

Build a referral & affiliate program (reward points) on the Ecommerce Wordpress platform.

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Abstract: In the fiercely competitive landscape of the e-commerce market, this topic focuses on building and deploying a referral and affiliate-based promotion program system aimed at optimizing revenue for an Ecommerce store. The topic combines theoretical and experimental research methods to design and develop reward points for customers participating in referral and affiliate activities, thereby enhancing customer engagement and loyalty. The expected results offer high practical value in improving business performance and expanding the e-commerce partner network.

Keywords: referral program, affiliate program, reward points, Ecommerce, Wordpress