

Growing Amazon Content Revenue From \$2,000/mo to \$2,000,000/mo

THE OVERVIEW

At Slickdeals, I write and edit our Amazon store page which covers Amazon's current offers and coupon codes. We receive affiliate commission for sales facilitated through this page, usually around **\$2,000 in revenue** per month.

I run a test that supposedly sells \$500,000 of shoe cleaner. I usually only post sitewide offers to the Amazon page, but I test a coupon that offers a high discount on one product: 70% off some shoe cleaner. This new code generates \$30,000 in affiliate revenue from Amazon in one week—but page views don't change. With no new traffic, how did *shoe cleaner* drive such explosive sales?

Leadership notices and offers context we'd been missing for years. I learn how the work I write and publish to this page is also used in a partnership with Microsoft's Edge Browser to populate their Coupon extension. The offers I wrote reached the top promoted slot of that extension and *those* redemptions generated the mystery revenue.

I write guidelines for coupon editors on how to optimize our copy for Microsoft to reach that top position. Amazon coupon revenue grows to \$180,000 a month.

We hit a ceiling as competitors catch on. Other coupon suppliers achieve high placements in the Edge extension with offers that look exciting but never work.

This junk supply crowds out valid offers from visibility and creates a **worse user experience in Edge** that we don't want to contribute to.

Those top positions can earn millions, but as a community-supported site we won't risk our users trust but we can't compete with fake, flashy offers.

I assemble a report that detailing the real user experience and pain points of using Edge's coupon extension. Now that we've met the leadership team, I know who I can ask to bring this report to Microsoft.

Microsoft's team revises their algorithm to favor coupons with high success rates, **which boosts Slickdeals coupons** to those valuable top positions across all stores.

Amazon offers I publish generate nearly \$1.5 million in revenue in January as a direct result of securing those top positions.

In February, the Amazon deals I wrote made \$6.3 million in revenue. In the first 10 days of March, it crossed \$1 million. February's total revenue from all stores reached almost \$8 million. This Microsoft partnership had existed for years but only grew once we re-wrote our offers to succeed on this new product.

Growing Amazon Coupon Code Revenue From \$2,000 mo to \$2,000,000/mo

THE FULL STORY

Context

At Slickdeals, I write and edit our Amazon store page which lists Amazon's current offers and coupon codes. In an average month, the Amazon store page generated around from **\$2,000 in revenue**.

The screenshot shows the Amazon Promo Codes for March, 2024 page on Slickdeals. It features a header with the Amazon logo, a filter set to 'All Offers', and a sort set to 'Best Offers'. Below the header is a promotional banner for the Slickdeals Extension, which automatically applies coupons to the cart, with a button to 'ADD TO CHROME - IT'S FREE'. The main content area displays five offers:

- 90% OFF COUPON:** Up to 90% Off w/ Code 50Y9SOZR on Orthopedic Dog Bed. Verified 2 Days Ago, 229372 Used Today. Button: Get Coupon Code.
- CODE COUPON:** Spend \$60, Get \$15 Back with Amazon Promo Code STOCKUPSAVE. Verified 2 Days Ago, 456 Used Today. Button: Get Coupon Code.
- 15% OFF SALE:** Prime Members: Get 15% Off \$50+ Orders. Verified 2 Days Ago, 484 Used Today. Button: Get Offer.
- \$10 OFF COUPON:** Get \$10 Off \$25+ Select Locker Pickup Orders w/ Code PICKUP10OFF. Verified 2 Days Ago, 113 Used Today. Button: Get Coupon Code.
- \$10 OFF COUPON:** Get \$10 Off w/ Promo Code When You Add a Discover Card. Verified 2 Days Ago, 144 Used Today. Button: Get Coupon Code.

