



# Welcome pack

Extensive Publisher Guide **2020**





# Welcome on board

Welcome to Awin!

We can't wait to start working with you and want to make it as easy as possible for you to earn commission. This pack will take you through the essentials of becoming an affiliate on our platform.

Let's get started...

# What's included?



Click to return  
to this overview

01



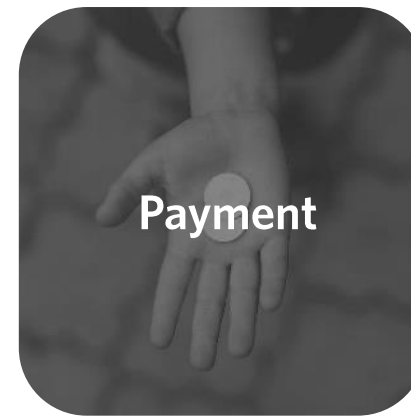
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Click to go  
to section



01



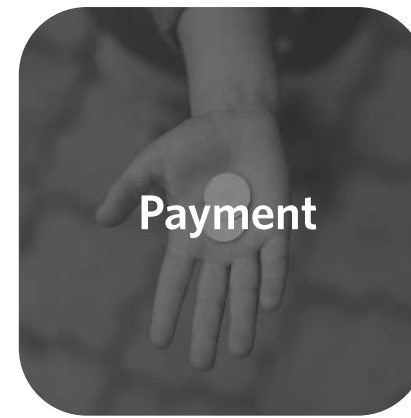
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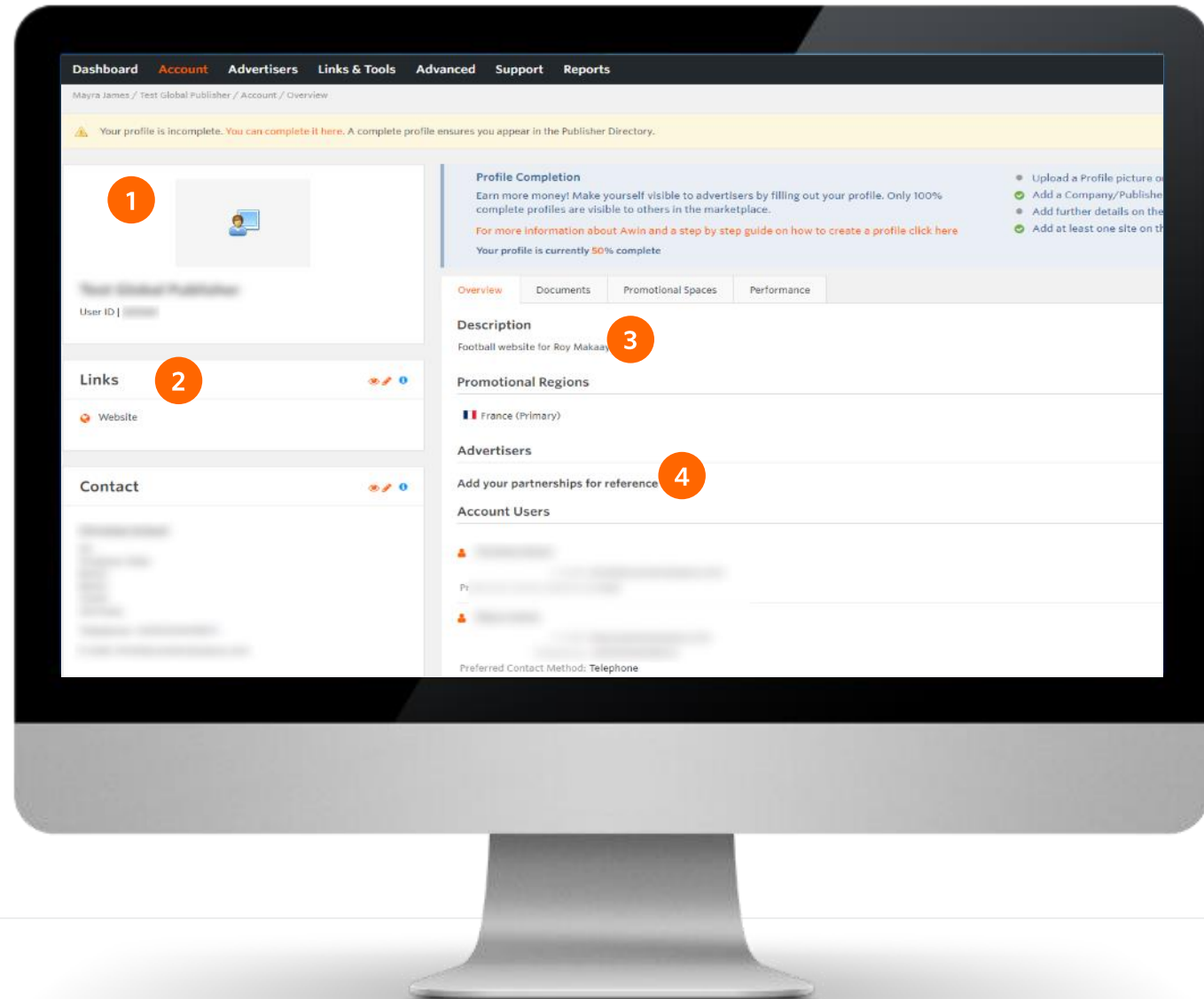


# Complete your profile

Your profile needs to be **100%** complete before you can start promoting and monetising your website.

- 1 Profile picture/website logo.
- 2 Links to your website or blog. You can also link to your social media channels.
- 3 A detailed description of your website such as the type of website you have, number of monthly visitors and the regions of activities. You can also upload documents to the "documents tab". The more detail included, the better as an incomplete profile will only be partially visible by the advertisers.
- 4 You can highlight the advertisers you are promoting (after you have been approved into programmes).

Please note that an incomplete profile will only be **partially** visible by the advertisers. Don't miss out on any opportunities by making sure your profile is complete.



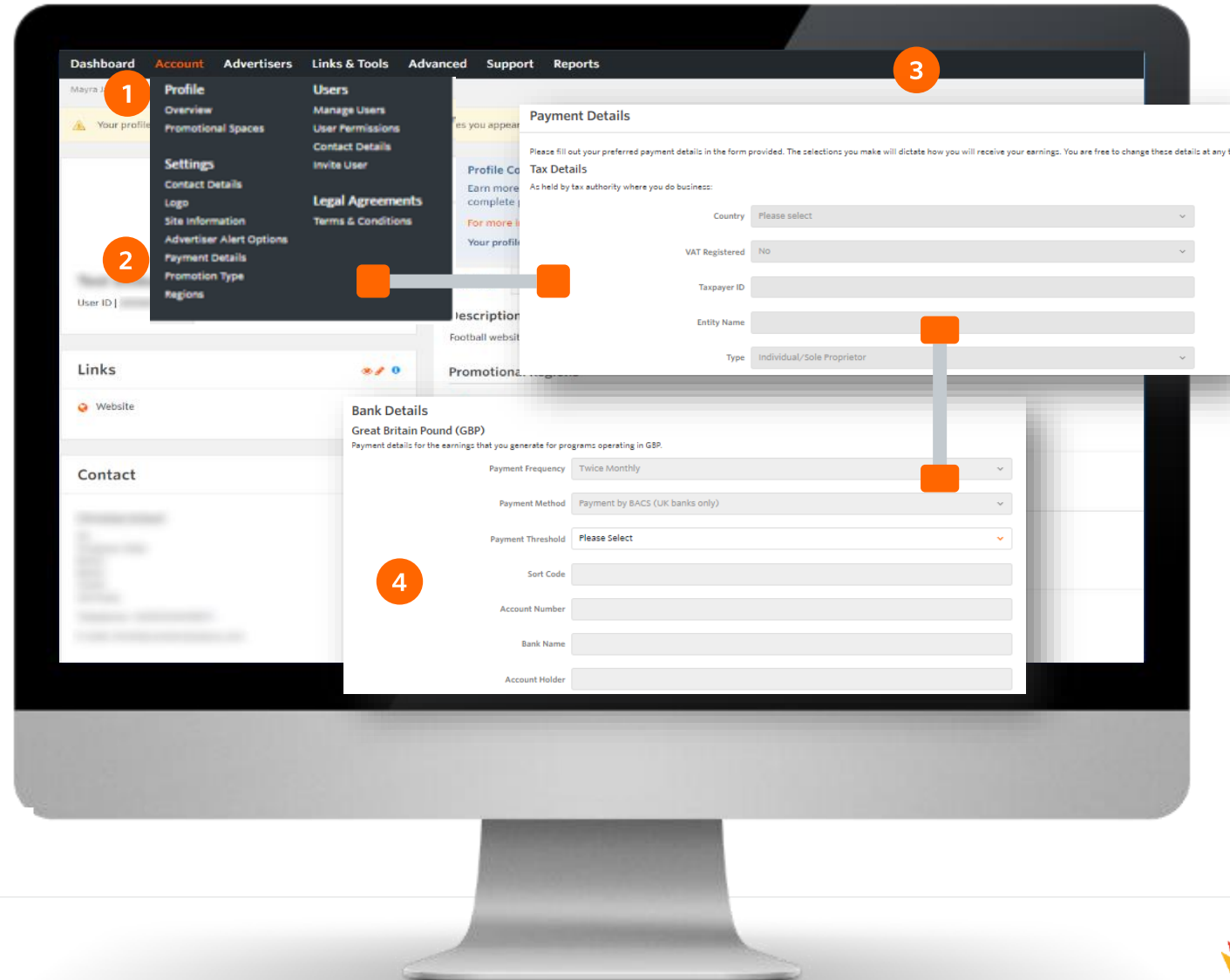


# Payment Details

Now you are ready to update your payment details.

Completing payment details is crucial, as missing information means publishers will not be able to receive payment from Awin.

- 1 Go to the "Account" Tab
- 2 Select Payment Details
- 3 Update your bank account, check payment, tax details, and VAT registry details in your publisher account. If you are VAT registered, select **Yes** from the dropdown box – otherwise choose **No**.
- 4 Enter your tax details and your bank account details for the account you wish to be paid to.  
  
Select whether you wish to be paid by BACS, check, or international wire transfer, and update your details as required.
- 4 Click update to save your changes



Please note, we are unable to pay VAT to businesses not registered in the United Kingdom.

