

See what we've been up to in February!

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Click Coffee Break



Happy Tuesday!

This time of year, a Minnesotan's relationship with the weather is as turbulent as the emotions of a contestant on *The Bachelor*. In the last few weeks, we've experienced everything from rain to snowstorms, single digit temps to days warm enough for an outdoor stroll. The groundhog didn't see his shadow, so our fingers are crossed for an early lake season. What can we say? The month of love has us believing in miracles. In the meantime, we'll still take our coffee extra hot, please.

Click Cram Session

The most recent NordicClick adventure led our ecommerce team to the **Affiliate Summit West** conference in Las Vegas. Affiliate Summit is the premier affiliate marketing conference of the year, attracting thousands of industry professionals, including affiliates, affiliate managers, advertisers, OPMs/agencies, solution providers, and networks.

It's ironic the largest affiliate conference of the year is held in Sin City. For those unfamiliar with affiliate marketing, it is often mistakenly viewed through a black-hat advertising lens, reserved only for brands willing to take a high risk roll of the dice, hoping to hit the jackpot. For those well acquainted with affiliate marketing, we know the opposite to be true. **Affiliate marketing is a channel that excels in new customer acquisition, brand awareness, and ROI efficiency.**

This year's conference confirmed these positive attributes. As a result, we were fortunate to walk away with actionable insights for all our clients. Learn more about these affiliate insights by checking out our **two most recent affiliate marketing blog posts below!**



Top 10 Affiliate Recruitment Tips for Growing Your Program

[Read it now>](#)



10 Ways To Re-activate and Re-energize Affiliate Partners

[Read it now>](#)



Conference season is well underway. Our very own **Adam Proehl** is off to **speak at Pubcon SFIMA** in sunny Florida. (We promise we're not bitter...) If you see him, be sure to say hi!

Don't forget to mark your calendars for these conferences...



- Feb. 24-25 | [Pubcon SFIMA](#) | Ft. Lauderdale
- Mar. 1-3 | [SMX West](#) | San Jose
- Apr. 3-6 | [eMetrics Summit](#) | San Fran
- Apr. 17-19 | [Social Media Mkt World](#) | San Diego
- Apr. 25-27 | [Hero Conf](#) | Philadelphia
- Oct. 10-13 | [Pubcon](#) | Las Vegas
- Oct. 19 | [MIMA Summit](#) | Mpls.

Click Currently



NordicClick Pet of the Month

Name: Bella McAnally

Breed: Welsh Terrier

My Friends Call Me: Bell

Age: 2

Favorite Food: Treats and anything Josh and Joe drop



on the floor

Favorite Activity: Chasing geese in the summer. Laying by the fire in the winter.

Personal Role Model: Perry the Platypus

Click Gram



Click Chat

We asked NordicClick employees...

In honor of the upcoming Academy Awards, who's your nominee for Best Actor/Actress?

Finny: "Harrison Ford - Star Wars: The Force Awakens. If you are Indiana Jones AND Han Solo... you deserve an Oscar."

JP: "Matt Damon - The Martian. He did an amazing job talking to himself for nearly three hours!"

Katie: "Jennifer Lawrence - Joy. She's an absolute powerhouse and this role was no different."

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