

Executive Certificate in Affiliate Marketing Fraud Prevention

# Affiliate Marketing Fundamentals



mindmap

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root((Affiliate Marketing Fundamentals))
  Affiliate Fundamentals
    Cookie Tracking
    Fraud Prevention
  Marketing Strategy
    Commission Models
    Incentive Alignment
  Fraud Detection
    Anomaly Analysis
    Machine Learning
  Program Management
    Governance Frameworks
    Risk Mitigation
    
```