# How to join our affiliate programs

In order to join a new Advertiser program, please follow the process outlined below:

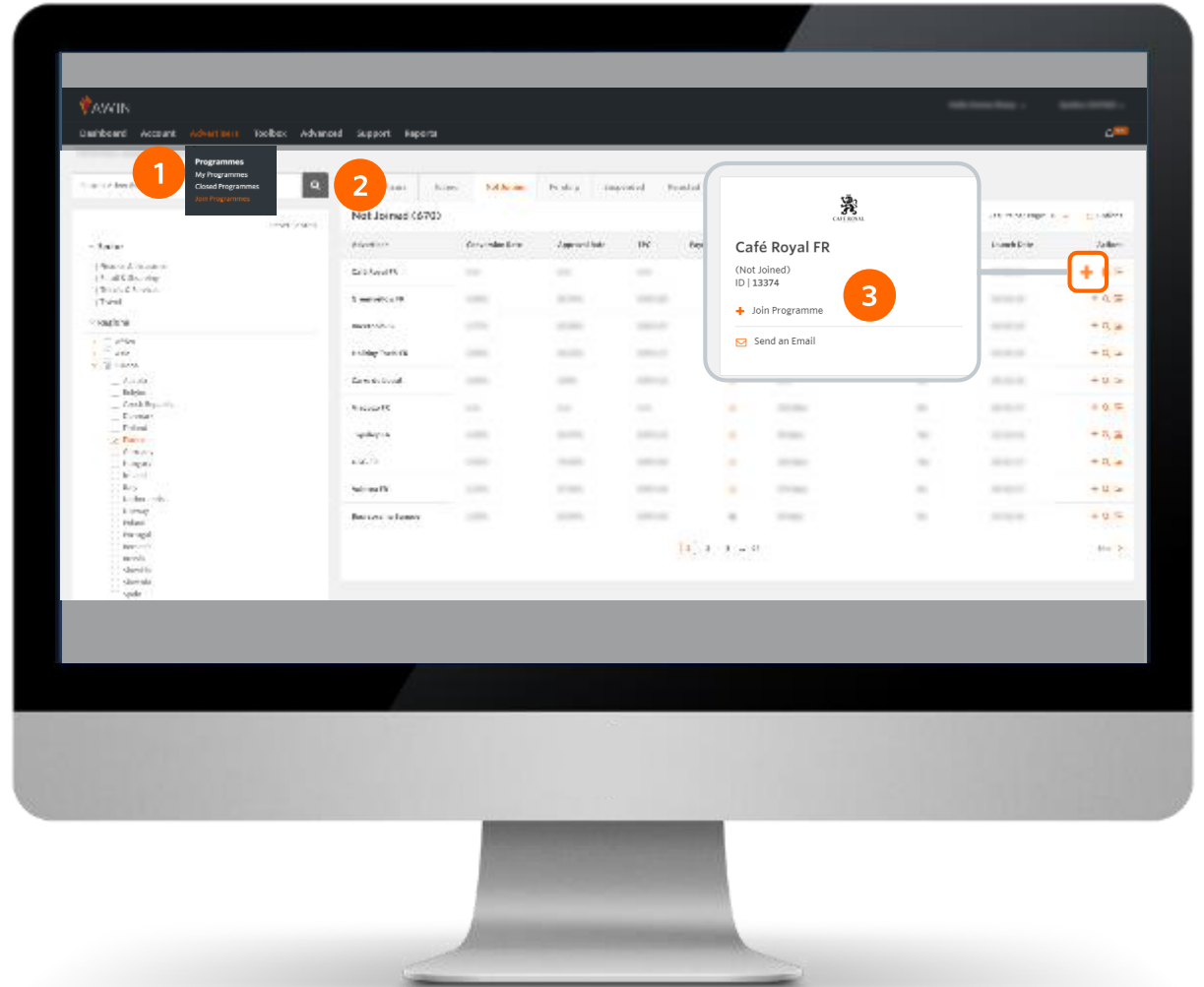
- 1 Click on the '**Advertisers**' tab in the UI and select 'Join Programs'.
- 2 Type the name of the Advertiser you want to partner with into the search box. Click on '**Search**' - this will bring up a list of all matching possibilities.

To view the details of an Advertiser's program, such as commission rates and Terms and Conditions, click on '**View Profile**'.

- 3 If you are happy with the selected Advertiser, click on the '**Join Advertiser**' symbol under the '**Actions**' column to apply to their program.

You can apply to the programs also on the far right by simply clicking the '+'.

The Advertiser or their assigned Awin Account Manager will then review your application for approval. Your membership will remain pending until a decision is made. This can take up to ten business days.





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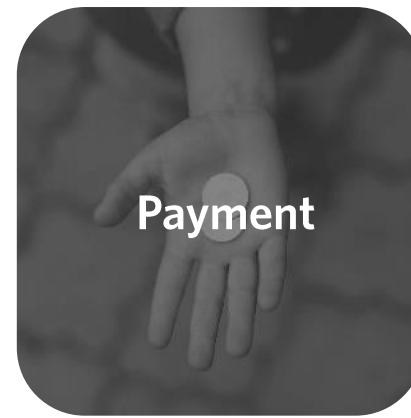
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# The essentials

Now that you have created an account and have been approved onto some programmes (it may take a day or so to get accepted as the account managers need to check your website), **you are officially an Awin publisher and can start promoting.**

There are several ways to promote programmes in your website:

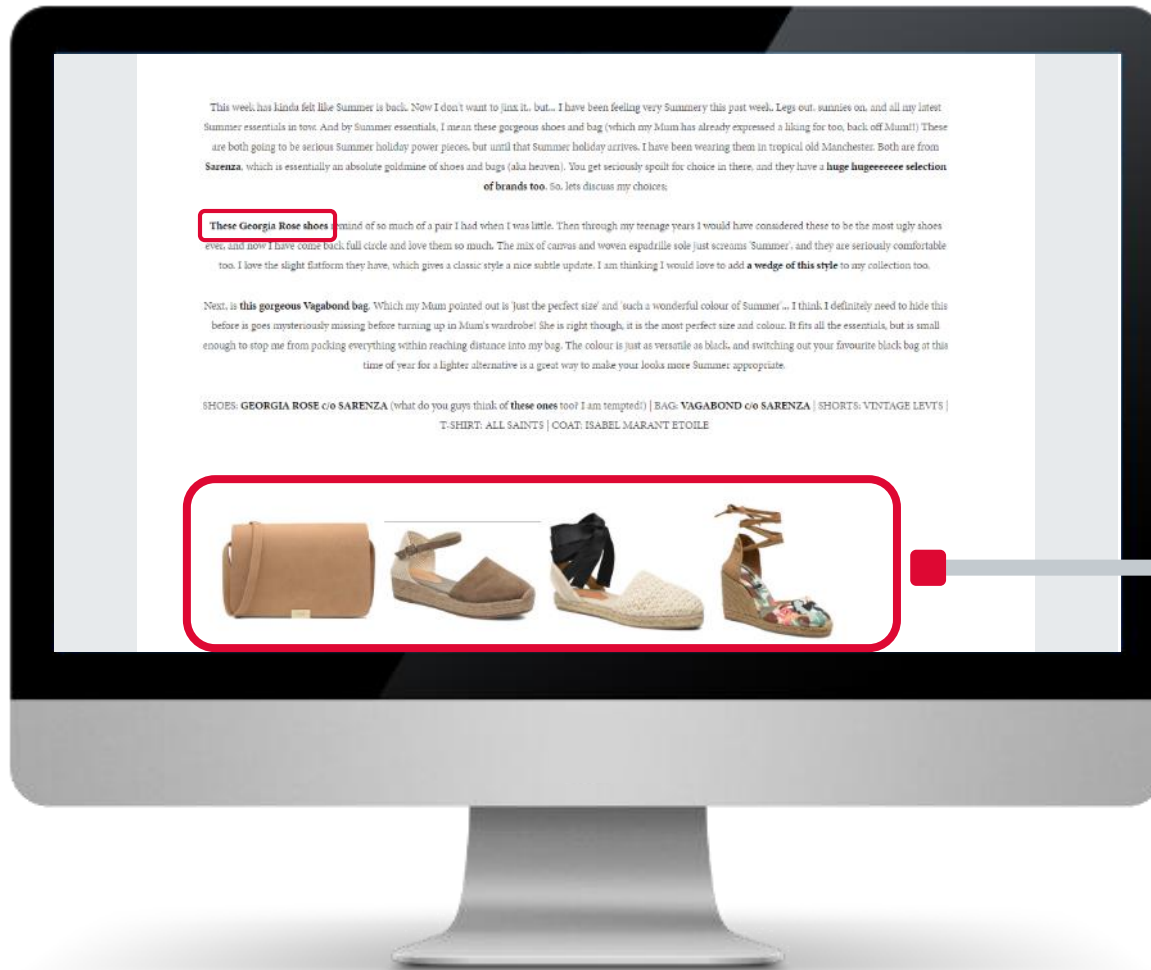


Click Number to go section

- |                        |                           |
|------------------------|---------------------------|
| ① Affiliate Text Links | ⑦ Create-a-feed           |
| ② Deeplinks            | ⑧ My Offers               |
| ③ Banners              | ⑨ Opportunity Marketplace |
| ④ Publisher MasterTag  | ⑩ My Creative             |
| ⑤ Convert-a-link       | ⑪ Product Feeds           |
| ⑥ Bounceless Tracking  |                           |



# Affiliate text links



Text links are embedded within posts or at the bottom of a post featuring products e.g. outfits, collage, look book

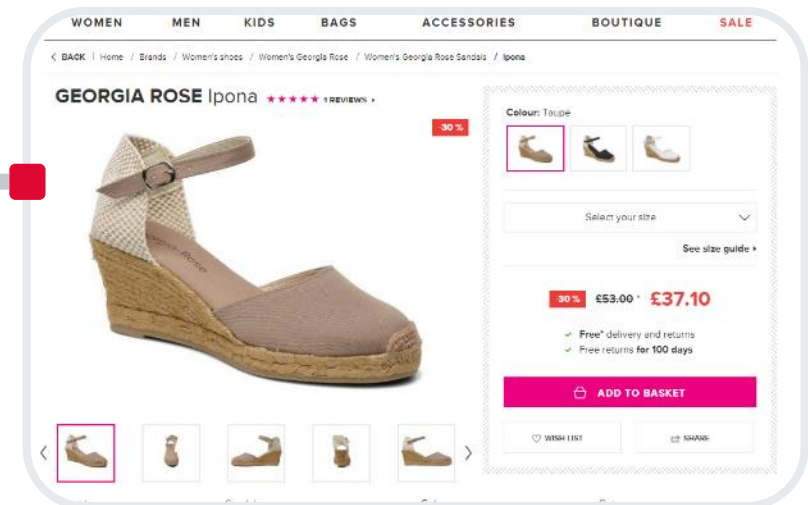


Text links can also be placed behind images and redirect to the advertiser product deeplink



The majority of commission earned is via text links

## Advertiser website



On click

# Affiliate text links outside of your website

You can also use **Affiliate Text Links** on channels outside of your blog/website:

