

ClickBank Presents

# DATABANK

EXCLUSIVE GAME-CHANGING TREND  
& DATA ANALYSIS





# AMPLIFY YOUR REVENUE WITH THE POWER OF DATABANK

## Big Data, **Bigger Conversion**

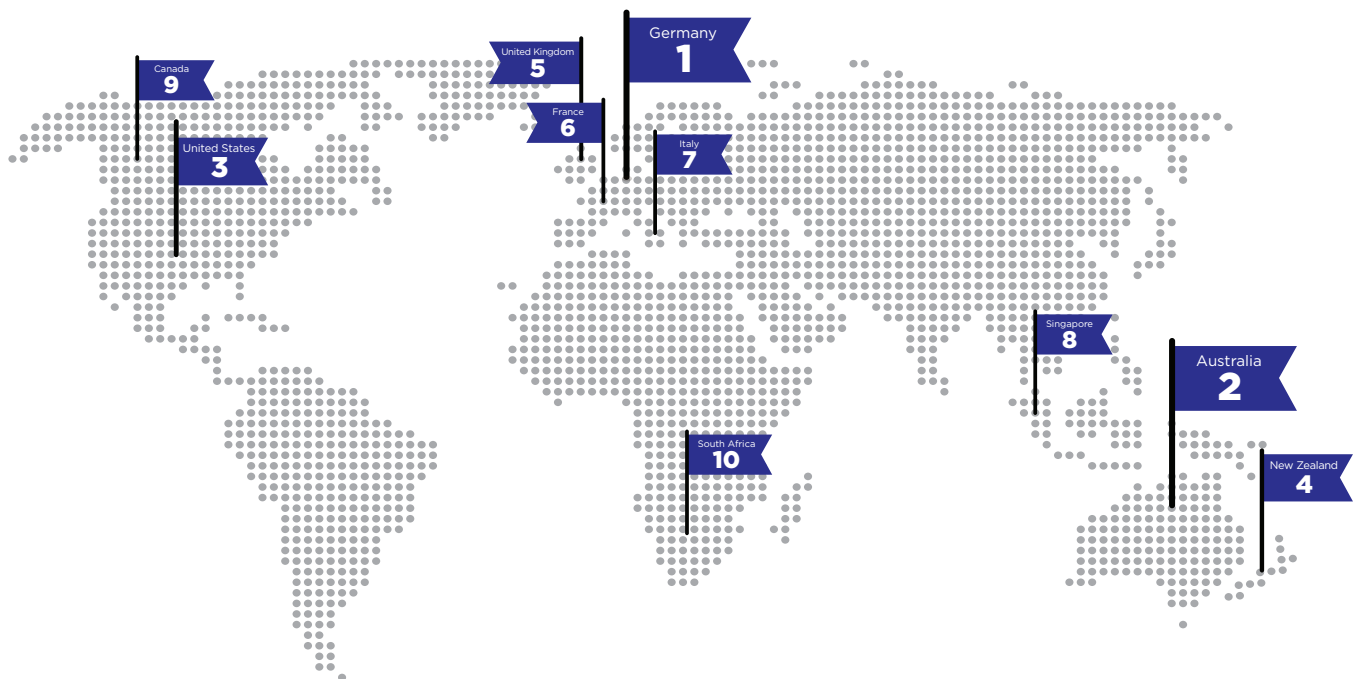
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From all of us at ClickBank, we'd like to extend a huge thank-you for choosing to download this year's edition of DataBank. The information nestled inside has the power to transform your online business with the game-changing data of ClickBank's 18+ years of industry experience.

In the following pages, you'll discover eye-opening statistics and facts which have the potential to completely change

your Internet marketing game, elevating your sales and blowing your previous conversion numbers out of the water.

Just like last year's edition, the information you find within is time-sensitive. This **IS** what is working **NOW**. Because of this, you'll want to jump on these trends right-away to capitalize on the increased revenue potential which awaits you.



# TOP 10

## Countries by Conversion Rate

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Germany isn't just known for its automobile exports anymore, the country also leads ClickBank in highest conversions, the world over. With an average conversion rate of 16.62%, how will you utilize this data to super-charge your sales?

