



OSI Affiliate

www.osiaffiliate.com

52 Best Affiliate Marketing Tools



30 Best Affiliate Tools – Updated – Jul 2020

Do you want to be an affiliate marketer? Well, entering the world of the affiliate marketing is easy, but to be at the top is where things get tricky. Remember, if you want to be successful, you need to work smart, not just work hard. In this article, we are going to tell you 30 of the best affiliate market tools which help you to climb all the way up to be a success in affiliate marketing.

1. OSI Affiliate Software

The screenshot displays the OSI Affiliate Software website. The top navigation bar includes links for Features, Pricing, Resources, Customers, Contact Us, and Login. The main banner area is blue and contains the following text:

Affiliate Marketing Software to Empower Your Top Brand Advocates

Easy-to-use affiliate software that makes it easy to recruit and empower affiliates and influencers to promote your brand.

[WATCH VIDEO NOW](#)

Overlaid on the banner are three images illustrating the software's capabilities:

- A smartphone showing a referral program for Supreme Headphones with a 20% discount offer.
- A desktop browser window titled 'Manage Referral Programs' showing a table of active programs.
- A desktop browser window showing a referral program landing page for Supreme Headphones.

Name	Landing Page
Supreme Headphones Referral Program	http://www.supremeh.com
Influencer Program	http://www.omnistar.com
Supreme Leads Program	http://www.osiaffiliate.com

To be successful in the field of affiliate marketing, you need to set up an outstanding affiliate program, and OSIAffiliate.com enables you to do it. It helps you create a referral program and integrate it into your website or business page. Once you have an affiliate program in place, the customers can then start referring your business to their friends and family, and you will get more traffic. Eventually, more leads will be converted to customers. OSIAffiliate helps you to put a strong marketing strategy in place that will not only save you a lot of time but will help you to save money as well.

2. BuzzSumo

Find the content that performs best.

Collaborate with the influencers who matter.

Use our content insights to generate ideas, create high-performing content, monitor your performance and identify influencers.

Try it out! Enter a keyword or domain



BuzzSumo is a highly useful tool that helps you with the creation of your content. And if you are an affiliate marketer, this tool is just for you. We know that it can be quite hectic to create content on a daily basis, so, this is where BuzzSumo comes into the game. It helps you to search for trending content, which will be very useful in curating your own content. Plus, if you create relevant content on trending topics, the chances of getting more traffic increase massively. It also helps you find the material that is perfect for your audience.

3. Grammarly

The screenshot shows the Grammarly website interface. At the top left is the Grammarly logo. The main headline reads "Great Writing, Simplified". Below it, the text says "Compose bold, clear, mistake-free writing with Grammarly's AI-powered writing assistant." There is a green button that says "Add to Chrome. It's free". Below the button, it shows "★★★★★ 34,000+ Chrome store reviews" and "20 million people use Grammarly to improve their writing". On the right side, there is a sample email with a grammar correction. The email text is: "Hi Jen, I hope you're well. Can we catch up today? I'd appreciate your input on my presentation for tomorrow's meeting. I'd especially love it, if you could double-check the sales numbers with me. There's a coffee in it for you!". The word "it" is underlined in red, and a tooltip shows the correction "it" with a yellow heart icon.

