

FIELD GUIDE · FREE

The SaaS Affiliate *Launch* Checklist

Pick a model, set a rate, write your terms, recruit ten partners, and launch.

● Brought

AFFILIATE SOFTWARE FOR SAAS
BROUGHT.DEV / 2026

20–30%

TYPICAL RECURRING

90

DAY COOKIE

10

WARM PARTNERS

A short, practical guide to standing up a SaaS affiliate program that actually produces revenue. No filler. Pick a model, set a rate, write your terms, recruit ten warm partners, and launch.

Ten partners whose audience is your buyer will out-produce a thousand random signups.

01

Choose a commission model

MODEL	PAYS	BEST WHEN
Recurring %	A share of revenue each month, usually capped at 12 months	Most SaaS. Aligns the partner with retention.
One-time bounty	A flat amount once, after the refund window	High-retention or low-ARPU products where simplicity wins.
Hybrid	A bounty plus a smaller recurring tail	You want a strong hook and lasting alignment.

Start with recurring unless your product is unusually sticky.

02

Set your rate

Anchor to the market: **20 to 30 percent recurring, with 30 percent the common figure, and a 90-day cookie.** Then pressure-test against your margin and a conservative customer lifetime, and only pay after the refund window clears.

NOTE

Sensible default. 25 to 30 percent recurring for the first 12 months, a second tier at 30 to 35 percent once a partner crosses a producer threshold, and a small one-time bonus after the refund window to break the activation gap.

03

Terms: the seven decisions

Decide these before you launch, write them down plainly, and the rest is housekeeping.

1. **Cookie window.** How long after a click a signup still counts. 90 days is the norm.
2. **Attribution.** Which click gets credit. Last-click is the common default. State it.
3. **Qualifying event.** When a commission is earned. Almost always on the first paid invoice, after any trial.
4. **Refund and clawback.** Hold every commission until your refund window clears, and reverse it if the customer refunds.
5. **Self-referral.** Affiliates cannot earn on their own accounts. This is the most common abuse.
6. **Payouts.** Minimum balance and schedule, paid after the hold clears.
7. **Prohibited methods.** No bidding on your brand terms, spam, misleading claims, cookie stuffing, or coupon leaking.

04

Recruit your first ten partners

Quality of audience match beats quantity. Aim for ten well-matched partners you recruit personally, not a public free-for-all.

- **Your happy customers.** The highest-converting source. Invite your most engaged, longest-tenured, most vocal users personally.
- **Creators and reviewers.** People who already publish for your audience. Find who ranks for or covers your category.
- **Newsletter authors.** Direct, trusted access to a targeted inbox. Look for readership match, not just size.
- **Communities.** Slack groups, Discords, and subreddits where your buyers ask "what tool should I use?" Enroll the trusted voices, respect the rules.

Five outreach emails

Personalize the brackets and the first line. A specific, genuine opener is the difference between a reply and the trash.

1 · CREATOR OR REVIEWER

Subject: Partnering with you on [Product]

Hi [Name], I came across your [specific piece] and it is clear your audience trusts you on this. I am the founder of [Product] ([one-line value]). We are opening a small affiliate program: [X]% recurring, [12] months, 90-day cookie. I will set you up with a link and a free account so you can speak from real experience. Worth a quick look?

2 · NEWSLETTER AUTHOR

Subject: Affiliate partnership for [Newsletter]

Hi [Name], your readers are exactly who we built [Product] for. We are opening an affiliate program ([X]% recurring, 90-day cookie) and would love [Newsletter] as an early partner. Happy to do a paid mention plus affiliate so a single send keeps paying. Open to it?

3 · HAPPY CUSTOMER / CHAMPION

Subject: A thank-you, and an offer

Hi [Name], you have been one of our most engaged customers, and I notice you recommend us. We just launched an affiliate program so the people you send our way actually earn you something: [X]% recurring for [12] months. Want me to set up your link? Takes one click.

4 · AGENCY OR CONSULTANT

Subject: Partnering on your client stack

Hi [Name], you set up tools like ours for clients. Our new partner program pays [X]% recurring on every account you bring, tracked cleanly so you never chase a payout. Happy to give you a partner account and co-marketing. Worth fifteen minutes?

5 · DORMANT AFFILIATE (RE-ACTIVATION)

Subject: A fresh asset for you

Hi [Name], you joined our affiliate program but it has gone quiet. We just shipped [new thing] and made a ready-to-send teardown your audience will like. Your link still works. Want me to send it over?

06

Launch in 30 / 60 / 90 days

- **First 30.** Connect billing, set commission and cookie, publish terms, recruit your first ten warm partners, give each a link and assets.
- **By 60.** Nudge anyone who has not posted, surface your top mover, approve your first refund-cleared commissions, ask producers for a testimonial.
- **By 90.** Add a second tier, re-activate dormant partners, and decide whether to expand recruiting beyond the people you already know.

Brought handles the tracking, refund-safe commissions, and the activation nudges for you. Keep this checklist for the parts that are yours.

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