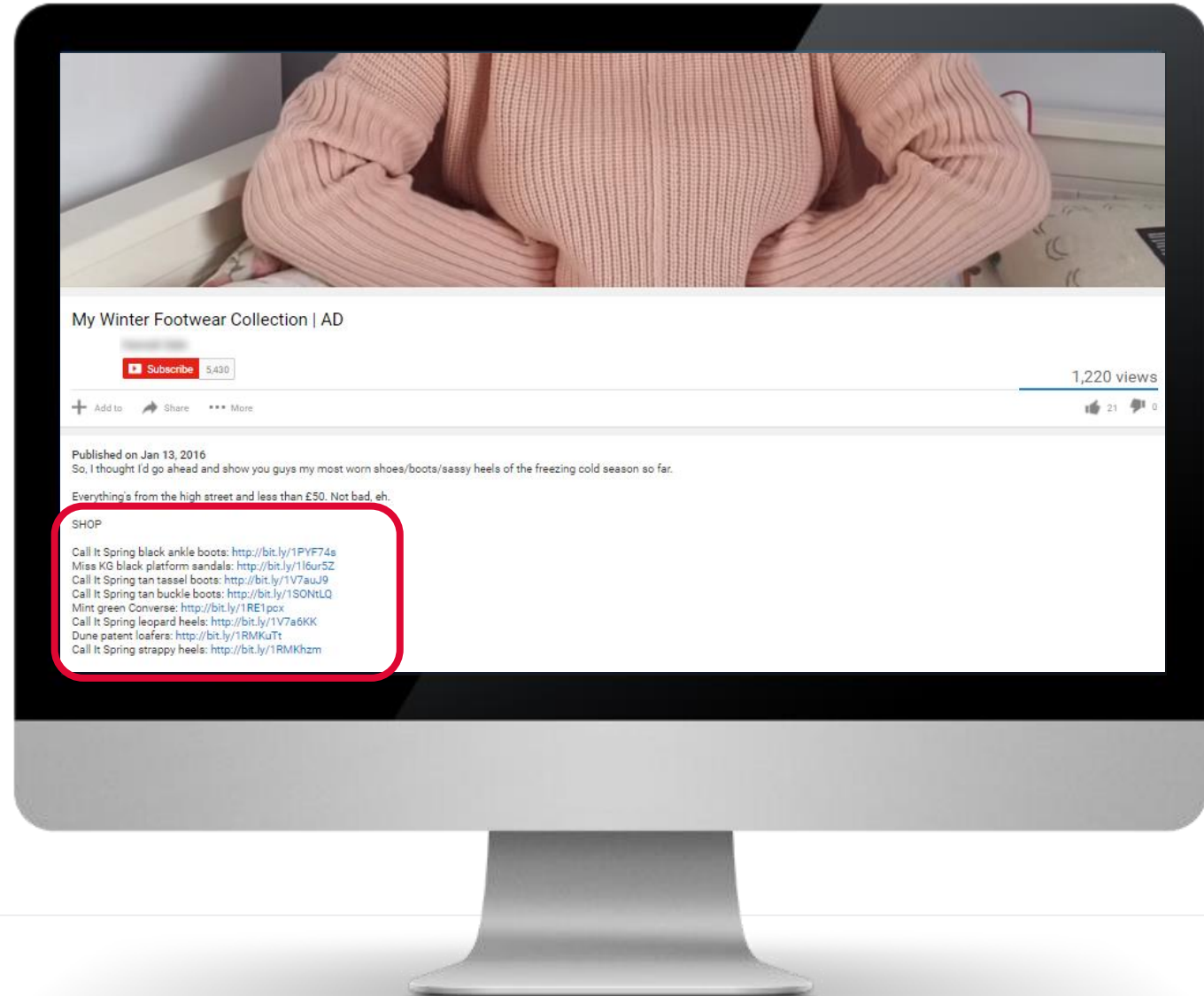
- 1 Newsletters
- 2 Social Media channels like Facebook, Twitter, YouTube videos, Instagram and Pinterest



# Affiliate text links on YouTube

Many publishers earn from affiliate sales via YouTube by including **tracking links at the top of each single video description.**

You can use our in-house link shortener to shorten the affiliate links (refer to slide 17 for further instructions)



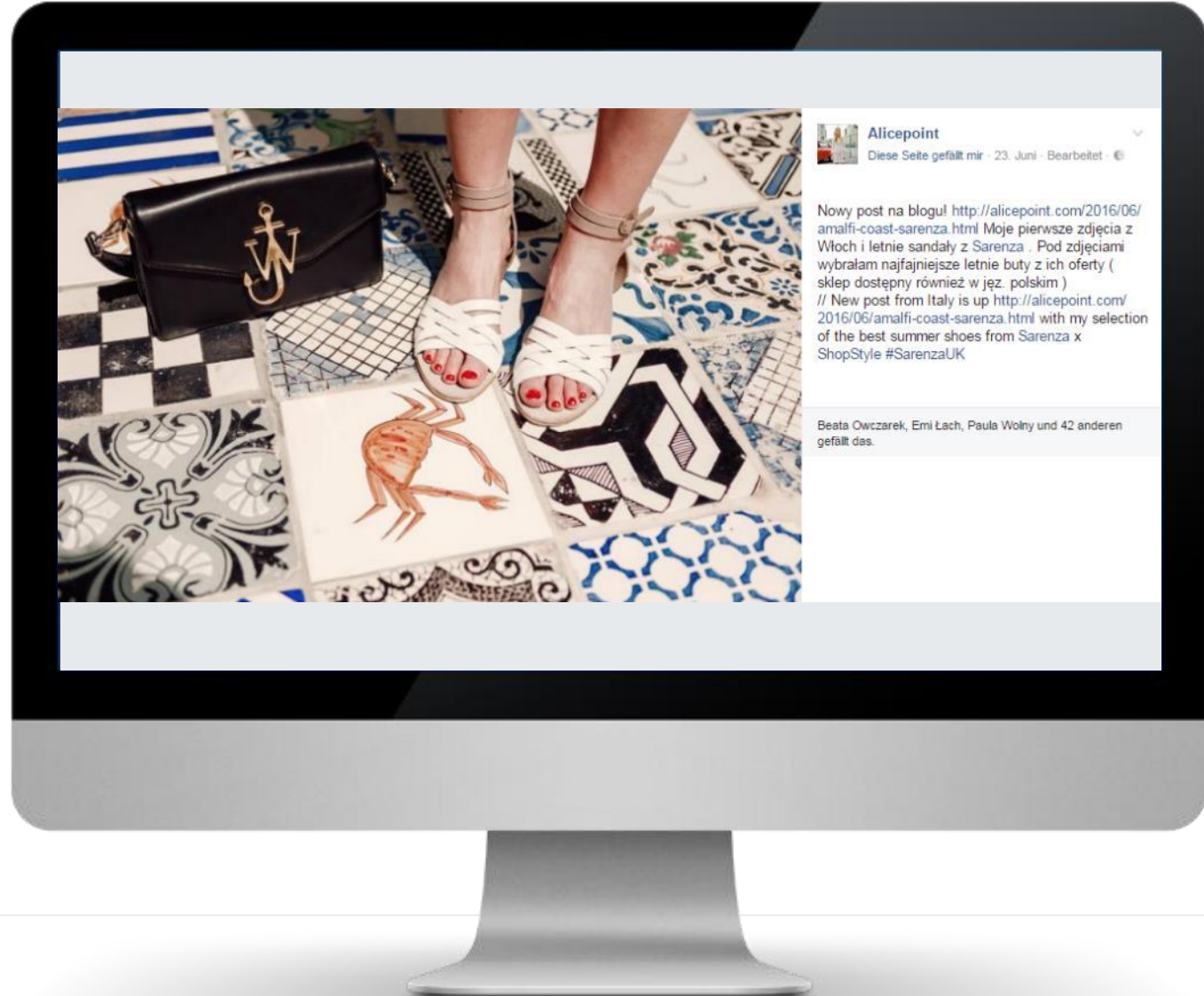


# Affiliate text links in Facebook

Facebook is an incredibly useful tool used by many affiliates.

Affiliates often take pictures of something related to a brand and **post it alongside a comment.**

They then include details about the offer and post a goo.gl version of the tracking link to direct people to the brand site.





# Affiliate text links on Twitter

Promoting via Twitter can be done in a number of ways.

For example, you can **create a deeplink** of a brand product and shorten the affiliate link.

You can also put the **link to your blog post** where the post is populated with affiliate links. See below for examples.



**Shot From The Street**  
@lizzyhadfield



Folgen

Woken up to sunshine!! 🌞🌞🌞 aaaand my latest post is all about Summer essentials with @sar... [ift.tt/28Tinnw](https://ift.tt/28Tinnw)



**Alice Zielasko**  
@alicezielasko



Folgen

New post from Italy is up [alicepoint.com/2016/06/amalfi...](https://alicepoint.com/2016/06/amalfi...) @sarenza sandals <3 [#amalficoast](#)



# Affiliate text links on Instagram

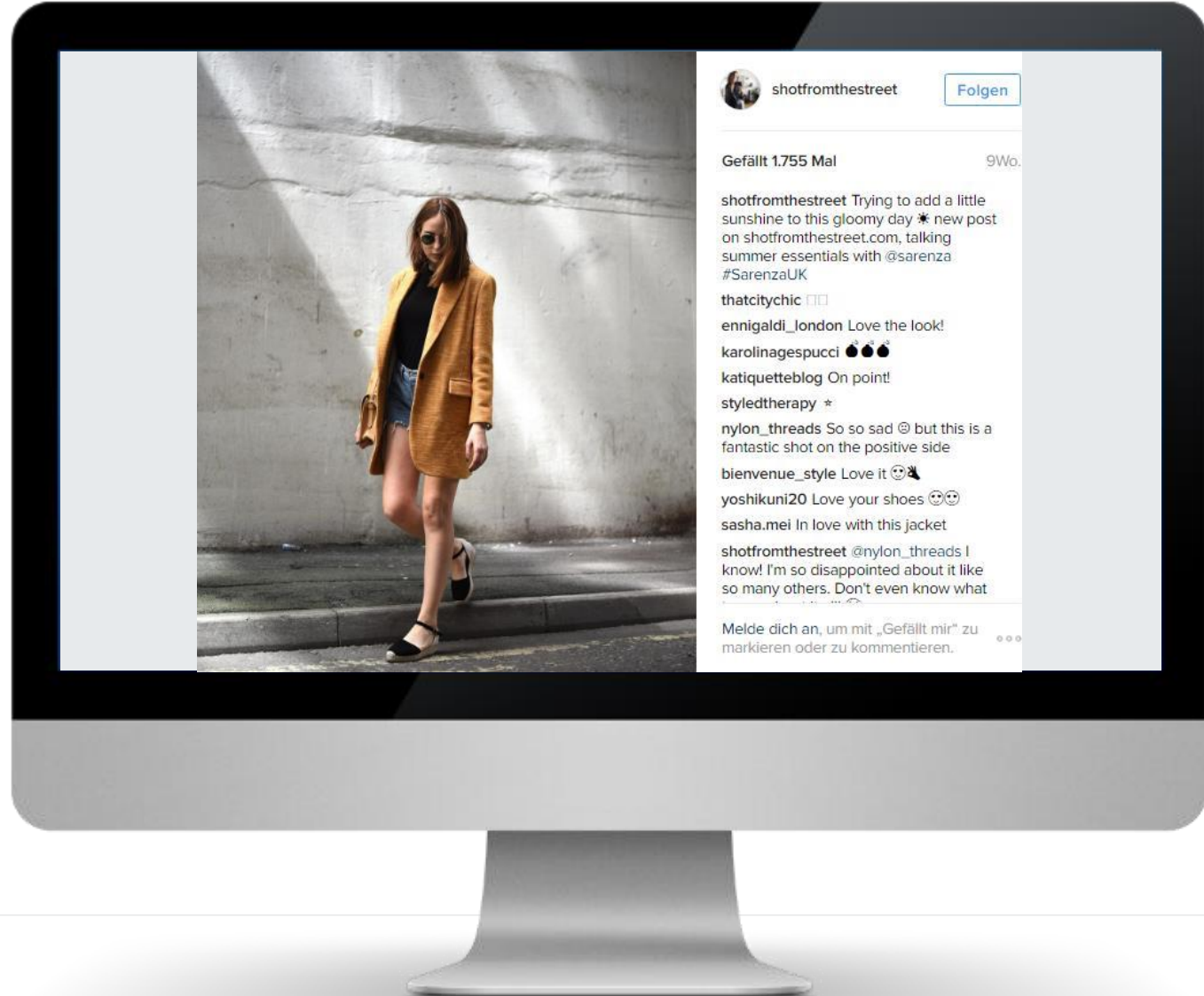
Unfortunately you can't always post clickable links on Instagram pictures.