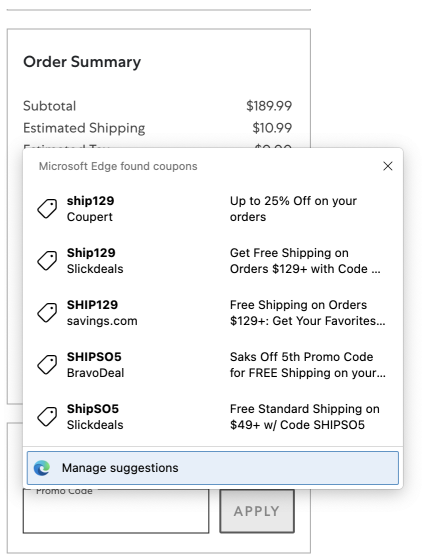
On the right side, there are two sections:

- Amazon Coupon Stats:** Used Today: 256242, Total Offers: 35, Coupon Codes: 20, Total Verified: 35, Best Discount: 90% Off. User Ratings: 4.3 (548 Ratings).
- FAQs About Amazon Coupons:** Does Amazon offer student, military, or senior discounts? Amazon offers several discounts on their Prime membership. Students can sign up for a Prime Student account which charges at \$6.49/month (as opposed to the regular \$12.99). While they do not offer a discount specifically for seniors, those who have a valid EBT or Medicaid card are eligible for Prime at \$5.99 a month. How do I get 20% off on Amazon? You can shop Amazons warehouse deals in order to save 20-50% on items that are closing out or on their warehouse promotions for a limited time. To navigate directly to these deals you can use the 'Extra 20% off warehouse deals' posted on Slickdeals. What is Amazon's free shipping & price matching policy?

The Slickdeals Amazon Store Page, 2024

New Communication Leads to New Collaborations

Our team of content editors is siloed from the rest of the business, since coupon operations are separate from Slickdeals' core product offering. Senior leadership noticed this burst of revenue from Amazon and reached out to me. I got to speak with our SVP and learned that Slickdeals has a partnership with Microsoft in which our coupons are published to Microsoft's Edge browser, and when our coupons are used, we receive a commission, and *that* was the source of all this revenue.

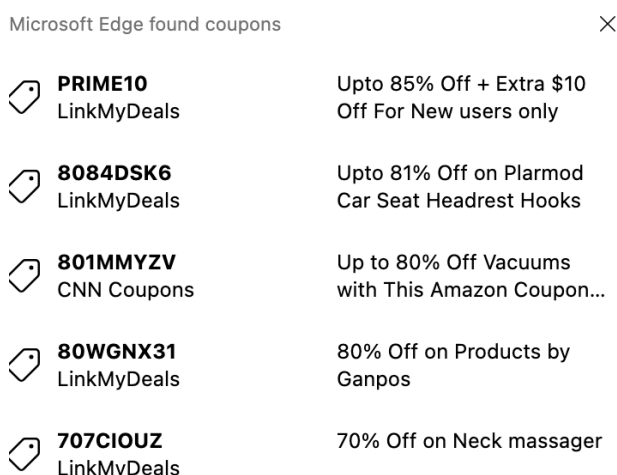


Edge Browser's Coupon Dropdown

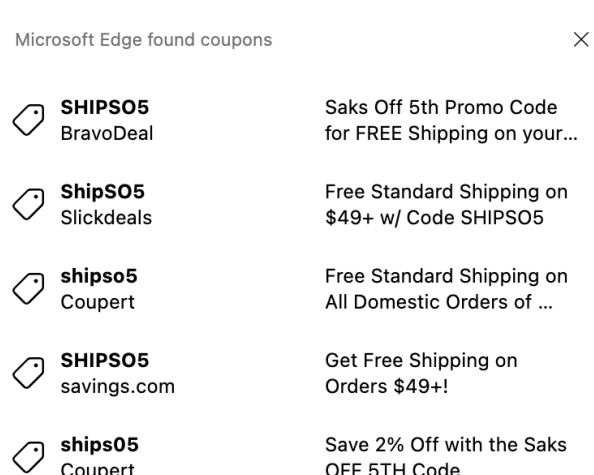
The coupon that appears first in the Edge browser gets the most redemptions, by far. At the time, Microsoft sorted coupons first by highest discount percentage and then by other factors like recency and success rate.

I wrote guidelines for coupon editors on how to optimize our copy for Edge. Our entire team now focuses on these Edge placements, and it has paid off. Most of our revenue now comes from syndication — roughly 95% of it.

Competing for these top positions wasn't easy, even with all the tricks I'd documented. Plus, all this competition created a **worse user experience** in Edge.



Edge's Displayed Amazon Offers



Edge's Displayed Saks Off 5th Offers

The first image above shows Edge's promoted Amazon codes. Virtually none of them are relevant at checkout to a shopper, and the top "PRIME10" is invalid and perhaps fabricated just for this dropdown placement—we couldn't trace it to *any* source. On the right, the same code appears duplicated five times in a row. In both cases, there were other working codes that were crowded out of visibility.

