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A.W. EMPIRE – LIVEJASMIN MEDIA BUYER

Affiliate Partner Case Study

Media Buyer Profile | Multi-Program Mix Strategy | 12-Month Review

Executive Summary

A high-volume media buyer running paid traffic to LiveJasmin over 12 months demonstrates what smart program diversification looks like in practice: PPLR and PPS cover acquisition costs, while Lifetime+ rebills compound quietly in the background, ultimately becoming the largest share of total earnings.

The core problem this model solves is over-reliance on traffic volume as the primary income driver, where any dip in ad spend or campaign performance hits revenue directly. By keeping acquisition programs separate from long-term compounding income, the partner built a structure resilient enough to keep generating, even as traffic slowed significantly across the last 12 months.

Performance Overview: 12-month Period

6M+ Total clicks *Monthly earnings held within 2x of peak even after volume pulled back from its high*	**84K+** Sign-Ups generated *Rate tripled from ~0.8% to ~2.9% as traffic was optimized*	**2,900+** Total purchases *80%+ were rebills: retention drives revenue, not acquisition*	**Six-figure** Total earnings *Lifetime+ rebills account for the majority of total*
500+ First-Bill conversions *Each one feeds the rebill pool that now outlasts the campaigns that generated them*	**4–7x** Rebill-to-First-Bill ratio *In peak months: platform loyalty, not just acquisition*	**Below threshold** Chargeback rate vs. Industry benchmark *No month exceeded acceptable limits despite large volume swings*	**97%+** Traffic concentrated on LiveJasmin *Best product that converted buyers at scale*

Partner Profile

Attribute	Profile
Partner type & status	Paid Media Buyer: Established Partner
Primary product	LiveJasmin (>97% of all click and revenue volume)
Active programs	PPLR, PPS, REVS, and Lifetime+
Primary revenue driver	Lifetime+ rebills: passive compounding income from previously converted buyers
Traffic methodology + Promo Tools	Paid display advertising — two distinct formats tested independently: • Link Codes (deep-link to model chatrooms) — primary format, deployed exclusively in dedicated placements and zones (tabs, native zones) • Live Feed widget (Lisa) — secondary format

Program Mix & Revenue Architecture

This partner runs a multi-program stack where each program serves a distinct role: PPLR and PPS fund acquisition, while Lifetime+ compounds into passive long-term income.

Program	Traffic Volume	Role	Performance insight
Lifetime+	Rebills only	**Passive income engine**	Rebills from buyers converted in earlier periods continue generating income. These lifetime commissions were coming from both REVS and PPLR programs
PPLR (PPL + RevShare)	Highest & primary acquisition program	**Acquisition + ongoing share**	RevShare component provides residual earnings beyond the initial lead payout. Core program for funding traffic costs
PPS (Pay Per Sale)	Significant, second largest by click volume	**Direct sale conversion**	Strong first-bill conversion rate. Particularly effective for segments of traffic that convert quickly to paid accounts
REVS (RevShare Only)	Moderate, tested in parallel	**Long-term share**	Good sign-up volume relative to clicks. Low first-bill conversion rate suggests traffic segments best suited to browsing behavior rather than immediate purchase

Pro Tip:

Structure paid media campaigns around PPLR or PPS for acquisition economics, while treating Lifetime+ as the long-term profit multiplier.

Traffic Quality & Buyer Behaviour

Besides volume, the quality metrics across the period reveal an engaged, genuine buyer base. Key quality indicators:

Metric	Metric observed pattern
Chargeback rate	Low: well within acceptable thresholds throughout the 12-month period
Rebill ratio	High: rebills significantly outnumber first-bills
Sign-Up to purchase conversion	Consistent across programs: particularly on PPLR and PPS
Earnings Per Click trend	Improved over time as Lifetime+ pool matured

Optimization Opportunities

1. Traffic volume boost

Priority: rebuild traffic volume via PPLR and PPS. Without a steady flow of new first-bill conversions, the Lifetime+ rebill pool will gradually erode as existing buyers churn.

2. Country-level traffic routing

Traffic spans multiple markets, but routing is not yet optimized by country. Top opportunity: tailor landing pages, model feeds, and program selection per market. Conversion dynamics vary significantly, and the uplift is measurable.

Actionable Insights For Paid Media Buyers

LiveJasmin's brand held the floor even with lower click volume:
When clicks fell by over 75%, earnings didn't collapse at the same rate. Link Code traffic to LiveJasmin converts at a higher rate than any alternative tested. Fewer clicks still produced buyers, because the brand does part of the selling. That said, placement matters: Link Codes should always be placed in dedicated zones, such as tabs, for a perfect setup.

The Lifetime+ pool is the asset to protect the revenue stream before optimizing: *Jan 2026 nearly matched Jul 2025 earnings on a fraction of the clicks. That gap is the Lifetime+ pool working. Proof that with new first-bill conversions coming in, rebill volume will gradually compress. Rebuild traffic first, then optimize program splits.*

Conclusion

This partnership shows what disciplined program diversification looks like in practice: a focused brand strategy, a program mix that separates acquisition from long-term income, and a buyer quality profile built on genuine intent. Together, these turn each campaign into something that outlasts the spend that funded it.

The Lifetime+ pool is the proof: earnings that kept generating long even if traffic slowed, from buyers acquired months earlier. That is the structural answer to over-reliance on volume. And it grows more valuable with every new first-bill conversion added to it.

For paid media buyers running LiveJasmin traffic, the implication is straightforward: build every campaign with the buyer pool in mind, not just the immediate commission. The traffic is the input. The pool is the asset.