As a workaround, you can follow some methods used by a number of our publishers:

**Hashtag** the brand Instagram page on your post

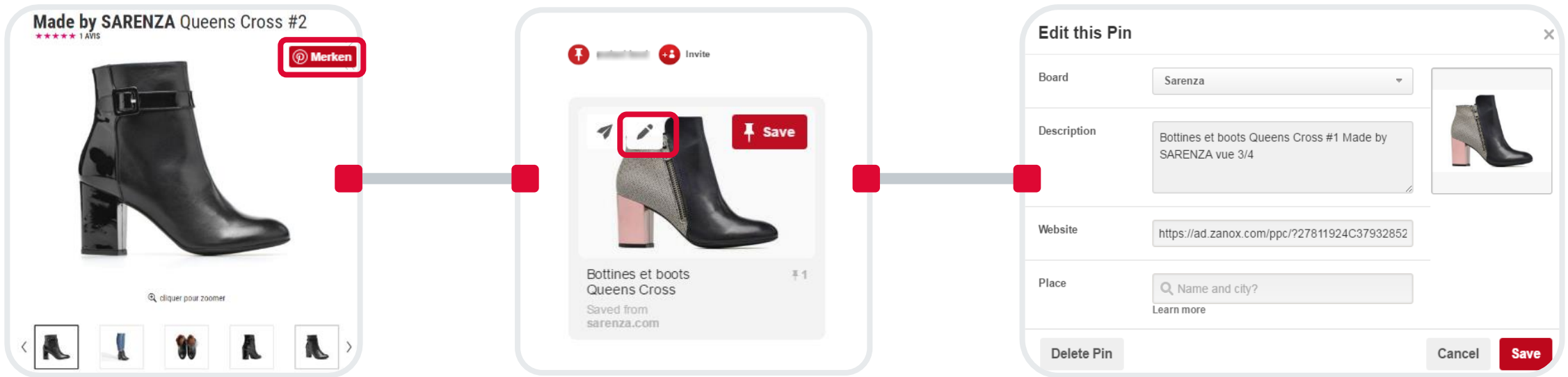
**Put the link to your blog or other social media channels** (i.e. YouTube, Pinterest, Facebook) where those sites are populated with your affiliate links. As you're not able to have clickable links on your photos, followers need to be directed to another channel outside of Instagram to make a purchase.

Now Instagram offers verified users to **add links to their stories**



# Affiliate text links on Pinterest

For Pinterest, simply follow these steps:



1 Pin any products you would like to promote from a brand website

2 On your pinboard, click on the edit button for the image you would like to monetise

3 Enter the affiliate link (deeplink) you've created in the 'Website' field. You can also condense the link using bit.ly so it does not look like an affiliate link

# Deeplinks

Select '**Links & Tools**' > '**Link Builder**' from the drop-down if you want to create a deeplink for a specific product page. When you choose the 'link-builder', select '**Joined**' and then the desired advertiser from the 'Advertiser' drop down.

- 1 Paste the URL you wish to direct your users to in the 'Destination URL' field
- 2 Enter a click ref if you wish to monitor link performance or simply leave blank
- 3 Choose the format of your link
- 4 Watch your link automatically generate in the 'Your Deep Link' box
- 5 You can use the in-house link shortener option to shorten your affiliate links. Your deeplink will now be transformed into a short and tidy URL with the domain 'tidd.ly'

The screenshot shows the AWIN Link Builder interface on a computer monitor. The interface is titled 'Link Builder' and includes a brief description: 'The Link Builder allows you to create deep links to specific product pages, whether or not you are joined to that advertiser. For detailed instructions, please see our [Wiki](#).' Below this is the 'Create Deep Link' section, which contains several input fields and options. Step 1 points to the 'Destination URL' field. Step 2 points to the 'Click Ref' field, which has a note '50 character limit / 50 left. [Find out more.](#)'. Step 3 points to the 'Format' section, which has two radio buttons: 'URL' (selected) and 'HTML'. Step 4 points to the 'Your Deep Link' box, which displays the generated link: 'http://www.awin1.com/cread.php?awinmid=6220&awinaffid=172855&clickref=&p='. Step 5 points to the 'Shorten Link' and 'Copy Link' buttons at the bottom right of the 'Your Deep Link' box. The 'Advertiser' dropdown is set to 'Joined' and the 'Etsy (US)' dropdown is selected.

# Banners & images



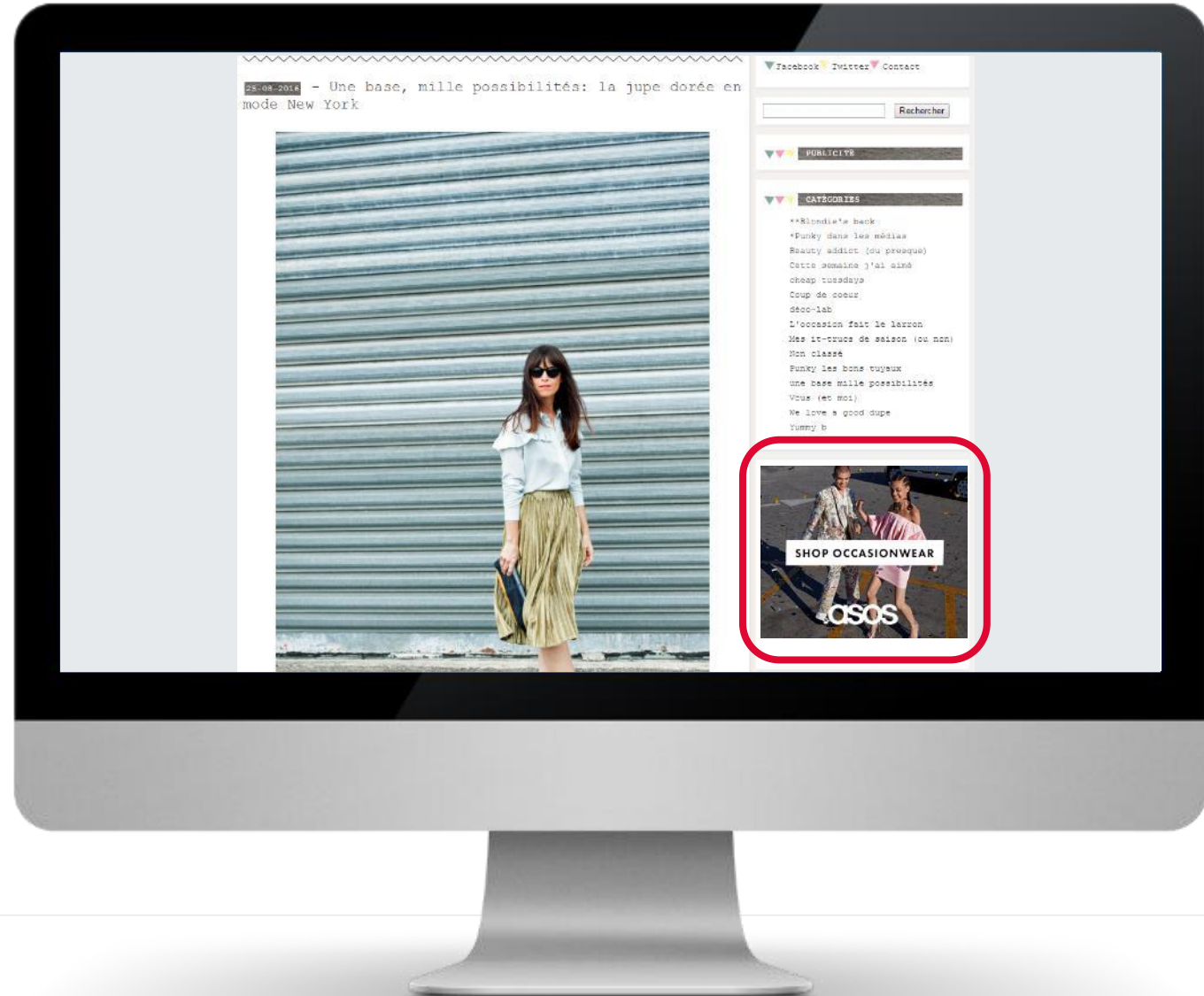
It's an easy way to promote offers



Brand endorsement



Least conversions/sales driving





# Publisher MasterTag

The Awin Publisher MasterTag allows you to **access** and **enable** technology from Awin and our partners.

Once you install the Awin Publisher MasterTag on your website, you can turn on any of our plug-ins and any Awin partner technologies to help you monetise your content.

## How do I Activate Plug-ins?

### Install

Navigate to 'Toolbox' > 'Publisher MasterTag' in your Awin account and copy the code in step 2. Then, place it in your website's HTML code, just before the closing </body> tag.

### Activate

Enable the Convert-a-Link plugin in the Awin platform and wait up to 24 hours before testing.

### Test

On your website, create a link pointing at the URL <http://convertalink.awin.com/> and click on it.

You should see a success message.

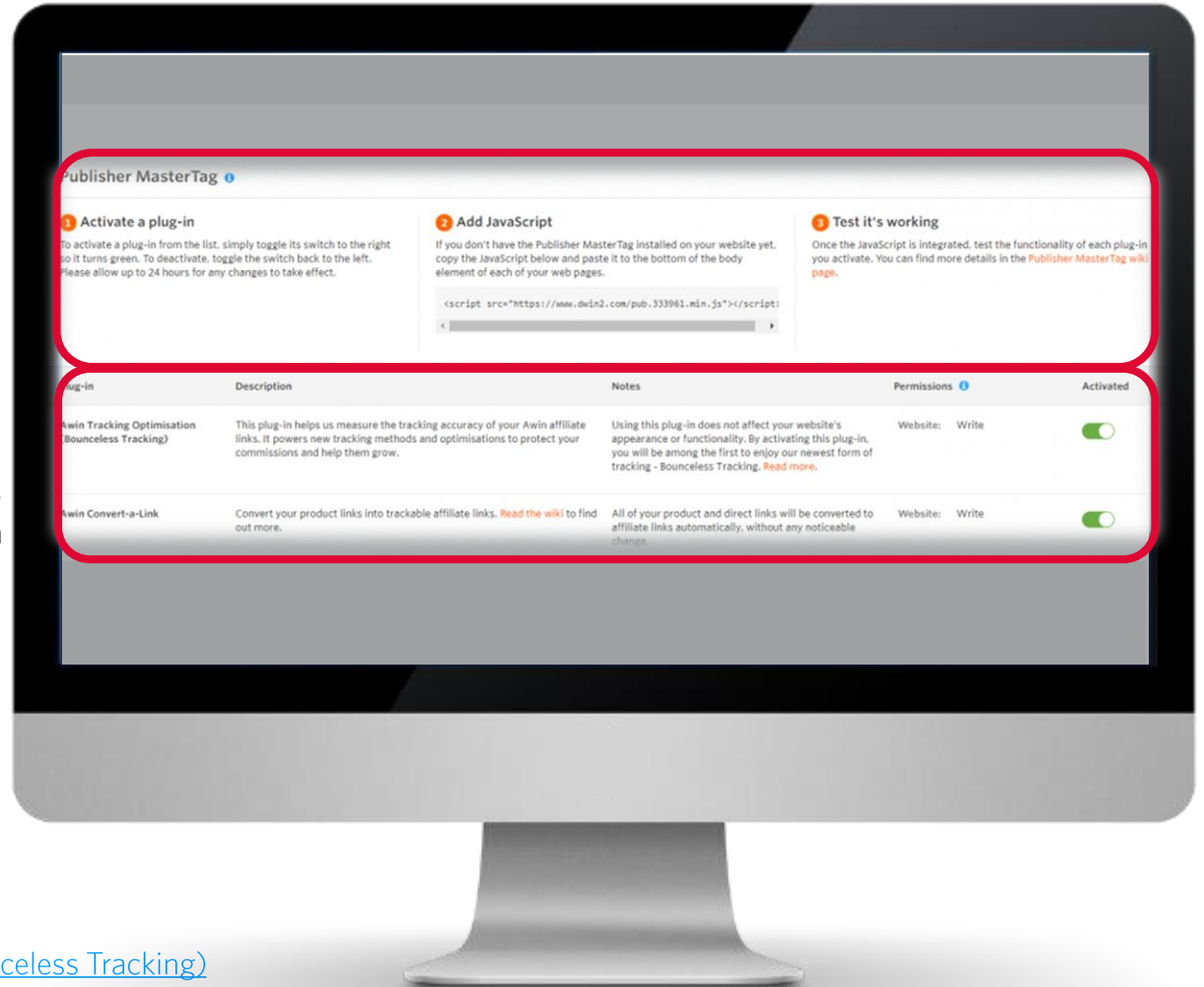
### Create

You can now start linking to any advertisers on the Awin network and the plugin will convert them into affiliate links automatically.