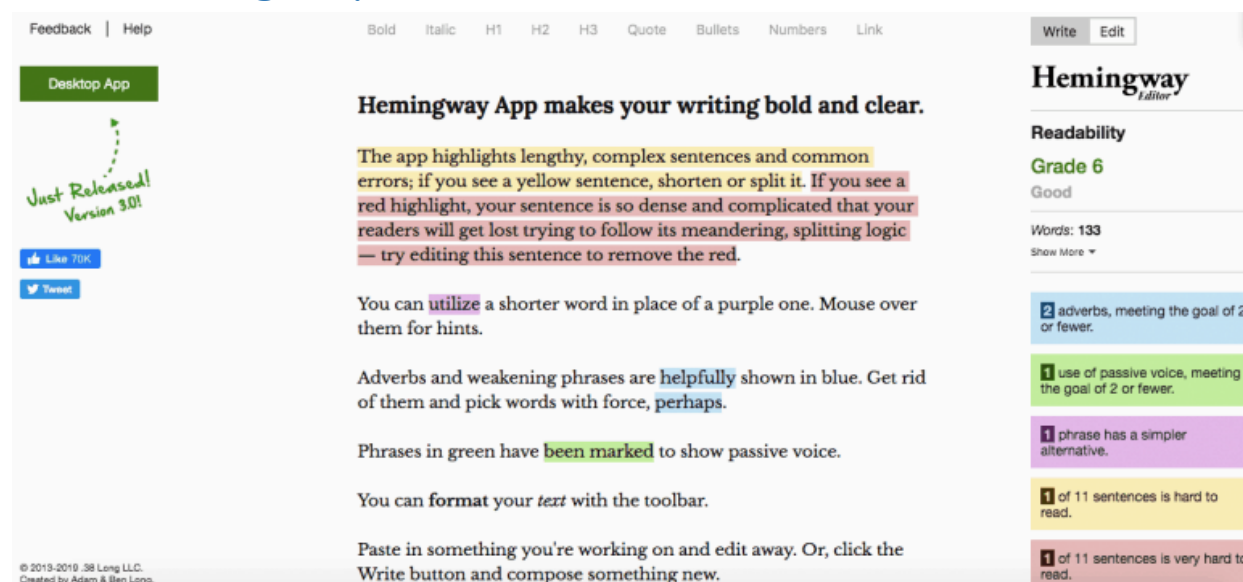
Another handy affiliate marketing tool is Grammarly. If you are running a website or any other business page, then you must know creating high-quality content is very important. And when you want to create a “Text” content like an article or blog post, Grammarly comes in very handy. It offers you features like spell checker, grammar checker, and helps you use better vocabulary, all of which allows you to bring your content in the best shape. Grammarly also features a plagiarism checker, which will enable you to generate a quick plagiarism report.

4. DupliChecker



DupliChecker is a versatile tool made for affiliate marketers. Just like Grammarly, DupliChecker also helps you in improving the quality of your “Text” content. But in addition to that, it also helps you to check the audit quality of the same content. It has different tools like keyword research, in which you can find relevant high-ranking keywords for your content that will help you to rank higher. There are other features like IP tools, SEO, Domain Tool; all of them are used to get your content in better shape and rank higher. The best part about this affiliate marketing tool is that it is free.

