

# AFFILIATE ROLODEX: Sales Funnels Niche

## 1. Niche Snapshot

Sales funnels have become a foundational concept in digital marketing. The idea is simple: rather than sending visitors to a generic website and hoping they find their way to a purchase, a funnel guides them through a deliberate sequence of steps designed to build trust, handle objections, and convert at each stage. For online entrepreneurs, course creators, coaches, agencies, and small business owners, having the right funnel software is not optional; it is the infrastructure on which their entire business operates.

This creates an affiliate niche with unusually strong characteristics. Funnel and marketing platform subscriptions are recurring and sticky; once a business builds its entire operation inside a platform, the switching cost is high and retention is strong. That means an affiliate who refers a paying customer in January may still be earning a commission from that same customer two years later without doing any additional work. The SaaS affiliate model, particularly for all-in-one platforms, is one of the most compounding income opportunities in the space.

The audience spans a wide range of sophistication levels. Beginners who have just discovered the concept of online business are looking for affordable, easy-to-use tools that replace multiple subscriptions. Mid-level entrepreneurs are comparing platforms based on features, pricing, and integration capability. Agencies and established marketers are evaluating white-label options and workflow automation depth. Content around tutorials, comparisons, case studies, and platform walkthroughs performs consistently well in this niche, particularly on YouTube and search.

The three programmes below represent the clearest affiliate opportunities in the funnel software category: a budget-friendly all-in-one with the highest commission rate in the market, the dominant brand name that most of this niche is already searching for, and a rapidly growing agency-focused platform with one of the strongest retention rates in the SaaS space.

## 2. The Affiliate Rolodex

All programme details are accurate as of early 2026. Sign-up URLs have been verified as live. Confirm current commission terms directly with each programme before promoting.

### Programme 1: Systeme.io

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|----------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Company</b>       | Systeme.io (founded 2017, headquartered in Dublin)                                                                                                     |
| <b>Best Products</b> | All-in-one platform combining sales funnel builder, website builder, email marketing, online course hosting, automation, evergreen webinars, affiliate |

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|                          | management, and blogging. Plans range from free to \$97 per month. The free plan is a powerful entry point that makes referral conversion straightforward.                                                                                                                                                                                                                                                                                                                                                                                                     |
| <b>Sign-up URL</b>       | <a href="https://systeme.io/affiliate-program">https://systeme.io/affiliate-program</a>                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |
| <b>Network</b>           | In-house. You receive your unique affiliate ID instantly by creating a free account. No application or approval process required.                                                                                                                                                                                                                                                                                                                                                                                                                              |
| <b>Approval</b>          | Instant. Create a free Systeme.io account and your affiliate ID is generated automatically. No manual review.                                                                                                                                                                                                                                                                                                                                                                                                                                                  |
| <b>Commission</b>        | 60% lifetime recurring on all paid subscriptions and courses. This is one of the highest recurring commission rates of any SaaS affiliate programme globally. Example earnings per referral: \$17/month (Startup plan), \$47/month (Webinar plan), \$97/month (Unlimited plan).                                                                                                                                                                                                                                                                                |
| <b>Cookie Duration</b>   | 1 year. Leads are also permanently tagged to you in the database when they create a free account, meaning even if the cookie expires or is cleared, your attribution is retained as long as another affiliate has not overwritten it.                                                                                                                                                                                                                                                                                                                          |
| <b>Payment Method</b>    | PayPal or bank wire transfer                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |
| <b>Payment Threshold</b> | \$30 minimum                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |
| <b>Payment Frequency</b> | Monthly, on the 10th. Commissions are paid 30 days after the referred purchase date.                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |
| <b>Key Restrictions</b>  | Last-click rule applies at the payment page level. You cannot use your own affiliate link to purchase for yourself. No spam or misleading claims.                                                                                                                                                                                                                                                                                                                                                                                                              |
| <b>Notes</b>             | Systeme.io is the standout choice for affiliates targeting beginners and budget-conscious entrepreneurs. The free plan makes it the easiest recommend in the niche because there is no financial risk to the referral. The 60% commission rate, no application barrier, and near-permanent attribution make this one of the most affiliate-friendly programmes available anywhere. Particularly well suited to content targeting people who want an all-in-one alternative to paying separately for ClickFunnels, Mailchimp, Teachable, and a course platform. |

## Programme 2: ClickFunnels

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| <b>Company</b>       | ClickFunnels (Etison LLC, Canton, GA). Founded by Russell Brunson in 2014. The original and most widely recognised name in the sales funnel software category.                                                                                                                                                                                                     |
| <b>Best Products</b> | ClickFunnels 2.0 platform (funnel builder, website builder, CRM, course hosting, ecommerce, email, A/B testing, analytics, workflows). Plans: Basic (\$147/month), Pro (\$197/month), Funnel Hacker (\$297/month). Russell Brunson's books (DotCom Secrets, Expert Secrets, Traffic Secrets) and challenges (Your First Funnel Challenge) are also commissionable. |
| <b>Sign-up URL</b>   | <a href="https://www.clickfunnels.com/blog/clickfunnels-2-0-affiliate-program/">https://www.clickfunnels.com/blog/clickfunnels-2-0-affiliate-program/</a>                                                                                                                                                                                                          |
| <b>Network</b>       | In-house via Tipalti for payment processing. Visit the sign-up page above and click the affiliate application link to register.                                                                                                                                                                                                                                    |