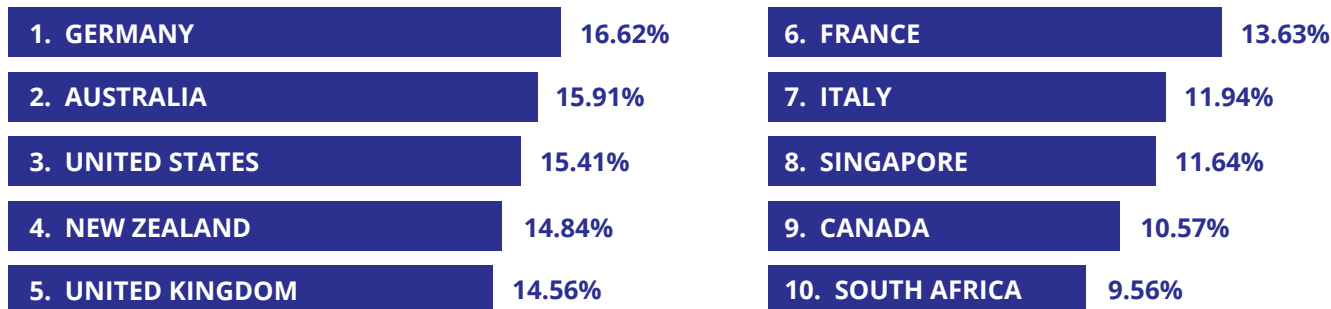
Contrary to popular belief, the United States doesn't hold the number one spot when it comes to online consumers who are willing to spend. However, the US is up

seven spots from last year's report and is making a play at becoming the largest consumer of online goods.



### **CLICKBANK INSIGHT:**

*Don't rule out promoting in a country low on the list. Countries like South Africa, Canada and Singapore have much less competition for display advertising, which could result in more bang for your buck. Split test with the data on the next page to see what works best for you.*



1. Germany  
**16.62%**



2. Australia  
**15.91%**



3. United States  
**15.41%**



4. New Zealand  
**14.84%**



5. United Kingdom  
**14.56%**



6. France  
**13.63%**



7. Italy  
**11.94%**



8. Singapore  
**11.64%**



9. Canada  
**10.57%**



10. South Africa  
**9.56%**

# BEST DAYS

## To Promote Based on Conversion

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Choosing the best days to populate display advertising and send email campaigns can mean the difference between ho-hum conversions and knocking it out of the park. Are you choosing the right day to run your promotions? Check out the data below and see what results you find by changing your promotional efforts.

**1. SUNDAY**

**7.83%**

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**2. MONDAY**

**7.81%**

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**3. TUESDAY**

**7.74%**

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**4. SATURDAY**

**7.67%**

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5. THURSDAY

7.41%

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6. WEDNESDAY

7.38%

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7. FRIDAY

7.06%

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# TOP 10

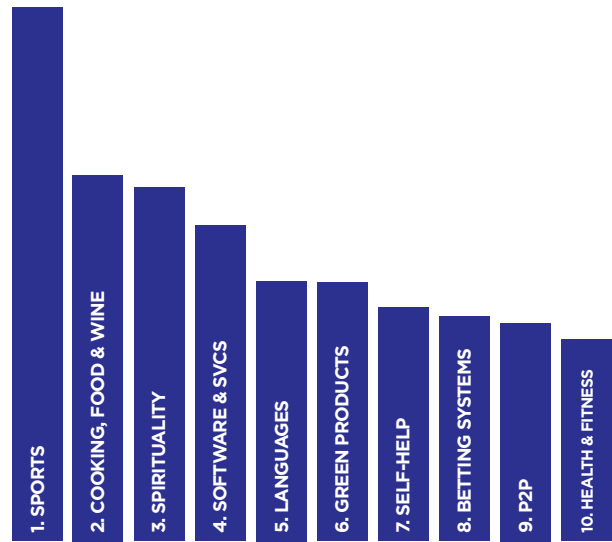
## Categories by Conversion Rate

Take a look at our top 10 converting categories below. Do they support your current marketing strategies? Are you surprised Sports leads the way by nearly six whole percentage points? Aligning your promotional efforts to what is currently converting well on ClickBank has the potential to really boost your profit.



### CLICKBANK INSIGHT:

*Remember, it doesn't just end here. How will you adjust your marketing message to resonate with audiences in these niches? How you market to a Sports fan is a lot different than how you market to a Self-Help enthusiast.*



1. Sports  
**19.5%**



2. Cooking, Food & Wine  
**13.46%**



3. Spirituality  
**12.97%**



4. Software & SVCS  
**11.49%**



5. Languages  
**9.33%**



6. Green Products  
**9.32%**



7. Self-Help  
**8.29%**



8. Betting Systems  
**7.94%**



9. P2P  
**7.69%**



10. Health & Fitness  
**7.04%**

# HIGHEST CONVERTING

## Price Points based on Sales Type

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One of the most important things you can do as a product creator is zone-in on which pricing model best resonates with both your product and your audience. While it's up to you on the product side, we can lend our expertise and shed some light on which price points convert well on the ClickBank platform.