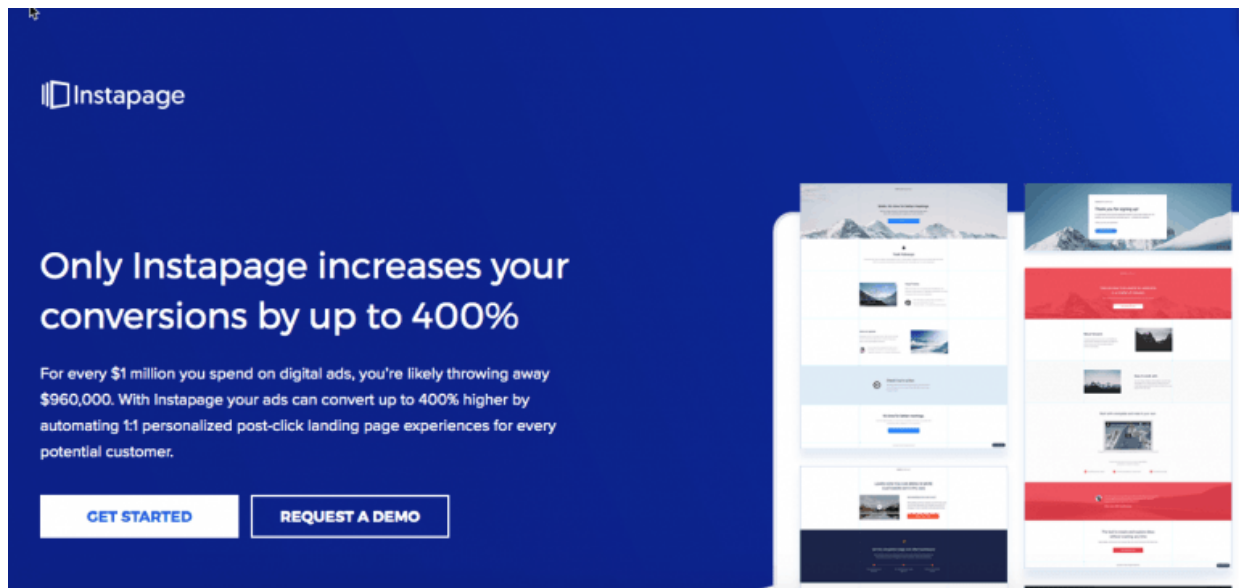
5. Hemmingway



Hemmingway is another great online editor that will help you to analyze your text and make it better. It uses different highlighted colors to distinguish various features of your writing like punctuation, grammar, etc. It also grades your overall essay, and if your content scores low, don't worry; rectify the problems in your text that are represented by highlighters and you are good to go. The free version of Hemmingway will let you edit your writing, but it does not allow you to save the document. However, if you opt for the paid

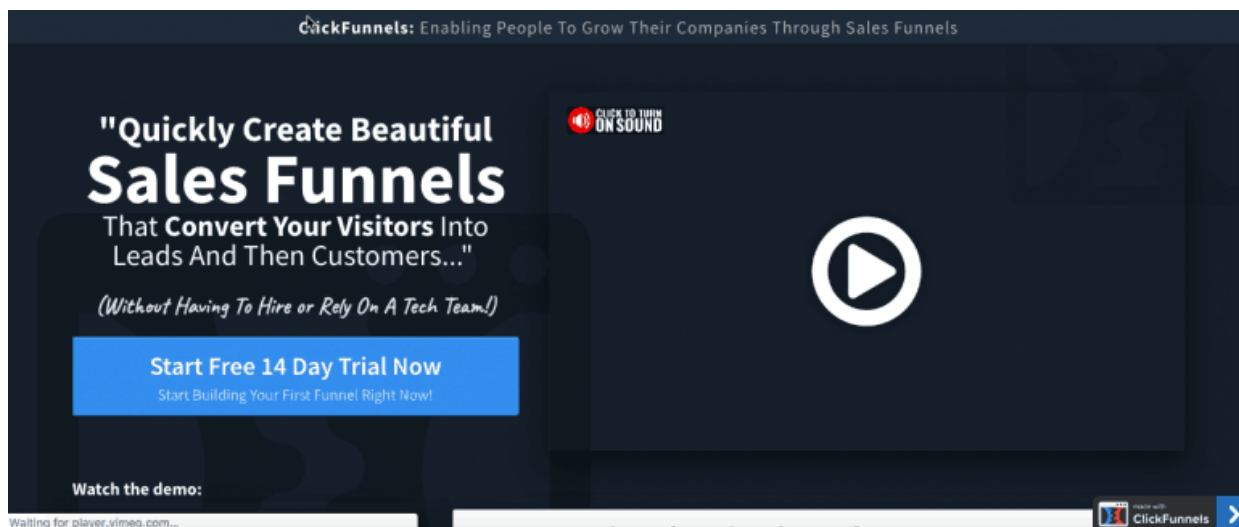
version, not only you would be able to keep the text, but you can directly post the content to your Medium or WordPress site.

6. Instapage

An advertisement for Instapage on a dark blue background. The Instapage logo is in the top left. The main headline reads "Only Instapage increases your conversions by up to 400%". Below this, a sub-headline states: "For every \$1 million you spend on digital ads, you're likely throwing away \$960,000. With Instapage your ads can convert up to 400% higher by automating 1:1 personalized post-click landing page experiences for every potential customer." At the bottom left are two buttons: "GET STARTED" and "REQUEST A DEMO". On the right side, there are two vertical panels showing examples of different landing page designs with various layouts and colors.