Slickdeals is a community-based website. Our brand is about helping shoppers win and our business couldn't function without the trust of our user base. It wasn't easy to compete with sources willing to fabricate offers, use misleading labels, or spam the system.

I began documenting all these instances of invalid or duplicated codes. I put together a report that detailing the real user experience and pain points of using Edge's coupon extension. I gave this report to our SVP and he brought it to Microsoft. They began revising their algorithm almost immediately to favor coupons with high success rates first.

These changes boosted Slickdeals coupons across all stores. We speculate that the new algorithm favors Slickdeals as a source since our codes probably have a higher average success rate than competitors since we stayed committed to publishing helpful content above all else. We continue sharing insights with Microsoft today!

We can now reliably earn that key top position.

The results are enormous. Seriously. In February, we received ~\$8 million through this Microsoft partnership and \$110,000 from all other sources.

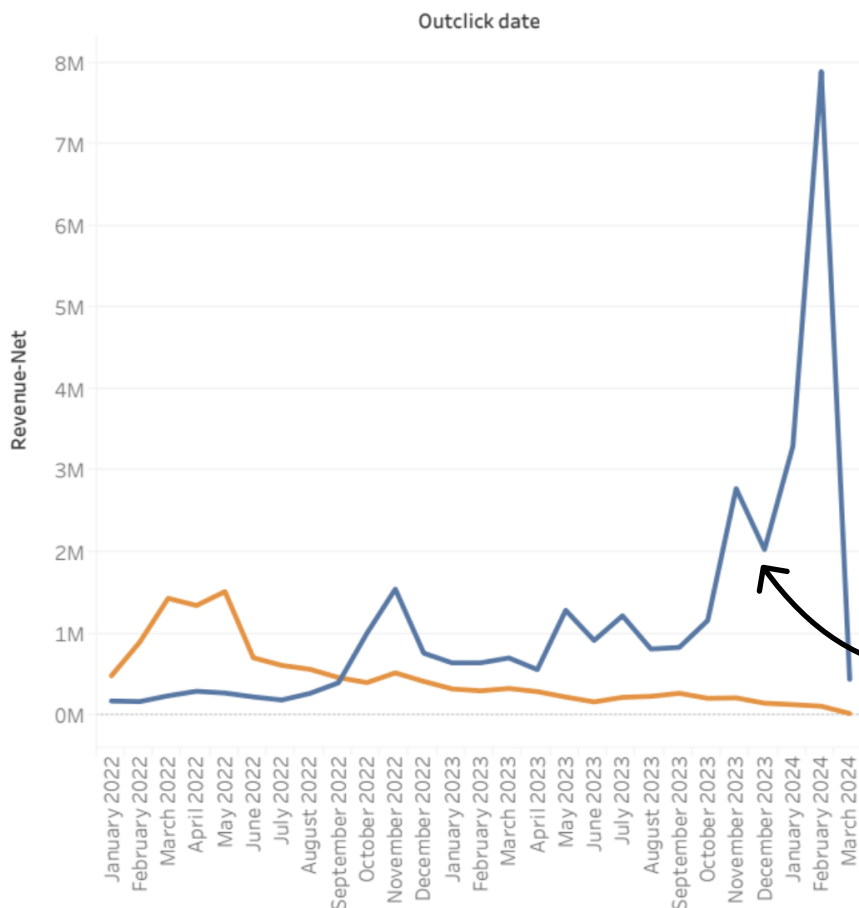
Results

L1 Business Group

■ Non-Deals: Coupon Syndication

■ Non-Deals: SEO Store Page

Revenue (Syndication vs SEO)



Dec 2023: I make a report on my experiences with the Edge browser, convincing Microsoft to change their sorting algorithm. Slickdeals codes rank higher, Syndication (Microsoft Partnership) revenue explodes.

A Revenue Surge We Don't Understand

I regularly test new ideas and different types of offers. I had been experimenting with adding offers that only worked on a single product but offered steep discounts. I posted a 70% offer on some shoe cleaner that unexpectedly generated a ton of revenue: \$29,901 in one week! Then, a 90% off code for a rifle light posted **\$179,519 in one week**.

