

## Gravity Score

What exactly is Clickbank gravity? This is a question that continues baffle many affiliates.

According to Clickbank the gravity score is:

The number of distinct affiliates who earned a commission by referring a paying customer to the vendor's products. This is a weighted sum and not an actual total. For each affiliate paid in the last eight weeks they add an amount between 0.1 and 1.0 to the total. The more recent the last referral, the higher the value added.

It doesn't actually have anything to do with the total amount of sales that have been made for a particular product.

In layman terms a high gravity score indicates that affiliate marketers are earning plenty of commissions on sales from the product.

A low gravity indicates that there haven't been many sales for the product at all.

So as you can see the actual gravity of a product is an important indicator of how successful a product is selling.

Here is a quick example of how you can interpret the gravity score.

Let's say for instance that the product has a score of 447, that means that 447 affiliates have made a sale for that product within the last eight weeks.

Keep in mind that this doesn't reflect the amount of sales made by each affiliate. It could be that 447 affiliates made one sale each or that three affiliates made 149 sales each. There is really no way to tell for sure.

But it can lead you to the conclusion that a high gravity score often means more competitors.

It is important to keep in mind that it will be more difficult to make money from a product that has a large number of affiliates promoting it.

A good rule of thumb is to aim for products that have a referral percentage below 65%. This means you will have less competition.

If you don't mind the competition it is perfectly OK to promote products with a higher gravity score. Simply because these products have been proven to be successful sellers and you can be sure that there is a market for them.

Then again, there are lots of extremely valuable products on Clickbank that have a far lower gravity score with less competition. Of course the choice is completely up to you, but I recommend that you keep your product choices limited to ones with a gravity of 20 or higher. Because most products below that just won't make any money for you no matter how much you promote them.

After you have found several products that meet your criteria based on the gravity score you can begin looking at the other variables like evaluating the salesletter, cost and commissions.

By understanding how the Clickbank gravity score works you can be more confident that you are picking the most profitable products to promote.

Go ahead and Click on the Salesletter button in the Clickbank Mastery Program to read more on evaluating the salesletter's of the products that you are considering.