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| <b>Approval</b>          | Manual review by a real person. Expect 2 to 3 business days. No ClickFunnels account is required to apply.                                                                                                                                                                                                                                                                                                                                                                                                                               |
| <b>Commission</b>        | 30% recurring monthly commission on all plans for the life of the customer, scalable to 40% once you reach 40 or more active members paying for at least 30 days. Example: 10 Pro plan subscribers = \$591/month at 30%.                                                                                                                                                                                                                                                                                                                 |
| <b>Cookie Duration</b>   | 45-day sticky cookie. The cookie attaches to the visitor's browser on click and persists across sessions. Last-click attribution applies.                                                                                                                                                                                                                                                                                                                                                                                                |
| <b>Payment Method</b>    | ACH, wire transfer, PayPal, or cheque (US). International e-cheque available outside the US. Payments processed via Tipalti.                                                                                                                                                                                                                                                                                                                                                                                                             |
| <b>Payment Threshold</b> | \$100 minimum. A W-9 or W-8 tax form is required once earnings exceed \$100 within 120 days.                                                                                                                                                                                                                                                                                                                                                                                                                                             |
| <b>Payment Frequency</b> | Twice monthly, on the 1st and 15th. A 30-day holding period applies after each customer purchase.                                                                                                                                                                                                                                                                                                                                                                                                                                        |
| <b>Key Restrictions</b>  | No bidding on ClickFunnels trademarked terms (ClickFunnels, Expert Secrets, Traffic Secrets, etc.). Affiliate links cannot be placed directly in paid ads; traffic must go to your own funnel first. No misleading income claims without substantiation and disclaimer.                                                                                                                                                                                                                                                                  |
| <b>Notes</b>             | ClickFunnels is the most searched funnel platform in the world and benefits from enormous brand awareness. Search content such as comparisons, reviews, and tutorials performs exceptionally well because buyers are actively researching before committing. The Dream Car Programme, where ClickFunnels reimburses \$500/month toward a car lease for affiliates with 100+ active members, is a well-known incentive that has motivated a large and active affiliate community. Over \$136 million has been paid to affiliates to date. |

### Programme 3: GoHighLevel (HighLevel)

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| <b>Company</b>       | HighLevel, Inc. (Dallas, TX). The platform is most commonly referred to as GoHighLevel or GHL. Primarily serves marketing agencies, SaaS builders, coaches, and consultants.                                                                                                                                    |
| <b>Best Products</b> | All-in-one sales and marketing platform with CRM, funnel builder, website builder, automation workflows, SMS and calling, reputation management, membership sites, booking calendars, and white-label reseller capability. Plans: Starter (\$97/month), Agency Unlimited (\$297/month), SaaS Pro (\$497/month). |
| <b>Sign-up URL</b>   | <a href="https://affiliate.gohighlevel.com/">https://affiliate.gohighlevel.com/</a>                                                                                                                                                                                                                             |
| <b>Network</b>       | In-house via FirstPromoter. The sign-up URL above leads directly to the application.                                                                                                                                                                                                                            |
| <b>Approval</b>      | Application reviewed before access is granted. Dashboard access is described as near-instant once approved.                                                                                                                                                                                                     |
| <b>Commission</b>    | 40% recurring monthly commission on all plans for as long as the referred customer remains subscribed. Example earnings per referral: \$38.80/month                                                                                                                                                             |

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|                          | (Starter), \$118.80/month (Agency Unlimited), \$198.80/month (SaaS Pro). There is no cap.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |
| <b>Cookie Duration</b>   | 90 days. This is among the longest cookie windows in the funnel software category.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |
| <b>Payment Method</b>    | Monthly payouts directly to your account (method confirmed in dashboard on approval)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |
| <b>Payment Threshold</b> | \$50 minimum. A 45-day qualification period applies: new customer accounts must remain active for 45 days before the commission is counted as earned.                                                                                                                                                                                                                                                                                                                                                                                                                               |
| <b>Payment Frequency</b> | Monthly                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |
| <b>Key Restrictions</b>  | No misleading claims. Affiliates must comply with standard FTC disclosure requirements. The 45-day holding period means commissions are delayed relative to the referral date. No self-referral.                                                                                                                                                                                                                                                                                                                                                                                    |
| <b>Notes</b>             | GoHighLevel is the dominant platform for marketing agencies and is well established among digital marketers who manage client accounts. The 90-day cookie, 40% recurring commission, and high plan prices make each referral significantly more valuable than most comparable SaaS programmes. The white-label reseller feature, which lets agencies sell GoHighLevel as their own branded SaaS product, creates a strong unique angle for content. This is a higher-converting programme for affiliates targeting an experienced digital marketing audience rather than beginners. |