

HR REPORT AFFILIATE MARKETING

2025



Dear Industry Professionals,

The year 2025 was, for us, like for many of you, full of surprises, positive and negative. It was incredible in what speed the demands of our clients, but also of the candidates, changed.

This report shall help you, to understand the dynamics of the job market and prepare you for 2026 no matter if you onboard new talents or if you are on the search for a new gig.

Whatever demand you have, our team of Affjobs.com and [Affpal HR](https://AffpalHR.com) is on your side!

Cheers to a great new year and hugs!

Yours



click for contact

Stefan Muehlbauer
CEO [Affjobs](https://Affjobs.com) & [Affpal HR](https://AffpalHR.com)

Meet the Team

(click pictures for contact)



Tina Bodea - HR Director

For 3 years, Tina has been the backbone of our company. She ensures that the business runs smoothly and manages some of our largest clients. In the meantime, she also participated in several panels and Podcasts about HR.



Irina Esan - Biz Dev

If you have been to a conference, you have met Irina! As a Moldavian, she navigates naturally between CIS and the West. For 2 years, she has traveled the world to connect candidates and companies.



JJ Daranee - Recruiter

JJ is our newest family member and focuses on the important Asian market. Originally, she joined our team as a hostess for AWA, but her energy, outgoing personality, and motivation to learn all about our trade made it a no-brainer to onboard her.

Together we find for 85% of our clients a placement

Disclaimer

The following findings only reflect our own experiences and opinions, and not the entire Affiliate Marketing HR microcosmos.

Additionally, we try to help every candidate and client to avoid the mistakes listed.
But not everybody is all ears :-)

Booming jobs

These jobs saw the biggest demand increase in 2025:

-Mediabuyer from CIS Region iGaming
or Nutra on Meta

In 2024, there was less focus on CIS and less on Meta

-Partnership Manager

Relationships have become more important than sales

-AI Experts in all variations, especially product managers
No surprise here, I guess

-Full-stack Developers

Super Affiliates wanna have development power in-house

-Data Analysts

Information is the most important commodity nowadays

-C-Level

Companies use us as a trusted source to find the right candidate to manage their companies

-Team Lead Mediabuying

Companies build their own MB teams to be less dependent on Affiliates and try creatives

Decreasing jobs

These jobs saw a decline in 2025:

-Google Mediabuyer

Restrictions make it harder for Affiliates

-Marketing Manager

The market is full of great marketing people. Why pay an agency if no super specialist is needed?

-Influencer/Creator Manager

Super high demand in the first 2 months, but went down, too many well-connected candidates.

-Affiliate Manager

The role is currently in a transformation; it is getting split more than ever into hunter, virtual assistant, partnership manager, and classical affiliate manager. Stay connected to our media channels for more info.

Booming verticals

These verticals saw an increase in 2025:

-iGaming

Currently, the big money maker

-PayPerCall/Callcenters

The industry realized how much sense it makes to combine both channels

-Nutra

Especially for COD in emerging markets

-SaaS

Startups and big players are growing and often have deep pockets from venture capital

-AI

The first half of the year was full of everything AI

Declining verticals

These verticals saw a decrease in 2025:

-Adult

Big Layoffs during the year freed great talents

-Crypto/Forex

Decline started already in 2024

-Sweeps

Started as a booming vertical, which changed in the middle of the year

Biggest mistakes Candidates made!

-cv

- Missing out on important skills, for example, languages
- Not naming the verticals, you can not expect the companies or even us to know every company you worked for and what they did
- Putting every detail since elementary school
- No KPIs or achievements
- Uberlong CVs (record 16 pages)

-Salary

- Aiming for the best year they ever had, not considering that your vertical died, and that's why you need a new job
- Giving 0 Salary expectations

-Interview & Progress

- 0 preparation about the company
- Sloppy handling of test tasks
- Last-minute demands

Biggest mistakes Companies made!

