

# Affiliate



The affiliate is a person or organization who promotes products by a [vendor](#) and receives a [commission](#) per sale or [acquisition](#). See also: [PPA](#).

The commissions can be earned per click, per sale or per lead. While [Pay-per-click](#) programs have declined dramatically in numbers because of click fraud, Pay-per-sale and pay-per-lead programs are still very common.

## More Information

- [Search Engine Optimization](#)
- [Unethical SEO](#)

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