### Available Plug-ins

[Convert-a-link](#)

[Tracking Optimisation \(Bounceless Tracking\)](#)



# Publisher MasterTag - Convert-a-Link

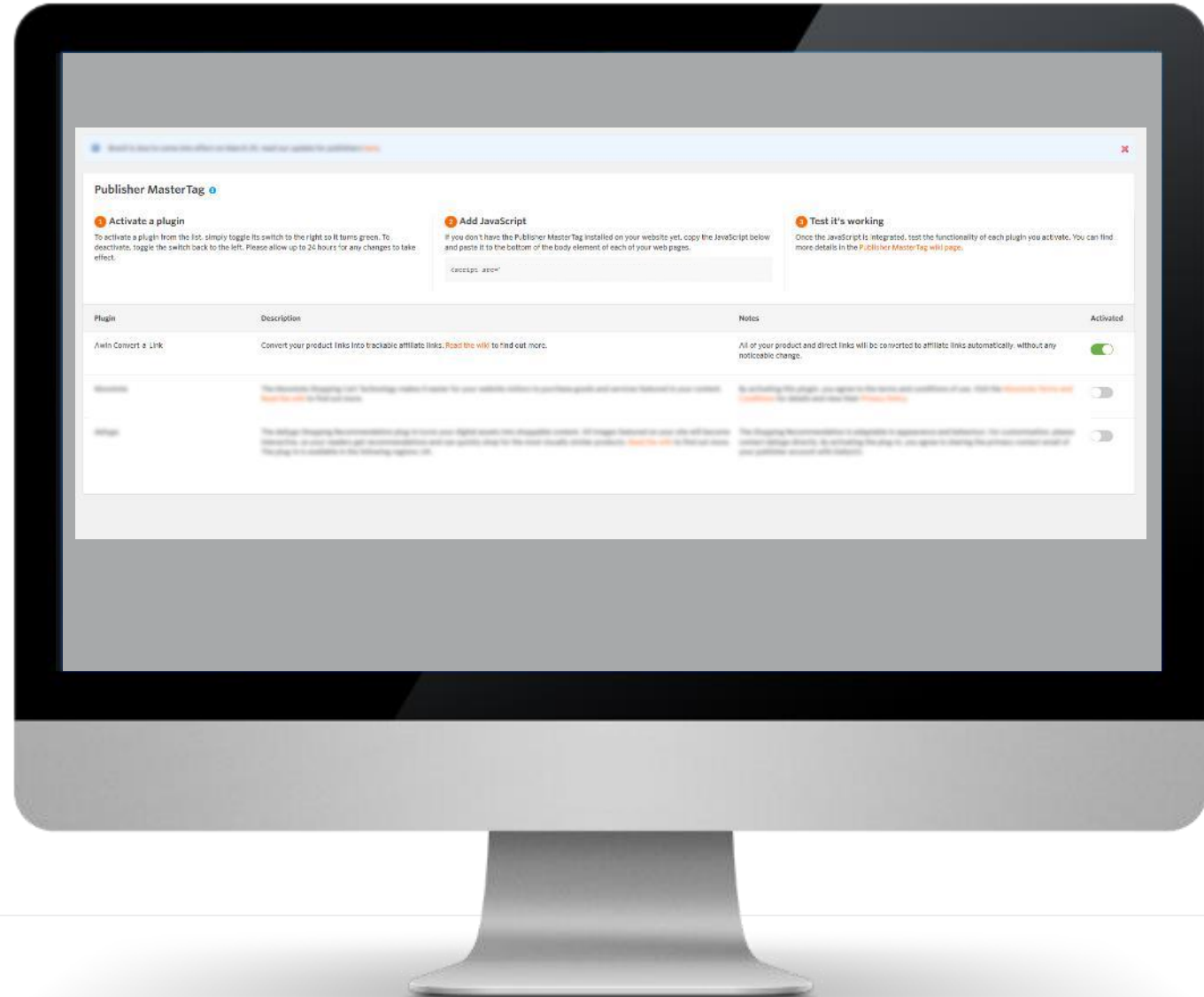
Awin's Convert-a-Link enables content publishers to easily **join advertiser programs** and **link all of their content within a few clicks**.

- 1 Ensure that you switch on Convert-a-Link in your account
- 2 Add JavaScript at the bottom of the body element of each web page
- 3 Watch the JavaScript convert normal links into affiliate ones
- 4 Get added automatically to programs you are linking to but have not joined

Convert-a-Link plug-in automatically converts any link to advertisers on the Awin network into affiliate links.

All direct links and products will automatically become an affiliate link, without any appreciable change.

We recommend its use for blogs or editorial sites that link to products or advertisers frequently.



# Publisher MasterTag - Bounceless Tracking

A fast, privacy-centric method to improve conversion

Awin's groundbreaking innovation Bounceless Tracking is the next generation of affiliate tracking to futureproof your business. Released alongside our Tracking Optimization Plugin at the end of 2019, Bounceless Tracking is built with a privacy-by-design approach and sits as the foundation of all future Awin technology and advancements.



## Benefits of Bounceless Tracking



Unique to market



Tracks all sales



Restores referrer visibility



Boosts SEO



# Create-a-Feed

The Create-a-Feed tool allows you to put together a data feed based on a variety of criteria:

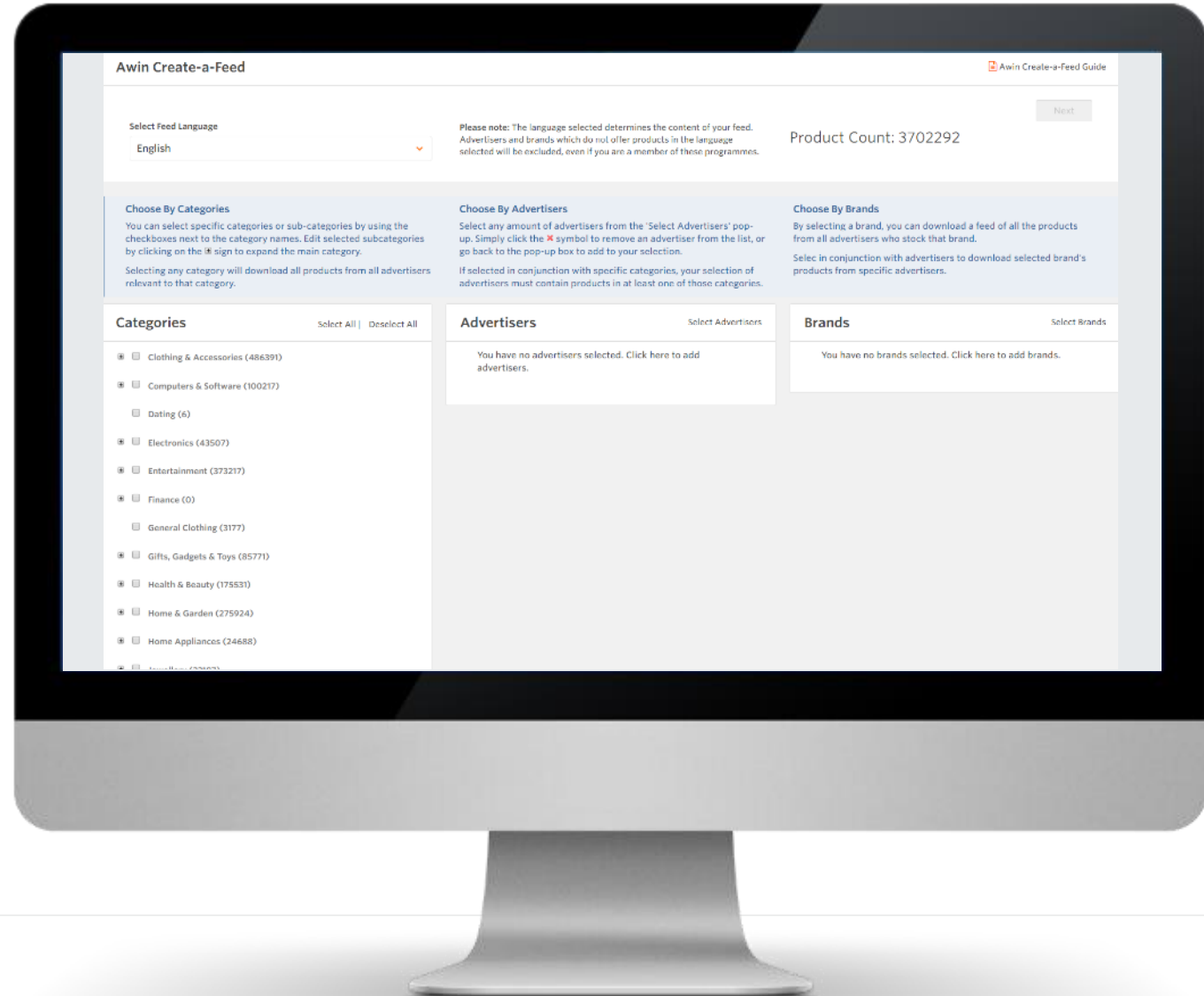
Category

Advertiser

Brand

You can select the columns you want to visualize in your feed, rearrange the order of the columns, choose the file format, delimiter and compression type. Do this by downloading the feed directly from the interface or use a [URL](#) to access your customised feed anytime.