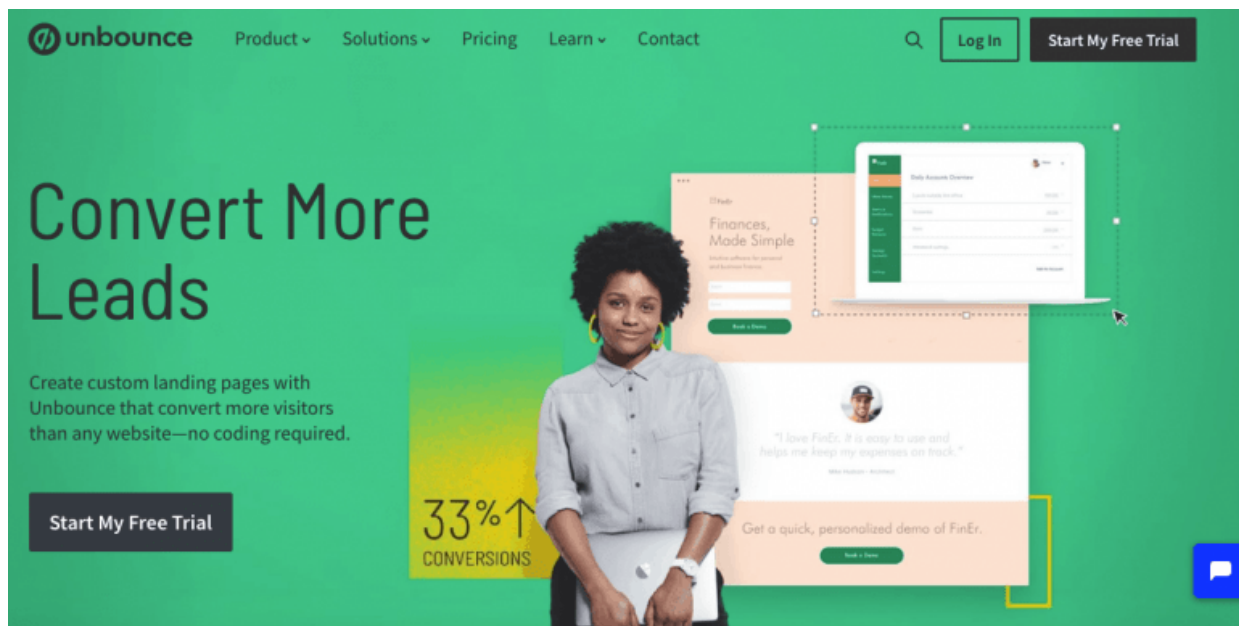
Creating new landing pages requires a lot of effort and time. And to save your energy and time, we are going to introduce you to an affiliate marketing tool that helps you out with the situation. Instapage's library already has tons of already existing landing pages, all you gotta do is select the landing pages that are relevant to your content, which you can use to sell your product or service. It also enables you to create your customized landing page for your audience in a lesser amount of time. It also allows you to create an ad on a social media platform, and then integrate your landing pages with it.

7. ClickFunnels

An advertisement for ClickFunnels. At the top, it says "ClickFunnels: Enabling People To Grow Their Companies Through Sales Funnels". The main headline is "Quickly Create Beautiful Sales Funnels" in large white text. Below it, a sub-headline reads: "That Convert Your Visitors Into Leads And Then Customers..." followed by the text "(Without Having To Hire or Rely On A Tech Team!)". A prominent blue button says "Start Free 14 Day Trial Now" with the subtext "Start Building Your First Funnel Right Now!". To the right of the text is a large play button icon. At the bottom left, it says "Watch the demo:" and "Waiting for player.vimeo.com...". At the bottom right, there is a logo for "powered with ClickFunnels" and a right-pointing arrow.

