

The BSI Affiliate Programme

The BSI Affiliates programme started in 2008 and has since established more than 280 active members across all sectors, generating over £10,000 per week.



How does this affiliate model work?

Put simply, the affiliate marketing model rewards a website or publisher (you) for driving traffic to a business (us). When you host links to standards on your site, you not only improve your visitors' experience by adding relevant content, but you can earn money when this traffic results in sales on our site.

It's free, quick and easy to join and will provide your customers with access to high quality content

“ Being a BSI Affiliate allows us to offer our readers an easy way to obtain their own copy of the standards which are directly relevant to their area or research and our trade specifically, with the bonus of a very welcome commission which helps fund further development of the website.

It takes minutes to set up, is wonderfully adaptable and customizable to suit the style and layout of the site, and so easy to extend when new or additional standards are made available.

We love the BSI Affiliate scheme, and from the feedback we get, so do our readers! ”

Tony McCormach of PavingExpert.com

See how this affiliate member links to our content at www.pavingexpert.com/britstan.htm



Customers

1

Customer visits your website



Your website

2

Customer clicks on the BSI shop link within your content



BSI Shop

3

Customer buys from our shop website



Your business

4

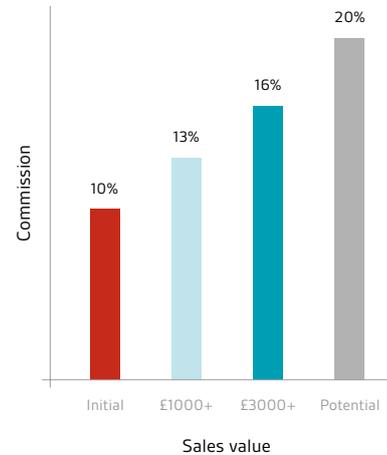
Your business receive a commission for generated sales

What's it worth?

If you become an Affiliate Programme member, it will be financially worthwhile.

How much you earn depends on the volume of sales. You will start by earning 10% of sales values and as sales increase, so does the commission:

- Increase to 13% once the confirmed sales value in a 30 day period reaches £1000
- Increase to 16% once the confirmed sales value reaches £3000
- The commission can reach up to 20%
- Average order value of £190



Deeplink

A deeplink is a tracked link that you can use to send your visitors directly to the relevant BSI standards. This link ensures that any purchases made from a click through your website will earn you the right level of commission.



Cookies

The deeplink drops a cookie onto a customer's browser once they click through to the BSI shop. This cookie will last for 30 days. If this customer completes a purchase within this time period, you get your commission.



High Quality Content

Give your customers full access to BSI's extensive library of internationally recognized standards.

About BSI

BSI (the British Standards Institution) is the UK's National Standards Body and a founding member of ISO (the International Organization for Standardization). With over 80,000 clients in 172 countries, BSI's standards inspire excellence across the globe. We publish around 2,500 new standards every year and there are around 25,000 current standards covering every conceivable sector of business and industry.

What are standards?

A standard is an agreed way of doing something. It could be making a product, managing a process or delivering a service. Standards define best practice and come in various forms. Their use is voluntary, but they provide many benefits. Standards can be applied to everything from construction, energy management and biodiversity to food and drink, IT security and road traffic safety.

Sign up at

shop.bsigroup.com/affiliatewindow

Or contact us directly:

BS.Affiliates@bsigroup.com

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