This year, inexpensive single-purchase products are up about two percent and still lead the way in terms of non-subscription products. Couple this with a subscription upsell from one of the many subscription products on ClickBank and you may just have found your sales sweet-spot.

**STANDARD**  
One-Time Sale:

*Price Segment*  
\$0 - \$9.99

*Avg. Conversion Rate*  
**17.7%**

**STANDARD**  
Subscription Sale:

*Price Segment*  
\$50 - \$69.99

*Avg. Conversion Rate*  
**10.8%**

**UPSELL**  
One-Time Sale:

*Price Segment*  
\$20 - \$29.99

*Avg. Conversion Rate*  
**19.5%**

**UPSELL**  
Subscription Sale:

*Price Segment*  
\$20 - \$29.99

*Avg. Conversion Rate*  
**25.3%**

# TOP 6

## Hidden Marketplace Gems

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### Promote with Confidence. **Promote for Profit.**

The ClickBank Marketplace is the keys to the kingdom for digital marketers. With more than 175,000 physical and digital products to choose from, there is quite literally, something for everyone. But, we understand with so many options at your fingertips, it can be difficult to narrow down the right product or promotion for you.

While things like “gravity”, “average dollar per sale” and “initial sale” can target your searches to some degree, wouldn’t you

like to know what’s killing it on ClickBank, right now... today?

Below, we’ve assembled a handful of our top-converting products which are bringing in the big bucks for many of our partners. Many of these selected products have a healthy affiliates tool page, meaning most of the work is already done for you! You can hit the ground running with pre-created swipes, banners and other marketing copy! So, what are you waiting for? Check them out now!

#### 1 How To Find The Man Of Your Dreams

Conversion Rate: 13750% Vendor: liebe17

#### 2 The Devotion System! Audio Edition

Conversion Rate: 3835.71% Vendor: amynorth

#### 3 the Eat Stop Eat Kindle & ePub Versions

Conversion Rate: 472.64% Vendor: eatstopeat

#### 4 Belly Flattening Detox Drinks

Conversion Rate: 244.67% Vendor: tonedinten

#### 5 Organic Recipe Book

Conversion Rate: 67.95% Vendor: mymobilemp

#### 6 Vert Shock Complex Training Routines

Conversion Rate: 242.67% Vendor: adamfolker

*(Simply search the vendor names above in our affiliate marketplace to be taken to their marketplace profile.)*



# TOP 9

## Recurring Products to Promote

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Recurring products are the gift which keeps on giving. Getting behind some of the top converting recurring products on the ClickBank Marketplace is a great way to pad your bank account each month as those recurring charges keep coming in. Whether you're a vendor and would like to add these on in the form of an Order Bump or an affiliate and would like to promote them directly, you've got plenty of options to choose from below.