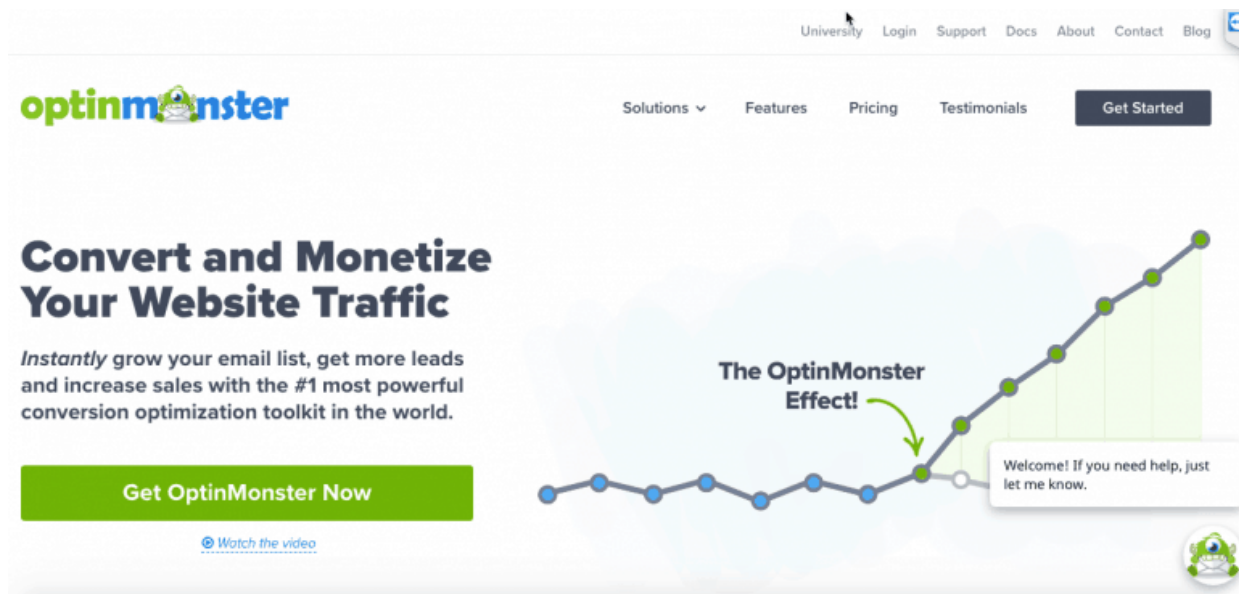
ClickFunnels is another excellent affiliate market tool that helps you in generating landing pages. However, to improve your conversion rates, ClickFunnel enables you to build a sales funnel, and it is proved to be very good at it. With tons of customizable options, getting your desired landing page is guaranteed. So, if you want to use ClickFunnel, you can try their 14-day demo, which will help you make up your mind.

8. Unbounce

The image shows the Unbounce website landing page. At the top, there is a navigation bar with the Unbounce logo, links for Product, Solutions, Pricing, Learn, and Contact, a search icon, and buttons for Log In and Start My Free Trial. The main content area features a large green background with the headline "Convert More Leads". Below the headline, it says "Create custom landing pages with Unbounce that convert more visitors than any website—no coding required." There is a "Start My Free Trial" button. A woman is standing in front of a laptop displaying a landing page for "Finances, Made Simple". A callout box shows a "33%↑ CONVERSIONS" statistic. Another callout box shows a testimonial: "I love FinEr. It is easy to use and helps me keep my expenses on track." Below the testimonial, it says "Get a quick, personalized demo of FinEr." and has a "Test & Share" button. A blue chat bubble is visible in the bottom right corner.

Unbounce is a web-based application that is also used to create landing pages. But this app can help you create unique and fully customized landing pages in the shortest amount of time, thanks to its massive library of themes and templates. Unbounce has got customizable landing page templates for almost every niche, including online shopping stores, companies, and more. The user interface is easy to understand and use, which will enable you to edit the templates and create your landing page, pop, or sticky bar with ease.

