



Affiliate Management at its Finest

CLEVER TRAINING

Affiliate Marketing Guide

Clever Training is a multi-channel specialty retailer and leading provider of innovative athletic training gear.

The History

Clever Training has grown into a team of fitness experts who have evolved the company, which began as a small business and local store, to a world-class provider of fitness technologies and equipment. Along the way, Clever Training has become the industry leader for passionate, competitive athletes who have learned to trust in the brand. We want to be their FIRST choice.

The Brand

Clever Training is a multi-channel specialty retailer and leading provider of innovative athletic training gear. Whether preparing elite athletes for competition or helping individuals lead healthy lifestyles, our fitness experts focus exclusively on providing our customers with the latest fitness tools and innovations to help them achieve their goals.

Clever Training is an active supporter of individuals, teams and non-profit organizations who are utilizing sports and competitive events to inspire, encourage and increase participation in athleticism in communities around the world.

The Marketing Message

Clever Training targets runners, triathletes, endurance athletes, and outdoor enthusiasts. We have amazing deals on a wide variety of fitness gear from GPS watches, heart rate monitors, and running shoes to HD action cameras, yoga mats, and more. Users can shop from hundreds of the best fitness and technology brands like Garmin, Timex, Polar, Nike, GoPro, Superfeet and Suunto.

We are always looking for new affiliates to promote the latest products and innovations in triathlon training gear and exercise fitness.

Affiliate Rules: No PPC bidding is permitted on Google or Bing. PPC Marketing via Social Media and other Search Engines is permitted, with the following restrictions: Using our display URL, direct linking and Trademark + Term (coupon, offer, etc) are not permitted.

We provide seasonal coupons, banners and text links through the Commission Junction network.

Affiliate Value Propositions

- Free Shipping on all orders \$75 or more
- Seasonal coupon and promotions site-wide
- Exclusive coupons to qualified affiliates
- Monthly newsletters
- Dedicated affiliate support
- Frequent affiliate bonus opportunities
- Custom banner and link creation
- Product Data Feed available via Commission Junction

Affiliate Program Highlights

- 10% commission on all sales
- Product Data Feed
- 30-Day Cookie Duration