

World's Leading

Online Brand Protection
& Compliance Monitoring Solution
for Affiliate Marketing Organizations

Protect your affiliate network from regulatory risk and penalty by detecting policy violations, unauthorized brand usage, and brand misrepresentation.



FieldWatch offers AI-powered compliance monitoring and brand protection software built for brands, agencies, and affiliate program managers who need to monitor affiliate activity at scale.

It helps companies detect policy violations, unauthorized brand usage, and brand misrepresentation across affiliate networks — before those violations create regulatory exposure, customer confusion or reputational damage.

FieldWatch gives affiliate compliance teams the visibility and automated monitoring they need to run high-performing affiliate programs without sacrificing brand integrity.

We like to call it “One-Click Compliance.”

“Having a monitoring program in place that is effective at finding claims, follow up and training is going to go a long way with us.”

Andrew Smith, FTC

Fmr. Bureau of Consumer Protection Director



Actionable Insights

Demonstrates compliance effectiveness to your leadership team with meaningful analytics.



Automated & Proactive

Eliminates the tedium of manual search and case management.



Global Monitoring

Detects affiliate as well as sub-affiliate violations wherever they occur online.



Regulatory Risk Prevention

Resolves risky posts before regulators! Including those with audio, video or in other languages.



Fully Customizable

Configures to your affiliate marketing or agency organization hierarchy, workflows and compliance processes.

Lifecycle COMPLIANCE

MOMENTUMFACTOR



360° Online Risk Protection

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Detect policy violations, unauthorized brand usage, and brand misrepresentation across affiliate networks — before those violations create regulatory exposure, customer confusion or reputational damage with **FieldWatch**.

FAQ: Monitor Every Affiliate Online. Reduce Regulatory Risk. Protect Your Brand.



What is affiliate compliance monitoring software?

Affiliate compliance monitoring software uses AI automation and human expert oversight to continuously scan affiliate activity across paid search, social media, content platforms, and online marketplaces — identifying policy violations, unauthorized brand usage, FTC disclosure failures, and brand misrepresentation. FieldWatch is purpose-built for brands, agencies and affiliate program managers who need to monitor compliance at scale across complex affiliate networks of any size.



Can FieldWatch monitor compliance across an entire affiliate network?

Yes. FieldWatch is designed to monitor compliance across all sizes of affiliate networks — including direct affiliates, sub-affiliate networks, and third-party content publishers. Monitoring covers paid search, organic content, social media platforms, and online marketplaces, giving you visibility across the full scope of your affiliate program's brand exposure.

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What FTC disclosure violations do affiliate programs face?

The most common Federal Trade Commission (FTC) disclosure violations in affiliate marketing include failure to disclose material connections in blog posts and reviews, inadequate disclosure placement in social media content, and missing disclosures in video content. The FTC expects brands to actively monitor their affiliates for disclosure compliance — not just to have a policy requiring it.



Can FieldWatch monitor affiliate content for brand policy violations?

Yes. FieldWatch scans affiliate-generated content — including landing pages, blog posts, and social media posts — for violations of your brand usage guidelines, product claim policies, pricing representations, and competitive comparison rules. When violations are detected, your compliance team receives prioritized alerts with the specific content in order to move quickly to remediation steps.



How does FieldWatch handle sub-affiliate network monitoring?

FieldWatch's monitoring extends beyond your direct affiliates to cover content and activity originating in sub-affiliate networks. Because brand violations from sub-affiliates carry the same risk as those from direct affiliates, comprehensive monitoring at this level is essential for brands running large or tiered affiliate programs.



How quickly can FieldWatch be deployed for an affiliate program?

FieldWatch is designed for rapid deployment. Most affiliate program clients are fully onboarded and actively monitoring within two weeks of contract signing. Our client success team configures the platform to your specific affiliate policy requirements, brand guidelines and network structure.

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Does FieldWatch provide documentation for affiliate compliance enforcement?

Yes. FieldWatch maintains documented records of detected violations — including content screenshots, timestamps, URLs, and affiliate identifiers — that your team can use for enforcement actions, affiliate terminations, and regulatory compliance documentation. Having a documented compliance record is increasingly important as regulators raise expectations for active brand oversight of affiliate programs.



How customizable is FieldWatch?

Affiliate marketing structures are varied and complex, which is why FieldWatch is fully customizable to meet your rules, workflows, processes and overall program structure.



Can FieldWatch provide assistance with remediation services?

Yes. FieldWatch offers full remediation services to augment your compliance staff and assist in covering your compliance efforts from violations to outreach. Our team is here to help however we can in order to protect your organization from significant regulatory risk and penalties.



What does FieldWatch offer in terms of analytics and reporting?

FieldWatch provides all users with important analytics, dashboards and executive reports for compliance that are automated, customizable and provided in real time. Users can also access AI functionality from inside the platform to instantly generate reports from their entire data set to increase workflow efficiency as well as reporting effectiveness.