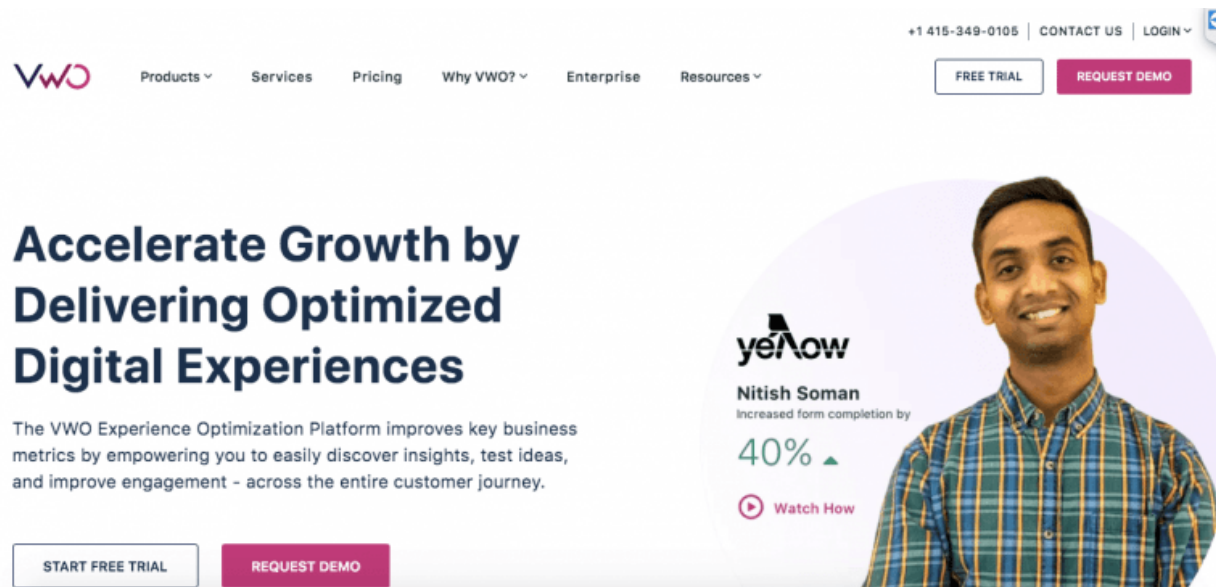
9. OptinMonster

The image shows the OptinMonster website landing page. At the top, there is a navigation bar with links for University, Login, Support, Docs, About, Contact, and Blog. Below the navigation bar, there is a secondary navigation bar with links for Solutions, Features, Pricing, Testimonials, and a "Get Started" button. The main content area features a large green background with the headline "Convert and Monetize Your Website Traffic". Below the headline, it says "Instantly grow your email list, get more leads and increase sales with the #1 most powerful conversion optimization toolkit in the world." There is a "Get OptinMonster Now" button. A line graph shows a sharp upward trend, labeled "The OptinMonster Effect!". A callout box says "Welcome! If you need help, just let me know." There is a "Watch the video" link at the bottom left and a small OptinMonster logo at the bottom right.

OptinMonster is another very excellent market affiliate tool that offers powerful tools enabling you to convert your visitors to subscribers. It is effortless to integrate OptinMonster with WordPress, Magento, Shopify, and many other CMS platforms. This tool helps you to create amazing and attractive subscription forms that will get the attention of the visitors. And the best part about it is that you don't need to have any experience in graphic

design to start working. Plus, you can also find tons of customizable templates that are easy to edit and will help you to get higher conversions.

10. Visual Website Optimizer (VWO)



The screenshot shows the VWO website homepage. At the top, there is a navigation bar with the VWO logo on the left and links for 'Products', 'Services', 'Pricing', 'Why VWO?', 'Enterprise', and 'Resources' in the center. On the right side of the navigation bar, there is a phone number '+1 415-349-0105', a 'CONTACT US' link, and a 'LOGIN' link. Below the navigation bar, there are two buttons: 'FREE TRIAL' and 'REQUEST DEMO'. The main content area features a large heading: 'Accelerate Growth by Delivering Optimized Digital Experiences'. Below this heading, there is a sub-headline: 'The VWO Experience Optimization Platform improves key business metrics by empowering you to easily discover insights, test ideas, and improve engagement - across the entire customer journey.' To the right of the text, there is a circular image of a man, Nitish Soman, wearing a blue and green plaid shirt. Next to his image, there is a 'yeNow' logo and text that reads: 'Nitish Soman Increased form completion by 40%'. Below this text, there is a 'Watch How' button with a play icon.

If you want to optimize your website and, in the meantime, have a thorough look at all the working and progress of your website, then Visual Website Optimizer is an affiliate marketing tool made just for you. In addition to this, you can make various versions of your site by adding different headings, buttons, and elements. With this tool, you can administer the total sign up your website got, the total number of clicks that were made, and the number of conversions you were able to achieve.

11. Mailchimp

Mailchimp is another very beneficial tool for you if you are an affiliate marketer as it helps you to create campaigns for your business. The campaign drives can be made to look more attractive by adding relevant content and design for your targeted audience. You can add different styles of headings and colors to impress your audience and get more conversion. It also helps you to get your campaign to grow through emails as it automates the whole process. You can keep on sending emails to your customers to keep them engaged and offer them different deals and discount coupons.