But there was little to no increase in traffic. How were these codes, that were among the *least* useful on the page for the average shopper, generating *so much* revenue?

I wish I could say I had some magic foresight here, but my reasons for testing those codes were based on SEO ideas that ultimately didn't work. This was a ~\$200,000 lucky side effect. After a week, these codes dramatically fell in revenue and I didn't know how to reliably replicate their success.

Coupon Level

Store	Click Calend..	Click Calendar We..	Coupon Title	Coupon Code	Outclick Counts	Transactions Count	Sales-Net	Revenue-Net
Amazon	43	Oct 22 - Oct 28 (43)	Code 70YNVAID: Get 70% ..	70YNVAID	51,167	16,423	\$555,210.76	\$29,901.15
			Get \$25 Off Amazon Fires..	4K23	42	12	\$445.42	\$27.84
			Use Code 5OFFUSED for \$..	5OFFUSED	101	13	\$707.40	\$15.86
			Use Code 50FACEBOOKG9..	50FACEBOOKG9	84	8	\$255.79	\$5.77
			Save \$10 Off With Promo ..	PS10	100	7	\$226.87	\$4.89
			Get \$15 Off w/ Code CITI1..	CITI15OFF	32	7	\$112.11	\$3.28
			Amazon Code 40AWCG95..	40AWCG95	22	1	\$20.99	\$1.26
			Use Code 20POWERPOD f..	20POWERPOD	11			
	44	Oct 29 - Nov 04 (44)	Use Code 5OFFUSED for \$..	5OFFUSED	44	18	\$4,105.03	\$112.69
			Code 70YNVAID: Get 70% ..	70YNVAID	17	4	\$104.74	\$7.95
			Get Up to 50% Off w/ Cod..	D30MAKER	58	11	\$199.94	\$6.28
			Save \$10 Off With Promo ..	PS10	62	11	\$300.33	\$5.51
			Use Code 50FACEBOOKG9..	50FACEBOOKG9	55	7	\$114.21	\$2.61
	45	Nov 05 - Nov 11 (45)	Use Code POEF9M00 for ..	POEF9M00	257,345	77,716	\$3,355,282.75	\$179,519.60
			Get Up to 90% Off w/ Cod..	BULLET1104	382	18	\$1,031.70	\$27.03
			Use Code POEF9M00 for ..	POEF9M00	60	6	\$326.97	\$17.68
			Code 70YNVAID: Get 70% ..	70YNVAID	1	1	\$39.99	\$2.80
			Get Up to 50% Off w/ Cod..	D30MAKER	18	2	\$36.89	\$0.62
	46	Nov 12 - Nov 18 (46)	Use Code POEF9M00 for ..	POEF9M00	126	28	\$896.50	\$46.62
			Use Code 50FACEBOOKG9..	50FACEBOOKG9	2			
	47	Nov 19 - Nov 25 (47)	Use Code POEF9M00 for ..	POEF9M00	486,636	30,581	\$1,567,029.63	\$80,915.11
Black Friday Promo Code ..			75Herstory	1,674	17	\$354.26	\$20.97	
Code 70YNVAID: Get 70% ..			70YNVAID	1	1	\$20.37	\$1.43	
48	Nov 26 - Dec 02 (48)	Use code 8098D2HR for 8..	8098D2HR	127,362				
		Use Code POEF9M00 for ..	POEF9M00	417				

Week Over Week Revenue per Amazon Coupon, Oct-Nov 2023

Details in the Data

The Amazon page makes ~\$30k in one week, almost entirely from Code 70YNVAID, but only \$112 in total the next with the same set of codes. A new 90% code (POEF9M00) makes ~\$180k in revenue but drops to ~\$80k in the next week. Each week, the single-product high discount offer, which should be the least relevant on an average shopper journey, generates virtually all of the revenue.

Here's the data for our Amazon coupons, which produce most of our total revenue.

Monthly Progress

Click Month	%Change YOY	Outclick Counts	Revenue-net
January	3,212.65%	1,957,777	\$1,448,075
February	15,170.81%	8,456,365	\$6,305,214
March	6,203.36%	2,356,069	\$1,004,140

*% change YOY = Outclicks

Amazon Revenue Month by Month (As of March 11, 2024)

An open channel of communication between our team and senior leadership transformed the opportunities for our team. Managers are now key allies and advocates for us who can help escalate and implement our ideas.