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## “The pay-for-performance model is the best way” – Mukesh Pandey

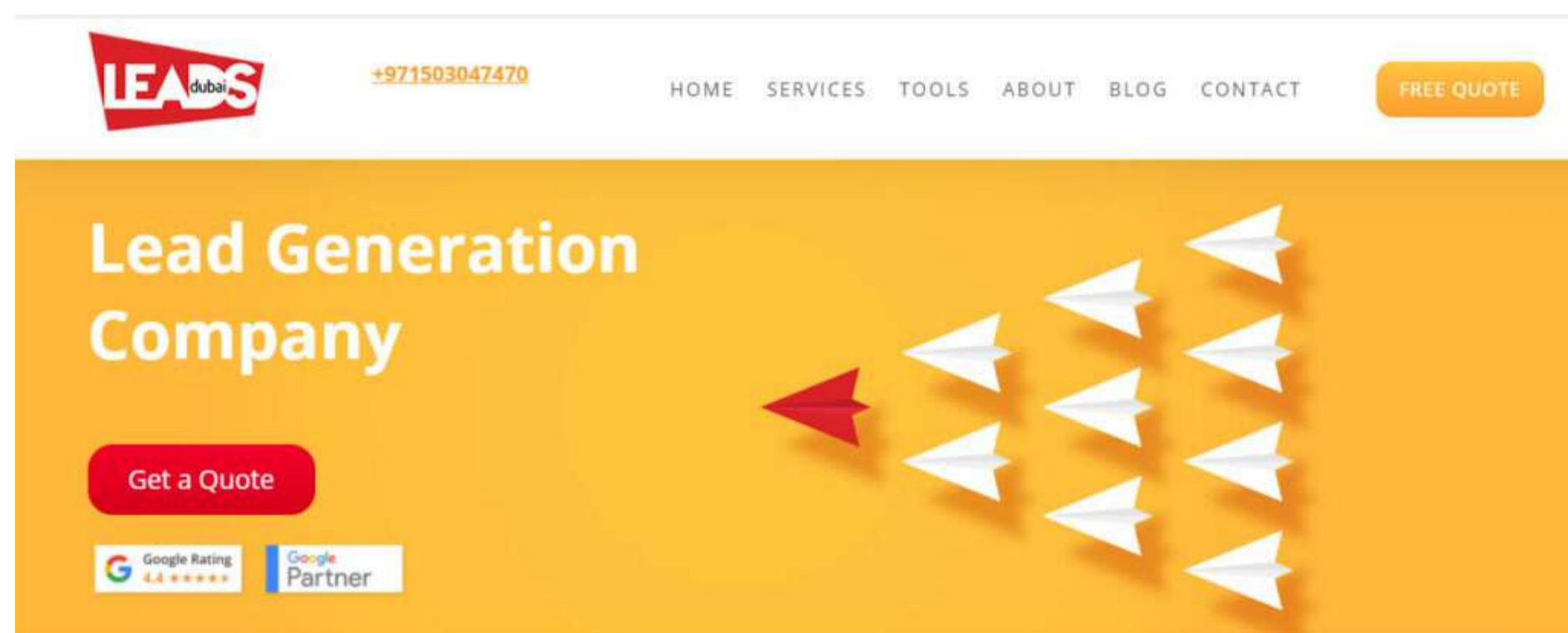
Posted By **Darlene Zammit** Category: [Affiliate Marketing](#)

Mukesh Pandey, Managing Director of Leads Dubai, joins the latest series of affiliate interviews on Affiliate Grand Slam

*Mukesh Pandey from Leads Dubai, a lead generation company, shares his insights about affiliate marketing which is still nascent in the Middle East – follow his story below.*

**Tell us a bit more about Leads Dubai's business model, concept, and culture.**

We focus on learning new digital marketing strategies and on implementing them to help our clients win. Our culture is to never stop learning and improving our services. On a daily basis, we speak to new and old clients. We offer quality services to our clients and help them get better ROI from their marketing campaigns. This helped us increase the customer retention.



**By which KPIs do you measure your success?**

For branding clients it is reach and impressions, for direct response it is lead generation or calls.

**Can you explain briefly what, in your view, is affiliate marketing?**

It is a smarter way for brands and advertisers to leverage their expertise to bring in results in the right way. Affiliate marketing as industry is not welcomed by the paid advertising channels which is unfortunate.

**How can affiliate marketing help someone's business?**

The pay-for-performance model is the best way. The packaging and value should be great even before the people can buy. So it is a great marketing channel.

**How do affiliate networks make money?**

By getting a cut from each sale.

**Is social media activity an important part of affiliate marketing?**

Yes, it is. Visual display and viral promotion are important and social media is at the center.

**Affiliate marketing is one of the most in-demand skills. Why in your view?**

Affiliate marketing is still nascent in Middle East so it needs time.

**What makes a successful affiliate marketing campaign?**

Understanding the product and its value and then marketing it to the right customers with the right message.

**How can affiliate marketing improve?**

By offering more incentives and by finding more local customers to come onboard.

**How does technology play a part in your day-to-day?**

Very important. One needs to know many tools to make this work.

**Did you attend the Affiliate Grand Slam Expo in Dubai?**

Indeed, we have attended the Affiliate Grand Slam Expo in Dubai this May!

**Tell us a bit about yourself – after all, business is done with people, not just companies! Your hobbies, favourite book, favourite quote, etc.**

I like movies and spending time with family. I also like traveling to new places (awaiting post COVID era). Moreover, I would like to attend more online workshops and training to learn new things.

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