Product Feed list download

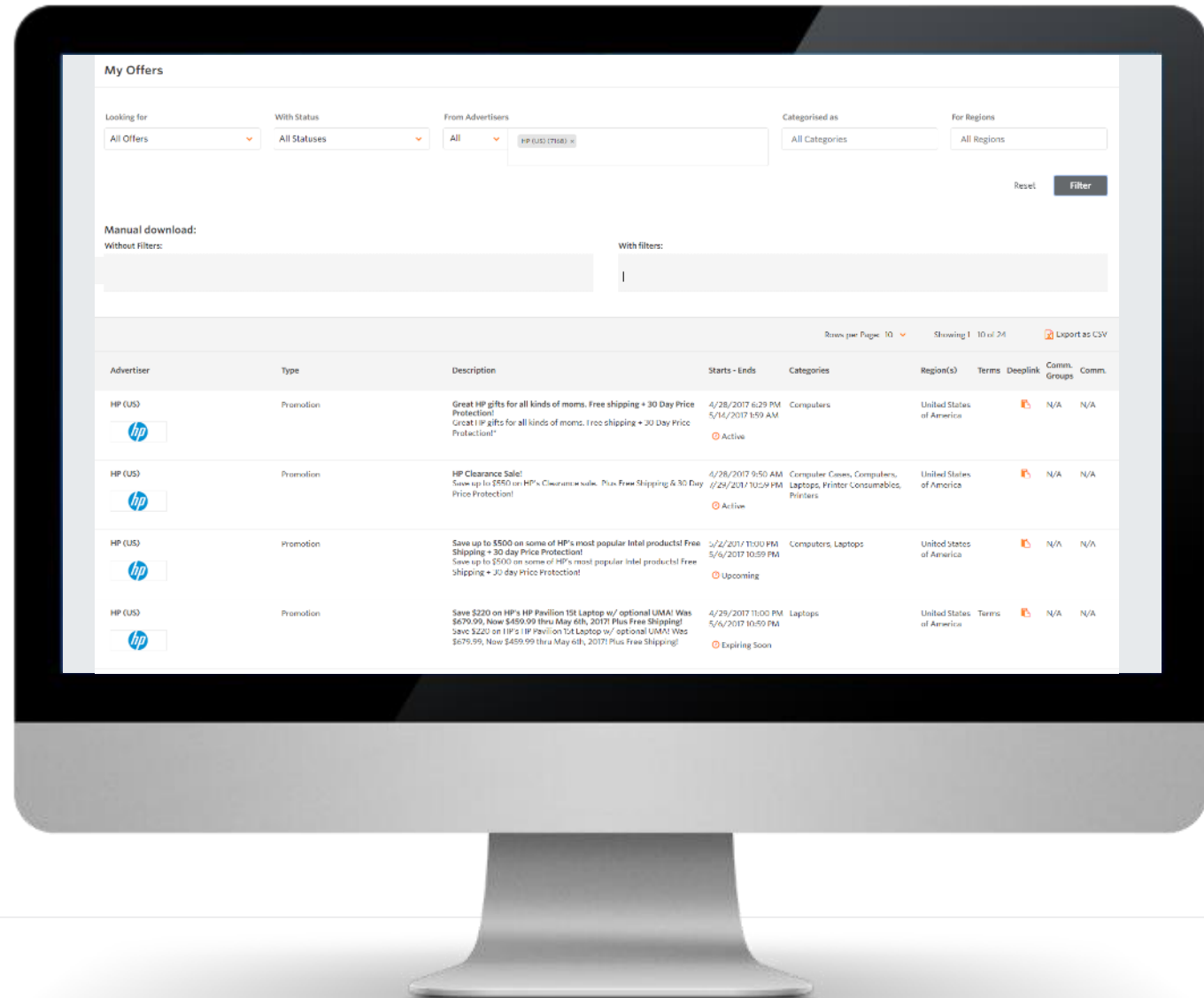


# My Offers

Our brand programme offers incentives (vouchers, bargains, etc.) which you can **promote on your ad space**.

To get the incentives, go to **Links & Tools > My Offers**.

By using the My Offers tool, you can view the various offers for all the merchants in our network.





# Opportunity Marketplace

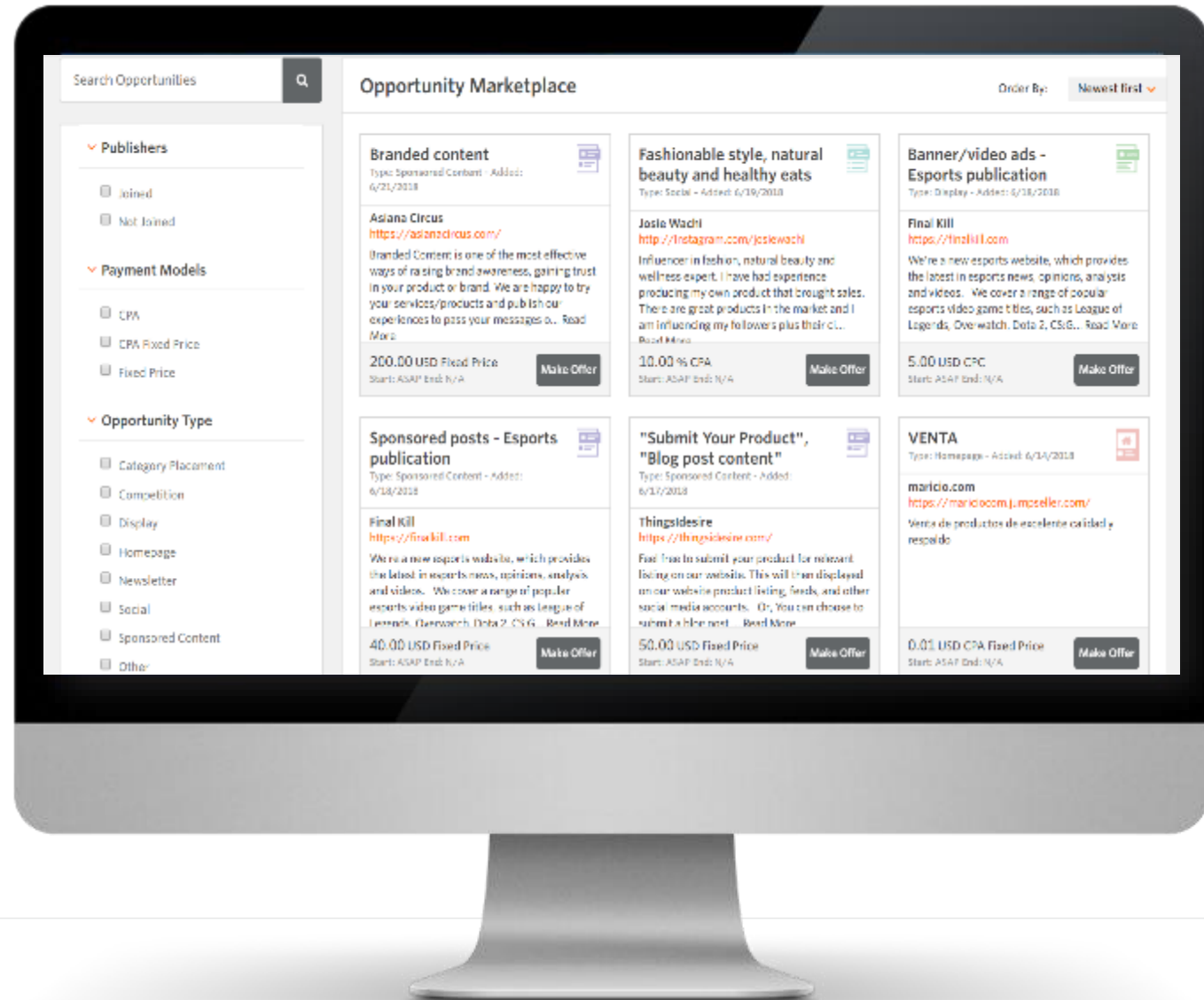
Opportunity Marketplace is a tool that lets publishers **list**, **manage** and **promote** all of the advertising options available on their website. They are then viewed and considered by the advertisers of Awin in an easy-to-use directory.

*"How will advertisers see my opportunities?"*

Advertisers will have access to a directory of all publisher opportunities. To make your listing stand out, to try to keep it concise and include as many key facts as possible.

*"How will advertisers reply to my opportunities?"*

Advertisers can directly respond to each one of your opportunities. Responses will be sent to the primary email listed in your account, or you can choose a different email address to be reached at when you create your opportunity.



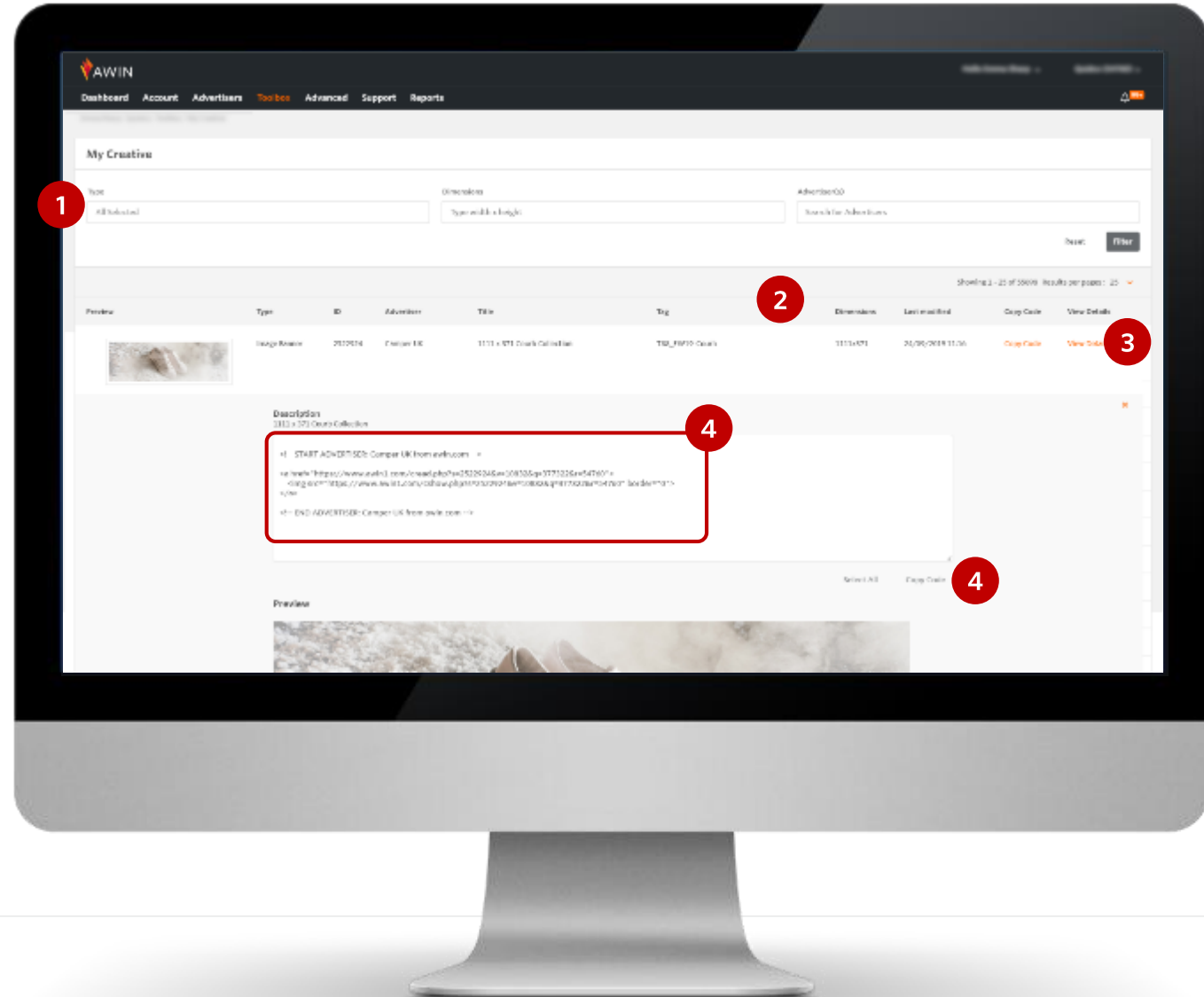
# My Creative

To get the promotion materials such as links and banner, go to **'Toolbox' > 'My Creative'** and find creative tools such as banners and HTML links to help you offer varied content to your users.

The My Creative section aims to make it really easy for you to get access to the creative of the advertiser programs joined.