### 1 Exercises for Injuries Private Facebook Group

Conversion Rate: 5550% Vendor: painfix

### 2 Essential Tennis Academy Membership

Conversion Rate: 100% Vendor: essentialt

### 3 Be Irresistible Insiders Club \$1 Trial

Conversion Rate: 88.77% Vendor: gettheman

### 4 1 year Membership to FairsandFestivals.net plus free eBook

Conversion Rate: 74.32% Vendor: lindseyfwa

### 5 My Mobile Money Pages - Club Membership

Conversion Rate: 67.95% Vendor: mymobilemp

### 6 The Online Dog Trainer Loyal Customer

Conversion Rate: 67.82% Vendor: doggyd4n

### 7 3 Month Subscription to FairsandFestivals.net plus free eBook

Conversion Rate: 64.48% Vendor: lindseyfwa

### 8 Daily Market Advantage Firesale

Conversion Rate: 64.45% Vendor: dailyma

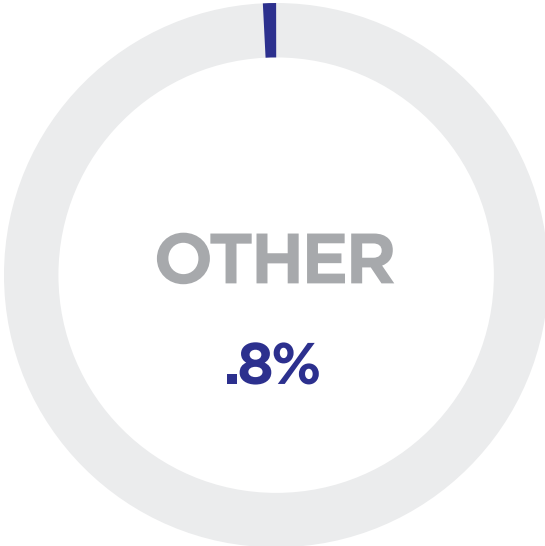
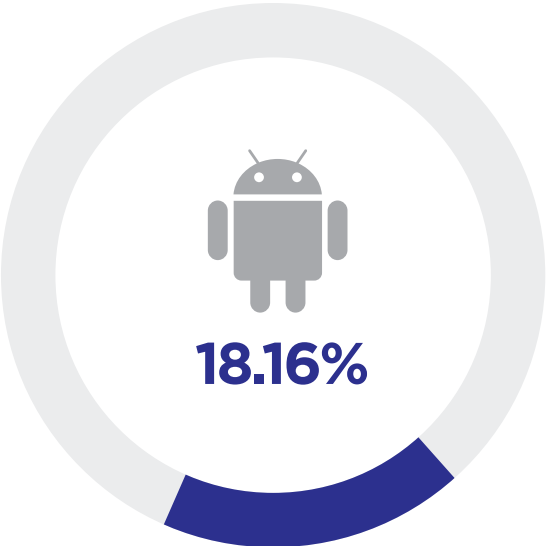
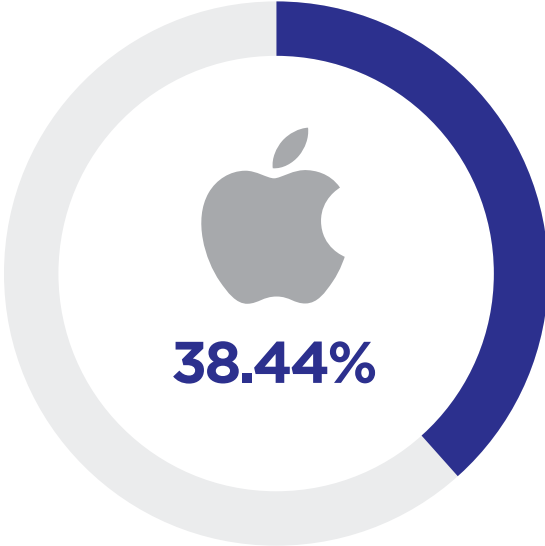
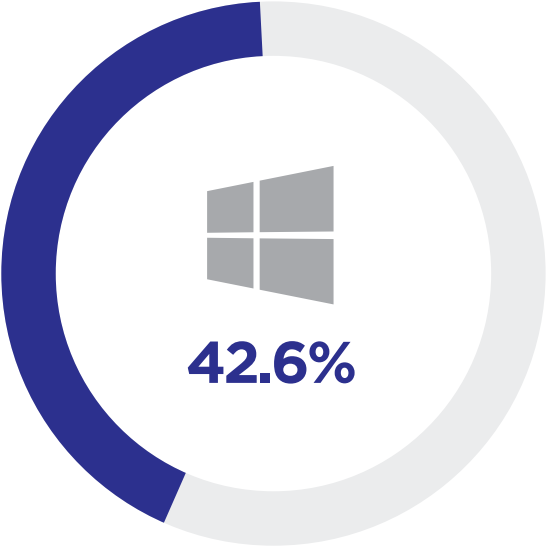
### 9 3 Month Subscription to FairsandFestivals.net plus free eBook

Conversion Rate: 64.31% Vendor: lindseyfwa

# CONVERSION RATES

## By Operating System

Each year, the volume of Internet users who are choosing to shop on mobile devices is increasing. The same data holds true for users completing purchases on the ClickBank platform. Combined iOS and Android users made up 56.6% of our traffic. What's the take-away here? Your websites and sales pages need to be mobile responsive to capture some this mobile volume. See the breakdown below.



# EXCLUSIVE PRO TIP

## Making Promoting a Breeze

Utilizing our Vendor Spotlight and Affiliate Tools pages is hands-down, the absolute easiest way to hit the ground running and begin promoting high-converting offers in a matter of moments. Pre-created email copy, image or text ads you can use to link to a vendors site and suggested keywords for SEO or PPC advertising will all save you valuable time and energy when crafting your marketing efforts. Ready to get the most out of these features? Follow along in the steps below.

### STEP ONE:

Conduct a search or log in so you can see the “Filters & Attributes” settings on the left side.

### STEP TWO:

Under “Required Attributes” select, ‘Must have affiliate tools page’ **AND** “Must have vendor spotlight page.”

### STEP THREE:

You will notice all your search results have now been replaced with offers containing a “Vendor Spotlight” hyperlink. Let’s click on one.

