

Build and deploy an affiliate marketing campaign for the e-commerce platform Shopee.vn on the Accesstrade platform.

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Abstract: In the context of the continuous development of e-commerce in Vietnam, the problem of optimizing revenue through affiliate marketing strategies has become urgent. This topic aims to build and implement an affiliate marketing campaign for the e-commerce platform Shopee.vn on the Accesstrade network with the goal of enhancing the conversion rate of potential customers into actual customers. Through theoretical research on affiliate marketing combined with the process of designing and implementing a specific application, the topic expects to provide a feasible solution to help Shopee.vn maximize profits from this business model. The expected results will contribute to the general understanding of how to apply affiliate marketing in Vietnamese e-commerce.

Keywords: affiliate marketing, e-commerce, Shopee, Accesstrade