## For Banners / HTML Codes

- 1 Leave the section type as it with "All Selected" and click Filter on the right
- 2 Below all banners will show up, now you can choose (under Dimensions you can also select the sizes)
- 3 If you found the banner you want/like, click on "View Details" on the right
- 4 Copy the HTML code manually or click "Copy Code"
- 5 You can now put this HTML code in the backend of your blog/page and the banner will appear

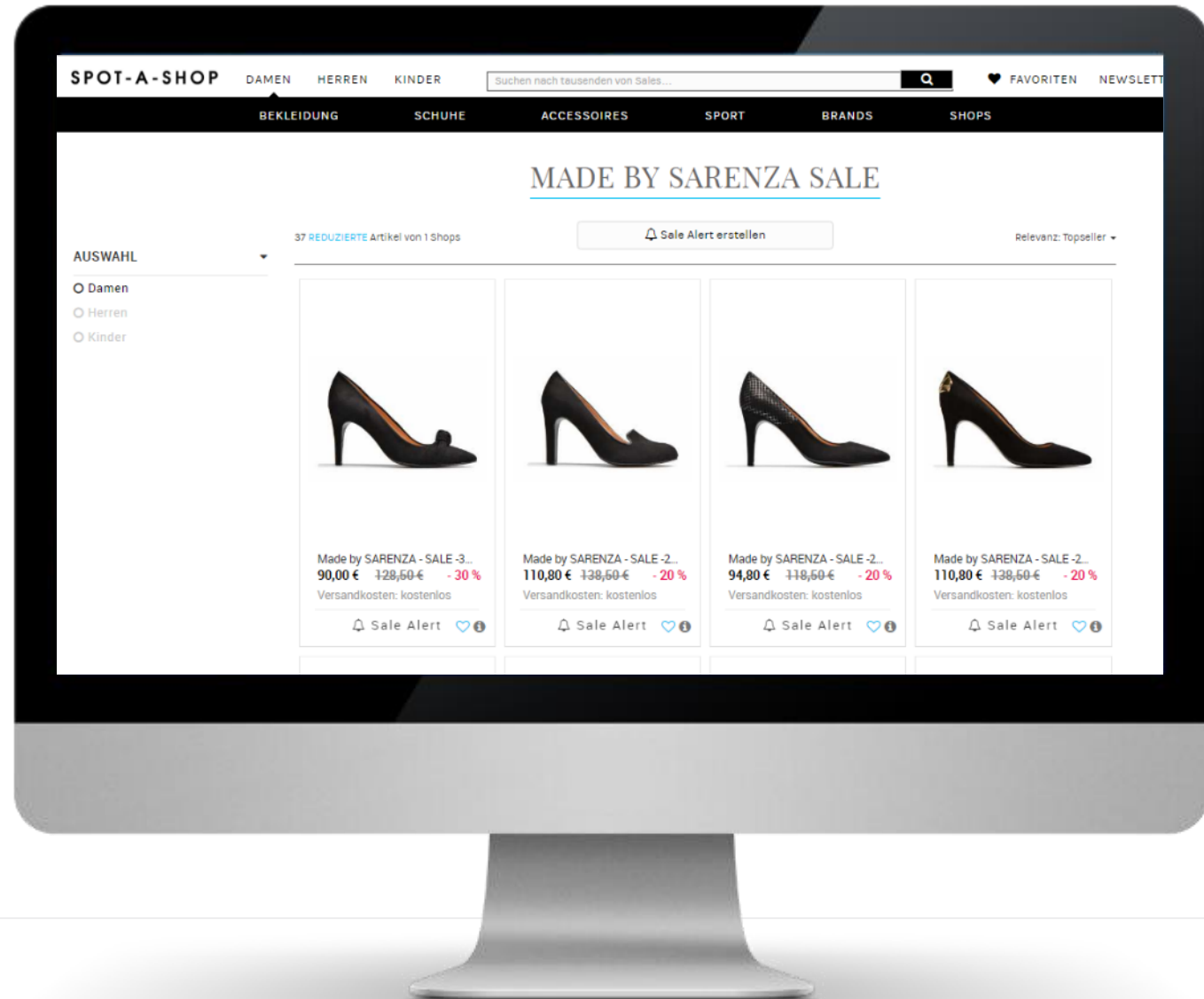


# Product feeds

A product feed is a **data file of all of an advertisers products from their website**. It contains a variety of fields such as product name, price, link to the offer page, image URL.

Feeds allow publishers to **quickly find and display links** without having to manually create their own deeplinks each time.

Typically these feeds are used by shopping directories or publishers wishing to list all or the majority of the advertiser's inventory.





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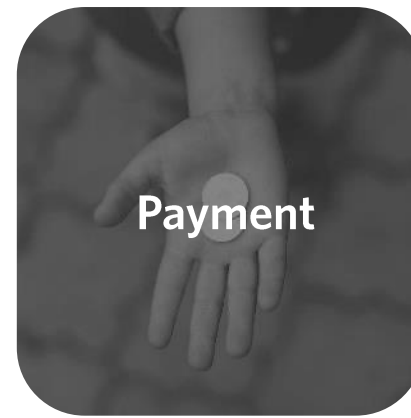
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# Reporting

Awin provides publishers with  
**10 different, in-depth reports.**

In this presentation, we will  
review 3 of these reports:



Click Number to  
go section

- ① Basic Publisher Reporting
- ② Advertiser Performance
- ③ Performance Over Time
- ④ Transactions





# Basic Performance Reporting

Awin provides Publishers with **10 different, in-depth reports**.

Here we will quickly review 3 of these reports.

## Reports

### Advertiser Performance 1

The Advertiser Performance Report allows you to generate a report detailing the performance of advertisers that you are promoting.

Today Week Month Year

### Performance Over Time 2

The Performance Over Time Report details your performance on all programmes or particular programmes over a set period of time.

Today Week Month Year

### Creative Performance

The Creative Performance Report details the performance of your creatives over a set period of time.

Today Week Month Year

#### Click References

The Click References Report gives you the ability to track the sale back to the exact link the visitor used to find that advertiser.

Today Week Month Year

### Transactions 3

Affiliate Transactions Report

Today Week Month Year

### Product Performance

The Product Performance Report details product level reporting on all relevant programmes over a set period of time.

Today Week Month Year

### Commission Group Performance

The Commission Group Report allows you to see how each commission group is performing.

Today Week Month Year

### Device Performance

Device Performance Reports allows you to compare the performance of different devices.

Today Week Month Year

### Payment

A list to date of all payments received and broken down into self billing invoices.

Overview History

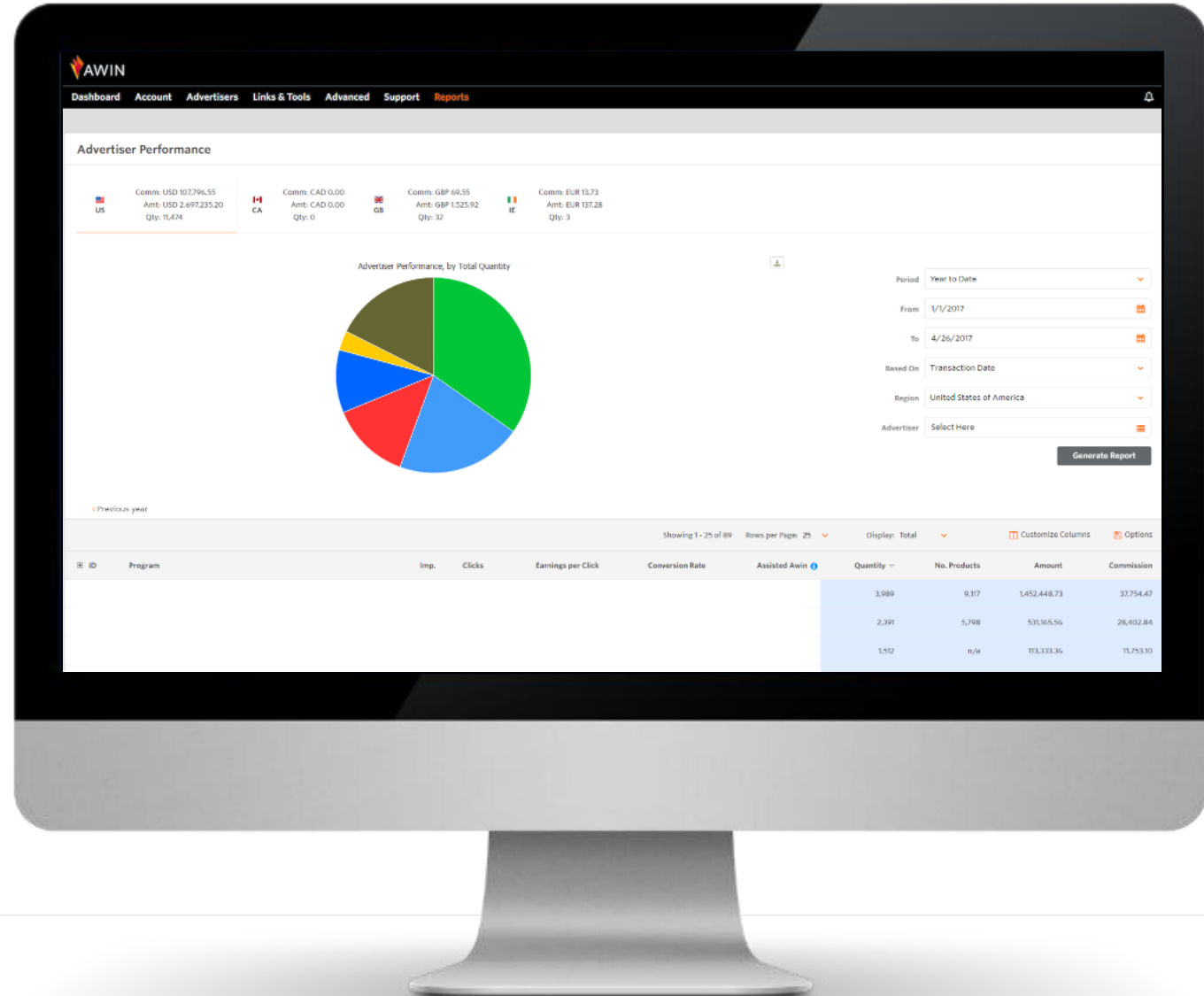
# Reporting

## Advertiser Performance

Use the Advertiser Performance report to **track your performance with each individual advertiser**.

It displays impressions, click, conversion rate, sales, no. of products, sale amount, commission.

