optimization opportunities early, and realign promo tools and traffic routing based on live performance data*

Conclusion

This partnership shows what a well-optimized cam aggregator affiliate looks like in practice: a deliberate shift from scattered traffic to branded focus, a program mix that separates acquisition from long-term revenue, and a joint review process that kept optimizations moving. The country-level routing work that followed confirmed that meaningful gains don't always require more traffic, sometimes they require smarter allocation of the traffic already there.

The defining decisions of this partnership were operational: matching promo tools to the right landing pages, deep-linking users as close to live content as possible, and routing traffic by country rather than treating all markets the same. These are replicable steps that should be part of every cam aggregator onboarding conversation.

A key enabler of this optimization is the use of A.W. Empire's User Activity feature — a tool that gives affiliates visibility into what converts with their specific traffic. Rather than guessing which models or categories perform best, this affiliate was able to build customized funnels based on real performance data: top-converting model profiles, best-performing content categories, and audience behavior patterns unique to their traffic source.

What this case demonstrates most clearly is that earnings resilience comes from structure: Lifetime commissions compounding in the background, traffic quality improving over time, and campaigns reviewed regularly rather than left to run unchecked. Volume alone doesn't build that, deliberate optimization does.