### STEP FOUR:

Here you will find several helpful data points to aide in your promotions including vendor statistics, any important announcements and most importantly, a direct link to the vendors Affiliate Page. Following this link will give you everything you need to successful create and execute flawless marketing campaigns for this product. Go ahead, give it a try!

The screenshot displays the ClickBank Marketplace interface. On the left, there are search filters and attributes. The main area shows product listings for 'Arts & Entertainment'. A 'Vendor Spotlight' callout is shown for the 'HOW2SING' vendor, providing detailed statistics and an affiliate link.

**MARKETPLACE**  
Choose from thousands of great products to promote

Find Products: [Search Bar] [Advanced Search Search Help]

Results: All Categories | Current Category | Marketplace Help | Displaying results 1-10 out of 249 (pg. 1 of 25) | Results per page: 10

**Arts & Entertainment**

Sort results by: Popularity | Low to High | High to Low

**Superior Singing Method - Online Singing Course (view mobile)**  
High Quality Vocal Improvement Product With High Conversions. Online Singing Lessons Course Converts Like Crazy Using Content Packed Sales Video. You Make 75% on Every Sale Including Front End, Recurring, And 1-click Upsells!  
Avg S/sale: **\$62.65**  
[PROMOTE] [Vendor Spotlight]

Stats: Initial S/sale: \$59.88 | Avg %/sale: 75.0% | Avg Rebill Total: \$16.81 | Avg %rebill: 23.0% | Grav: 30.67  
Cat: Arts & Entertainment : Music

**Pianoforall**  
Learn Piano And Keyboard - One Of The Top Piano Methods. Good Conversion Rate And Very Low Refund Rate (5% Average) Because Of Amazing Verifiable Testimonials. Great Affiliate Response Site. We Try Our Best To Look After Our Affiliates.  
Avg S/sale: **\$22.78**  
[PROMOTE] [Vendor Spotlight]

Stats: Initial S/sale: \$22.78 | Avg %/sale: 60.0% | Grav: 58.59  
Cat: Arts & Entertainment : Music

**Vendor Spotlight**

**Vendor Profile**

**Vendor Statistics**

|                  |         |
|------------------|---------|
| Avg S/sale:      | \$62.65 |
| Initial S/sale:  | \$59.89 |
| % per sale:      | 75.00%  |
| Subscription \$: | \$18.62 |
| % per rebill:    | 23.00%  |
| Gravity:         | 30.67   |
| Subscribers:     | 238     |

Marketplace: **Superior Singing Method - Online Singing Course**  
High quality vocal improvement product with high conversions. Online singing lessons course converts like crazy using content packed sales video. You make 75% on every sale including front end, recurring, and 1-click upsells!  
Affiliate Page: <http://www.superiorsingingmethod.com/affiliates>

**Announcements** + Log in for subscription options

- Landing Page Without An Exit Pop Is Here! (Read more...) (Posted 02/05/2015 5:21PM PST)
- Superior Singing Affiliate Banners Done! (Read more...) (Posted 11/19/2014 11:56AM PST)
- New Updated Site! Check Out What's New Here... (Read more...) (Posted 11/12/2014 4:16PM PST)

**Also Recommended**

- 1000paleo
- episcoccer
- pwg123

**Trick Photography And Special Effects E-book**  
Become Unique, Creative, And Artistic By Taking Breathtaking Photographs That Blow People's Minds Away! Dozens Of Rare Trick Photography Ideas Are Included In This 295 Page E-book, Along With 9 Hours Of How-to Photography Video Tutorials.  
Avg S/sale: **\$25.35**  
[PROMOTE] [Vendor Spotlight]

Stats: Initial S/sale: \$25.35 | Avg %/sale: 60.0% | Grav: 13.93  
Cat: Arts & Entertainment : Photography

**Filters**

Reset Filters and Attributes

Gravity: 0 | 100+

Avg S/sale: \$0 | \$150+

Initial S/sale: \$0 | \$100+

Avg Rebill Total: \$0 | \$200+

Avg %/sale: 1% |

Avg %/rebill: 1% |

Date added to marketplace: 2017-2-19 | 2017-2-19

**Attributes**

Required Product Type(s):

- Shippable Media
- PitchPlus

Required Language(s):

- German
- English
- Spanish
- French
- Italian
- Portuguese

Required Billing Type(s):

- One-time
- Recurring
- \$1 Trial

Required Attribute(s):

- Must have affiliate tools page
- Must have vendor spotlight page
- Support for mobile traffic
- Vendor uses exclusive whitelists

# Thank You for Reading.

Stay tuned for more reports in the near future,  
designed to help you make your business go even further.

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