



See Results

with

Aragon Premium

An exclusive network for top-tier advertisers and publishers.

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Get to Know Aragon Premium

Who Are We?

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Who Are We?

Aragon Premium helps brands acquire new customers on a cost-per-acquisition (CPA) basis. Our network consists primarily of affiliates who produce high-quality original content shared with their social media followings, to rank on Google, or that is supported by paid media campaigns.

Aragon Premium also includes email marketers and mobile in-app media buyers.

Who Can Join Premium?

Publishers who produce their own content that they want to monetize. Media buyers that drive quality user acquisition. Personal finance blogs, mom blogs, gaming blogs, mass media brands, and review and coupon sites are just some of our partners.

If you own your site, have a large following, create engaging content, or run media campaigns, we can help increase your income and boost your traffic.



The Affiliate Landscape

The Industry
Aragon Premium

THE INDUSTRY

300% more leads
are generated
from affiliate
marketing than
from traditional
ads and it costs
62% less.

81% OF BRANDS NOW USE AFFILIATE MARKETING.

Affiliate marketing is a trusted way to monetize your site as a publisher or promote your brand as an advertiser.

20% OF PUBLISHER REVENUE CURRENTLY COMES FROM AFFILIATE MARKETING.

It has become a revenue stream upon which publishers rely more and more each year.

76% OF PUBLISHERS SAY THAT AFFILIATE MARKETING MAKES MONETIZING THEIR WEBSITE EASY.

It's an accessible way to make a big impact on your bottom line.

ARAGON PREMIUM

Aragon Premium
has experienced a
280% growth in our
publisher list over
the past year.

THE NETWORK HAS SEEN A 200% INCREASE IN ADVERTISERS IN THE FINTECH CATEGORY YOY.

"Investing," "make money," "cash back," and "debt" offers saw the highest number of clicks.

PUBLISHERS RECEIVE 80% OF THE REVENUE THEY GENERATE WITH OUR REV-SHARE PROGRAM, PLUS PROMOTIONAL BONUSES.

We're transparent in our practices and there's no guess work involved.



Our Advertisers

With a focus on
Fintech, we
partner with
the most
innovative and
notable brands
in the industry.

Some of our partners include:

chime

everyday life

earnin™

tally

acorns

digit

Truebill

instacart

TRIM

Rakuten

gabi

drop



Our Publishers

Robert Farrington, The College Investor

RJ Weiss, Ways to Wealth

Nick Loper, Side Hustle Nation

Kyle Kroeger, Financial Wolves

Ben Huber, DollarSprout

**We maintain close
relationships with
our publishers to
provide them with
the support and
help they need.**

Here's **what several of
our pubs had to say**
about working with us and
how it feels to be a part of
the community.



Robert Farrington

Founder at The College Investor

ABOUT

"The College Investor is one of the premier personal finance sites focused on helping people escape student loan debt and start investing. We cover a range of topics including investing, banking, student loans, general personal finance, and more. We also review almost every product and service in the financial space, with a focus on FinTech."

Robert Farrington, The College Investor

ON AFFILIATE MARKETING

"We've been working with partners in a variety of capacities, including affiliate marketing, for almost a decade. We view affiliate marketing as a win-win for both companies and the influencers and brands that promote them because a correctly calculated affiliate program can be profitable for the publishers, and it brings in highly profitable qualified leads for the advertiser."

WHY ARAGON PREMIUM?

"Aragon Premium is great about working with financial brands (especially FinTech companies), and creating a solution that not only provides a solid partnership, but they have a focus on data analytics, tracking, performance, and more."

ADVICE TO OUR COMMUNITY

"Create the best content to serve your audience, don't just "write for affiliate marketing". The key to success is to find a win-win-win situation. The first win is you solve your readers/viewers' problems or concerns. The second win is that you know a solution that can help them - product, service or tool. And the third win could be affiliate marketing, in that hopefully that product, tool, or service you love and use would pay you for the leads you'd send them."



RJ Weiss

Founder at The Ways to Wealth

ABOUT

"I founded The Ways To Wealth, a personal finance blog about all things making and saving money, in 2016. Prior to The Ways To Wealth, I spent 10 years in financial services, including time as a CERTIFIED FINANCIAL PLANNER™. Since inception, The Ways To Wealth has received over 8,000,000 unique visitors."

RJ Weiss, The Ways to Wealth

ON AFFILIATE MARKETING

"Affiliate marketing is the largest source of revenue for The Ways To Wealth. I've always believed that affiliate partnerships are the natural way to market online for both readers, publishers, and partners. We get to share what products and services we're using with readers. Then, partners then get to choose the conversion point, allowing them to scale."

WHY ARAGON PREMIUM?

"Nobody has a better top to bottom network of partners in the finance space than Aragon Premium."

ADVICE TO OUR COMMUNITY

"Test everything. Page titles, button CTAs, the order of affiliates on a page, copy surrounding the offer, sending someone to a review vs. directly to the offer, etc. ... if it matters, find a way to test it."



Nick Loper

Founder at Side Hustle Nation

ABOUT

"It's kind of crazy, but I've been in affiliate marketing for 15+ years! It's a great business model for me because you can help point people to the products and services that will help them, without having to create those products or services yourself. It's also very time-leveraged, in that you can build assets or articles once, and have them continue to serve people and earn money for months or even years. Side Hustle Nation focuses on entrepreneurship, side hustle ideas, online business, creative marketing ideas, investing, and other ways to make more money. A lot of the offers you see on the site are unique money-making apps, FinTech brands, and gig economy platforms."

