ABSTRACT

There is provided an affiliate selling system which makes it possible to automatically navigate a user to a seller's Web page, and which does not cause lack of payment of commissions to affiliates. It is configured in such a way that a server of the affiliate selling system is provided with navigation link creating means for creating, using an affiliate ID for identifying the affiliate and a product ID for identifying the product as the argument URL, URL information in which the argument URL is added to a URL of the affiliate selling system as a link for navigation, and address translation means for address-translating, in response to a click operation of the link for navigation, an access destination URL of a user terminal of the operation source from the URL of the affiliate selling system to a URL of a Web page of the seller.