

Yandex Market has expanded its referral program, adding the opportunity to receive remuneration in rubles for the recommendations of goods. Previously, the program participants received only plus points. The new option is available for bloggers, designers, stylists and other users who often advise the goods of their audience.

To receive cash payments, it is necessary to register in the program as a self-employed, individual entrepreneur or legal entity and conclude an agreement. After that, you can share personal links to goods in blogs, instant messengers or social networks. The amount of remuneration reaches 20% of the cost of each purchase made at such a link.

Payments are made monthly. In the near future, there will also be an opportunity to receive remuneration for the recommendations of goods from personal collections. Bloggers will be able to mark links as advertising through the markete application.

The program was launched in June 2025. During this time, users have already received about 80 million points of plus. The record result of one participant amounted to 5 million points.