12. GetResponse

Another great affiliate marketing tool to create campaigns is GetResponse. With this tool, you can create more eye-catching campaigns that get people interested in your services, and your conversion rates will go up. There are tons of features to take your campaign to the next level, plus the customer base of GetResponse is very vast, which will also help you get more lead and visitors directed to your website. It can also create marketing emails for your business, and you can add fresh, dynamic content and display elements to

get more customers attracted. All of this will eventually help you with your conversion rates.

13. **ConvertKit**

As the name implies, ConvertKit will efficiently convert your visitors to subscribers through customizable opt-ins. A unique feature of this tool is that it can give detailed analysis on market trends and hot topics going on the internet, which can help you generate relevant content and get more conversions. It can also analyze based on customer's interests, activities, and most visited topics, and get you all the data that you need to curate your emails and campaigns. With such an insight, the chances of converting leads into customers increase by miles.

14. **Active Campaign**

For affiliate marketers, a successful campaign is very dear, which is why Active Campaign is another excellent affiliate market tool. With this tool, you can now discover the limits of your business by exploring new horizons of customers. It will help your campaign to reach a more significant number of people, and with its customization options, grabbing the attention of the customers is guaranteed. It also helps you to automate the process of marketing emails. You can now schedule your emails, and they will be sent on their designated time. The advanced CRM will help you manage your contacts and keep all your customer data on one platform.

15. **RedTrack**

If you want to keep all of your affiliate links organized on your WordPress, Magento, or Shopify website, then RedTrack is a highly useful affiliate market tool just for you. It can track all your affiliates and their progress as it manages their affiliate ID and link, and will give you a detailed report about their operations. The integration of this tool is quite easy, and it offers many great features; one of them is that it makes the insertion of affiliate links straightforward. With RedTrack, you can keep track of the clicks, views, and conversions of your campaigns.

16. **BeMob**

With BeMob, you can now track your online campaigns in real-time and in an innovative way, which is why it has made our list of the best affiliate marketing tools. If you are an affiliate marketer, then you must know how important it is to remain up to date about your performance and presence online. BeMob will help you get a detailed report about your campaign progress and profitability. Plus, you do not have to worry about your privacy as the data is safe and secure, this platform is highly encrypted and requires authentication processes.

17. **Binom**

Binom is a potent tracking tool that can be integrated with your website with quite an ease. It provides you a detailed report about your visitors' data, and you can get insight into the customers' trends, which will help you create better and relevant content in the future. The reports generated are detailed and user-friendly, and you can easily understand and take action according to them. You can even get information about visitors like where they are landing and which devices are being used to access your site. You can also create custom funnels to get more conversion rate.

18. **AdPlexity**

When you are in the affiliate market, the room for trial and error is minimum. You always have to be at the top of your game and stay one step ahead of the competitors of your niche. And this is the reason you need to know well about the whereabouts of traffic that is reaching your digital grounds. AdPlexity helps to give all the information and insight into the traffic on your digital properties. Plus, it also gives you a report about the traffic sources, who made the offer to publish, and this tool will also tell you about similar other campaigns that have the same suggestions.

19. **WhatRunsWhere**

As the name implies, this tool is used to keep an eye on the audience around the globe and see what type of content is famous among which masses? So, if you are interested in online media buying, WhatRunsWhere is the right tool for you. It will help you create a secure and effective campaign with the help of smart media buying and by looking out for the competition, finding all the new traffic sources for higher conversion, and plotting more intelligent marketing strategies for your niche.

20. **Anstrex**

Antrex is a web-based application that is developed as an Ad Spy Tool and is proved to be a highly useful tool for affiliate marketers. This software has three main functions, to analyze the data, to make strategies, and to execute those strategies. Antrex is one of the best software to manage your ad campaigns in a very disciplined manner, and it comes with tons of other features as well.

21. **PowerAdSpy**

PowerAdSpy is one of the most popular and powerful ad spy tools available for affiliate marketers today. If you want to thrive in your business, you need to have a market insight and have a closer look at what your competitors are doing and what the recent trends are, and PowerAdSpy will help you with all

of that. It gets data from different social media platforms, applies analytics on it, and get you data, which will help you finalize your market strategies.