-Job Description

- Not putting everything important
- Insisting on a 100% fit even for niche skillz
- Not giving any salary range
- Wrong definition of Title (AM is not Biz Dev)
- Too many roles in 1 job

-Response Time

- Waiting for weeks to get back to candidates after an interview, even if successful

-Salary

- Underpaying if the Candidate is desperate and wondering why they move on after a short while
- Complicated Bonus and Commission structure

-Onboarding

- No KPI and expectations set
- Preparation tasks, like accounts, are given too late

Trends

-The merger of Regions:

In 2024, we already had a big uplift in Western companies hiring specialists from the CIS region. In 2025, that trend continued, but this time it was also CIS companies that hired Western experts as well. Especially since AWA 2025, we saw an additional trend of Asian companies hiring CIS and Western specialists.

-Partnership beats Sales:

In a digital world, personal connections make a difference. We saw a huge trend from Sales and even Affiliate Managers to Partnership Managers.

-Soft Skillz over Hardskillz

Yes, you need some fixed boxes, but fitting to company culture and values often becomes more important than the perfect CV.

-Candidate Branding

Companies make a check on candidates' LinkedIn and other social media. It's often one of the most important decision factors.

-Less Solo Mediabuyer

Solo Mediabuyers look for a team to join, can often not handle MB alone

Salary ranges CIS Median

-Mediabuyer

Mid 1500 - 3000 €

Senior 2000 - 3500 €

5-15% on profit as commission

-Head of Mediabuying

3000 - 5000 €

5-10% on Team Profit

-Affiliate Manager

Junior 800 - 1500 €

Mid 1200 - 2500 €

Senior 2000 - 4000 €

3-10 % on Affiliate Margin

-Partnership/Customer Success Manager

Junior 600 - 1200 €

Mid 1000 - 2000 €

Senior 1800 - 2500 €

Salary ranges

Median

-Mediabuyer

Mid 2000 - 3000 €

Senior 3000 - 6000 €

5-15% on profit as commission

-Head of Mediabuying

4000 - 8000 €

5-10% on Team Profit

-Affiliate Manager

Junior 1200 - 3000 €

Mid 2500 - 4500 €

Senior 3000 - 6000 €

3-10 % on Affiliate Margin

-Partnership/Customer Success Manager

Junior 1200 - 1500 €

Mid 1000 - 2000 €

Senior 1800 - 4000 €

Why companies choose Affjobs.com

-Efficient

An easy, fast, and cheap way to get dozens of CVs

-Employee Branding

Every Job listing gets distributed to xx.xxx of Industry professionals, cheaper than any sponsored Newsletter

-A/B testing

Find out what roles need what salary

-HR Team

A strong internal HR Team knows exactly what they need and who to hire

-Industry Specific

Only Candidates who are already working in Affiliate Marketing know about us, so excellent quality

Why companies used Affpal HR

-Access to talents

Nr 1 reason is still the access we have to talents, often it's known industry figures that trust us to make a placement, protecting their privacy.

-Taking the pain away

Finding the right talent can be even for us as professionals a pain in the ass. Managers don't wanna deal with the hustle; in most cases, we even do the job descriptions.

-Time and Money Saving

It's often cheaper for companies to pay us instead of investing hours themselves into finding the right talent

-Market Knowledge

Especially when it is for a new department, we provide valuable information. Also, as we are working in the Affiliate industry ourselves, we understand clients' needs.

-Privacy

Companies don't wanna appear to give competitors clues or when they replace workers.

Why candidates used us

-Find a job

No surprise here :-D It is interesting that most candidates had a job, but there were problems. It was, in most cases, not greed, just issues.

-Privacy

Candidates can apply anonym over us with a blacked-out CV.

-Market Knowledge

We handle expectations. Candidates tend to over- or undersell them

Why candidates leave

-No Challenge

Job becomes boring, the main reason for long term workers to move on.

-Dying vertical

Regulations and different user behavior make it hard to be successful in current project

-Management

Change in overhead, of rules like more onsite or monitoring of Desktop, new WoW

-Career Step

No way to grow within the company

-Money

Less a reason than you would think but still important one why people move. Usually they aim for 20% more in a new role.

Team [Affjobs.com](https://affjobs.com) & [Affpal](https://affpal.com) HR wishes you a healthy and happy 2026. We are looking forward to meet you in person and help you to find the perfect candidates or a fitting role.



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info@affpal.net