Nick Loper, Side Hustle Nation

ON AFFILIATE MARKETING

"Side Hustle Nation has had affiliate links from Day 1, in 2013, but I've actually been an affiliate since 2004. My original side hustle was in the footwear niche! Still, I learn more every day and it's a ton of fun to continually optimize and try new things. It wasn't until FinCon in 2017 that I began to see the potential for stronger affiliate earnings from Side Hustle Nation."

WHY ARAGON PREMIUM?

"Great account support (thanks Lauren!), an easy-to-use interface and reporting, and strong payouts."

ADVICE TO OUR COMMUNITY

"It's really a game of traffic + conversion, which is seemingly simple enough but has a lot of nuance. When you're just starting out, focus 100% on the traffic side of things. That means creating compelling content that readers and search engines love. That means creating content that gets shared on social media. That means building an email list. That might NOT look like tossing a bunch of affiliate links at your audience in the early days. But once you establish yourself in your niche and build a relationship with your audience, you can begin introducing them to the products and services that would best help them achieve their goals."

Nick Loper, Side Hustle Nation

ADVICE TO OUR COMMUNITY (CONTINUED)

"If you can swing it, there's tremendous value in attending in-person events in your niche. That's where you can meet other content creators and advertisers and learn from some of the best in the business. Pay attention to what's working with other websites and put your own spin on it. I used to think of blog topics, google it, and then realize it had already been written. Well have you ever Google'd something and gotten ZERO results? Of course it had already been written. But that doesn't mean you can't add to the conversation with your own unique perspective. And if you can build something different or better than what's already out there, that's what ultimately makes the Internet a better place."



Kyle Kroeger

Founder at Financial Wolves

ABOUT

"I primarily specialize in FinTech reviews and ways to make money both online and offline. I've been blogging for over 3 years now with affiliate marketing. It's a learning process as things change and ways to promote are different among each brand. But that's what keeps it exciting!"

Kyle Kroeger, Financial Wolves

ON AFFILIATE MARKETING

"I'm a huge fan of affiliate marketing because I love partnering with brands that I actually use. It's so much easier to promote a brand that you love."

WHY ARAGON PREMIUM?

"Personally, I love the real-time reporting and the dashboard. Aragon makes it extremely easy to monitor earnings and performance. It helps me stay accountable to my KPIs. Plus, the team has been extremely helpful and awesome to work with. They've even identified exact pages for contextual link placements."

ADVICE TO OUR COMMUNITY

"Don't feel compelled to place affiliate links simply because you need/want to monetize. Only place them in areas where you are comfortable or have a natural flow. I'd suggest starting with brands that you absolutely love. Then, get a feel for what works and doesn't work. From there, you can scale the things that are working and cut the non-performing tasks."

Ben Huber

Co-Founder at DollarSprout

ABOUT

"Hey guys, Ben from DollarSprout here. A personal finance website devoted to helping millions of monthly readers find ways to make and save extra money. We specialize on the FinTech side of things where we explore and research the latest in consumer facing products. We help readers determine which products may be beneficial for them, and which ones are worth spending their hard earned money on. Over the past four years we've honed our skills, learned about interest-based product advertising, and found new and creative ways to match consumers with the financial products best for them."



Ben Huber, DollarSprout

ON AFFILIATE MARKETING

"We got into affiliate marketing years ago because we recognized a hole between businesses and consumers, specifically on the marketing side of things.

Brands often have to bridge a gap of trust that's sometimes hard to overcome because consumers are often skeptical of companies that may be trying to selling them something. On the flipside, when that endorsement comes from an independent third party that knows about the product that's being promoted, it carries a lot more weight because that bridge of trust is much more quickly crossed."

WHY ARAGON PREMIUM?

"Our favorite part about Aragon Premium is the simplicity of the platform and the attention we get from our dedicated marketing manager. We get notified every time a new advertiser joins the platform and we're often up and running in less than a day if it's a company we're interested in working with. Furthermore, it's super easy to integrate our tracking systems and get notifications each and every time we convert on an offer – this allows us to cross-check the data we're getting from Aragon vs. our own reporting platforms – a fail-safe, if you will!"

Ben Huber, DollarSprout

ADVICE TO OUR COMMUNITY

"Affiliate marketing is all about finding congruency between your readers and the companies you work with. If you're constantly trying to promote an offer and/or company that's not a great fit for your audience, you're simply going to send a lot of really cold traffic to an advertiser that's never going to lead to a sale (for you or for them). By adopting more advanced tracking practices (think SubIDs, postbacks on conversion, and leveraging Google Tag Manager) you can get a pretty good idea of the volume and types of traffic you're sending to an advertiser so you can make adjustments to your content strategy (or existing content) appropriately.

By far the most important thing we've discovered over the years is that you can never do enough A/B testing. A/B test until you're blue in the face, and then do it some more. If you're afraid to try new things because something is working for you, one day that thing will no longer work because 1) a market became saturated 2) an advertiser pulls out/loses budget 3) you're simply not innovating enough to keep growing. Constantly be willing to try new things and don't be afraid to get your feet wet and spend some capital/invest in trying new marketing products or hiring someone who may be smarter than you (can't tell you how many times we've done this!)."



With our experience in the space, we bring like-minded advertisers and publishers together.

We ensure 100% transparency between our advertisers and publishers in order to improve performance. Success for one of us creates success for all of us.

Contact us to find out how Aragon Premium can help your brand achieve its goals.

Contact Us



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