22. **Social Ad Scout**

This ad spy tool is specially developed for social media platforms. It is one of the oldest tools available in the market that covers Facebook and Instagram advertisements. With this tool, you can have a closer look at your ad campaigns as it shows you the total number of views, likes, shares, comments, and in which region your ads are on display. All this information will help you analyze the progress of your ad.

23. **HootSuite**

It is very important for affiliate marketers to maintain a strong social media presence. HootSuite is a brilliant social media management platform that incorporates excellent features to manage your social media entirely. With this tool, you can do as simple tasks as creating and scheduling content, managing your team, and measuring ROI. This software has different plans, so if you are an individual, you can opt for their single-person plan, or if you are a larger organization, you can go for the program that suits you. All in all, if you want to manage your social media, HootSuite is one brilliant affiliate marketing tool.

24. **Buffer**

Another great social media management platform is Buffer. Just like HootSuite, Buffer also helps you in organizing your content, curating content, and scheduling it. With this tool, you can also administrate the progress of your posts, like how much reach did it get and how many people liked and shared it. If you are an affiliate marketer, Buffer will help you collaborate with other social media marketers, which will eventually help you in promoting your content and get more reach. You can also manage different accounts with Buffer and get the results, progress reports, and analysis of all these accounts at a single page.

25. **SEM Rush**

SEM Rush is one of the best tools to improve the SEO of your website. With this tool, you can find all the questions related to a particular keyword, which will help you in enhancing the visibility of your page. With SEM Rush, you can now research keywords, perform ongoing search crawling, and position monitoring. It will also help you find the best long-tail and short-tail keywords. Plus, it will give you a detailed report about a specific keyword; how many searches were made monthly, what was the cost per click, what is the difficulty level of keywords, and more.

26. **Ahrefs**

Ahref is another handy affiliate marketing tool that gives you in-depth keyword insights. For higher SERP, marketers need to optimize their web pages and posts, and Ahrefs is what can help them in achieving this. Ahrefs provides powerful tools that will help you do keyword research from world top search engines all at a single moment. In addition to this, you can also inspect the keyword's health, the performance it made in the past, the impressions it got, and how many clicks were made to it. Ahrefs can also be used to get a complete overview of your competitor's search marketing campaigns, as it will tell you whether they have gained traffic organically or by paid methods.

27. **LongTailPro**

If you want a tool that will specifically help you to rank higher based on long-tail keywords, then LongTailPro is the best affiliate marketing tool that you will find in the market. The best part about this tool is that the interface is very user-friendly, and you won't take much time to familiarize yourself with it. If you are a beginner, this tool will help you to start competing with marketers that have years of experience. Just like any other SEO tool, LongTailPro helps you to find keywords, inspect keyword's competitive score, get analysis of a keyword's performance, and more.

28. **Moz**

Another SEO tool that can prove to be very beneficial for affiliate marketers is Moz. It is a top-rated tool that helps you to perform on-page SEO to get your website rank higher. If you need any insight into a keyword, Moz will provide you a detailed report about it. You can research keywords without any trouble, and get analytics about them right on the go. Moz gives its competitors a fierce competition, just like it enables you to compete with yours by giving you all the tools you need to take your SEO game to the next level.

29. **Cloudways**

Cloudways is a great affiliate marketing tool if you want to cloud-host your website. If you have achieved a massive number of visitors on your website, you should start thinking of switching on cloud hosting as nothing is better than cloud hosting. And among cloud hosting, Cloudways is one of the best platforms out there. The monthly plans are affordable, starting just from \$10 a month. The best part about Cloudways is that you only have to pay for what you use.

30. **Kinsta**

Another excellent option for hosting your website is Kinsta, which is known for hosting heavy-duty websites. And the reason they are on top of cloud

hosting games is the fact that they use Google cloud servers, which means you can rely on them for lightning-fast speed. Another plus for Kinsta is their customer support, which is available 24/7 and will get any of your issues sorted in a minimum amount of time. They perform daily backups, weekly WP database optimization, and they have an outstanding affiliate program, which makes Kinsta one of the best affiliate marketing tools in the market.

0 Response to "30 Best Affiliate Tools – Updated – Jul 2020"