- 1 Select correct region: US, CA, etc.
- 2 Select time period
- 3 Select advertiser(s) if desired
- 4 Generate the report



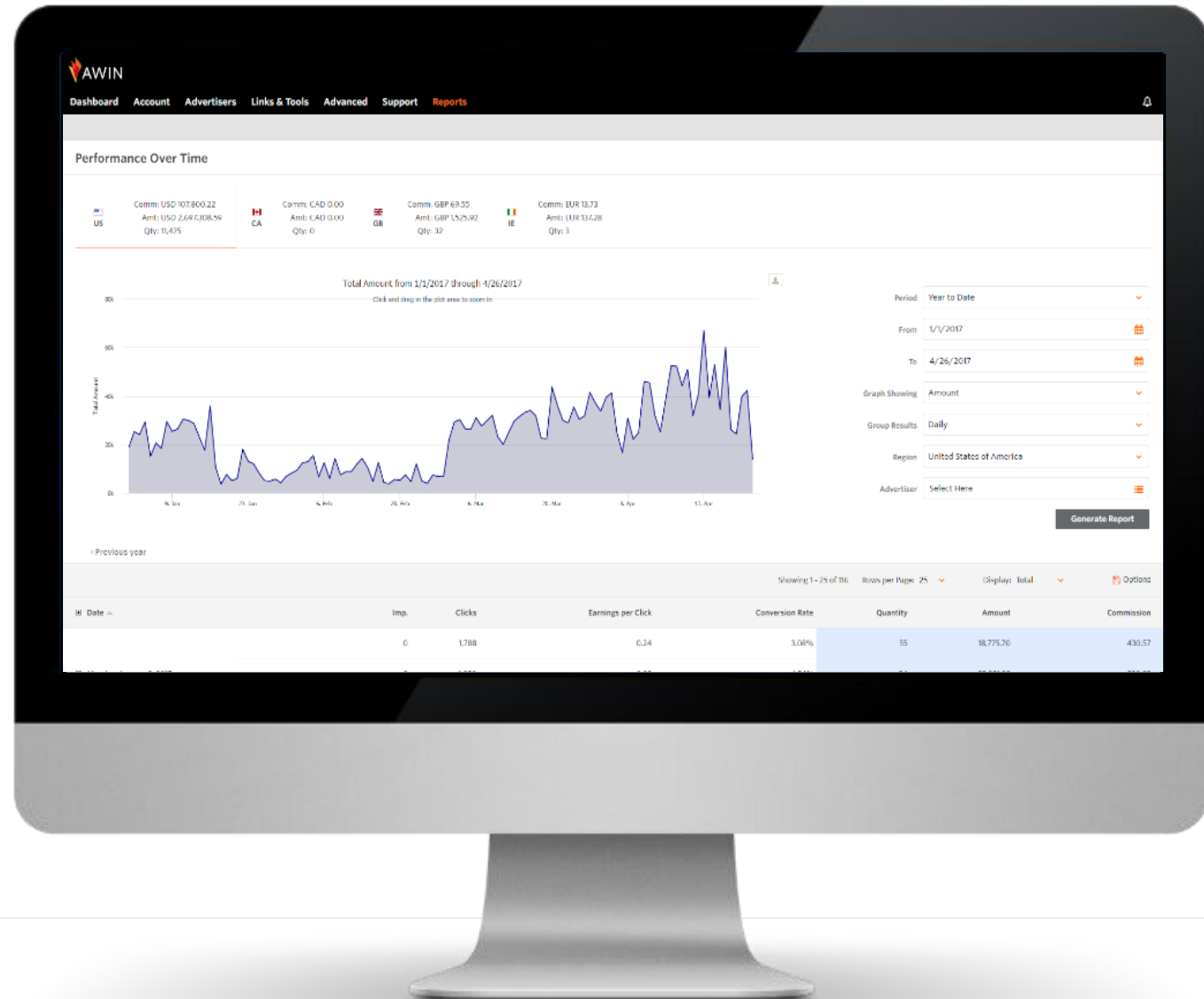
# Reporting

## Performance Over Time

Use the Performance Over Time report to see **how well you performed over any given time period.**

This report displays impressions, click, EPC, conversion rate, quantity, amount, commission.

- 1 Select correct region: US, CA, etc.
- 2 Select time period
- 3 Select advertiser(s) if desired
- 4 Generate the report

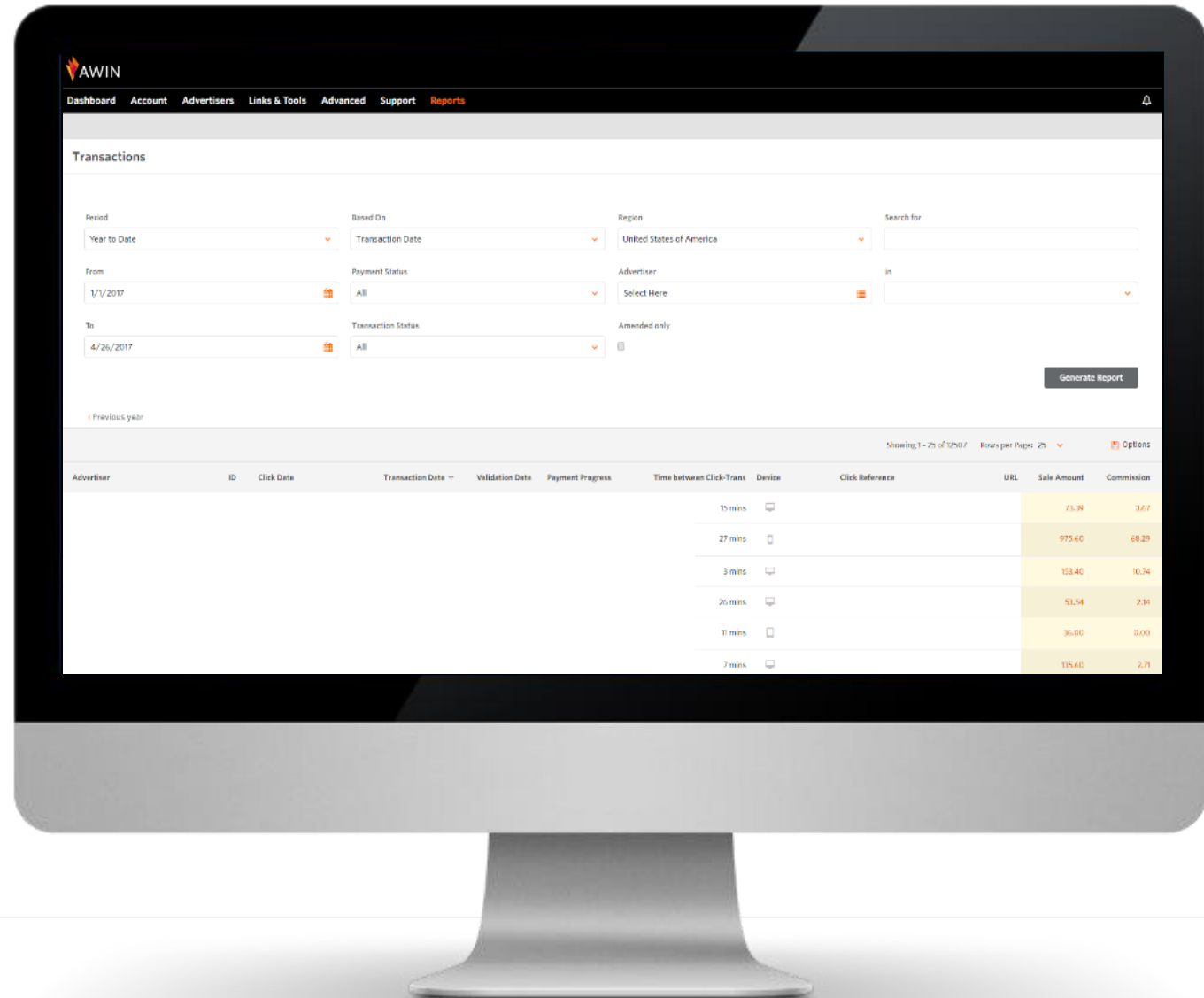


# Reporting

## Transactions

Use the Transactions report to **get an in-depth breakdown of your commissions and their payment status**. It displays click date, transaction date, validation date, payment status, referring URL, sale & commission amount, device.

- 1 Select correct region: US, CA, etc.
- 2 Select time period
- 3 Pull transactions based on Transaction Status
- 4 Pull transactions based on a Payment Status
- 5 Select relevant program(s)





01



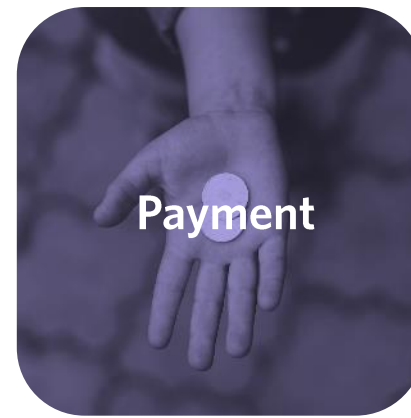
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# Payment

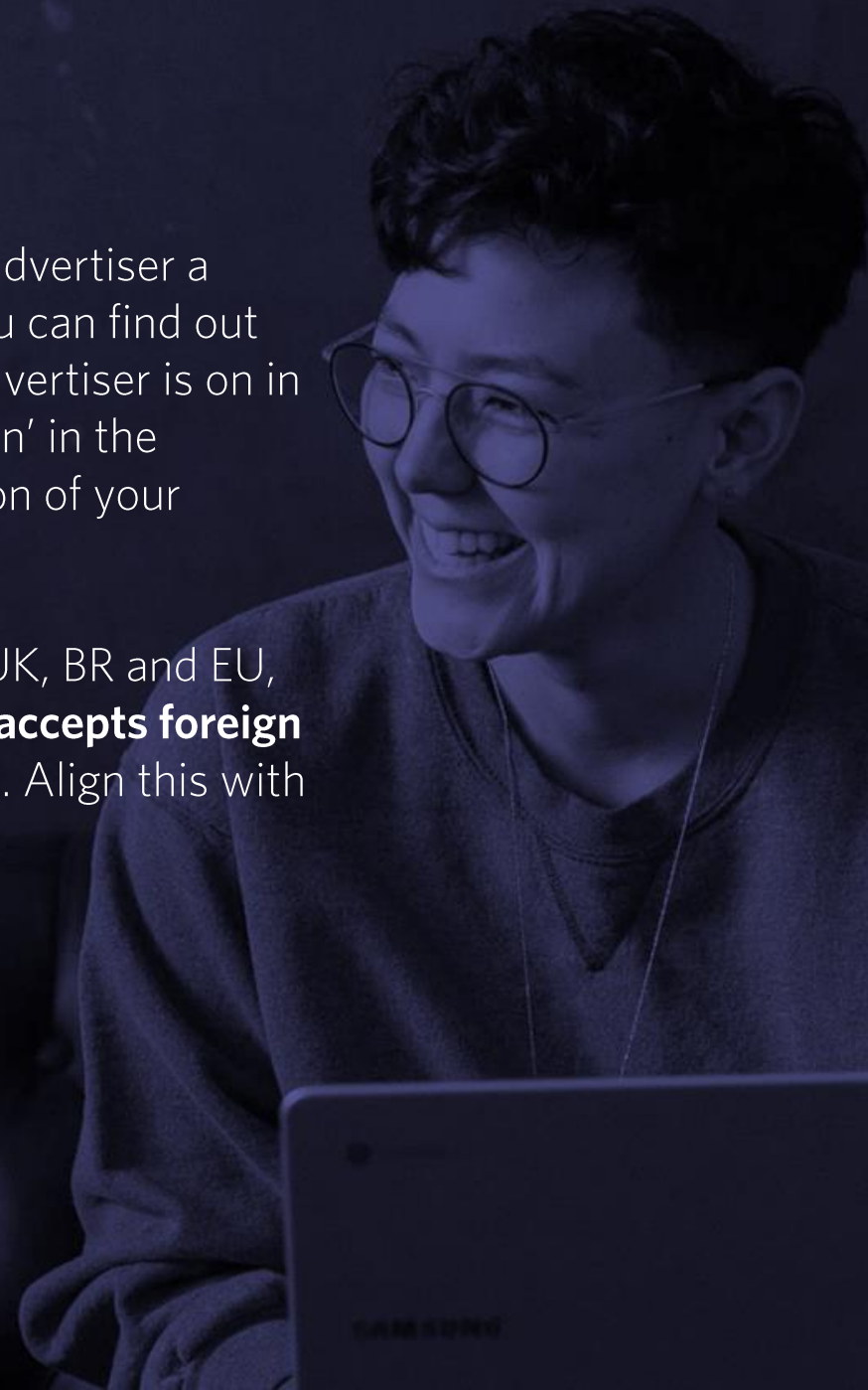
We pay publishers on a **bi-monthly basis** for all sales that were confirmed (validated) during the two weeks prior.

Sales can be approved on a daily basis and some monthly. For some advertisers, it can take **up to 60 days** to approve a sale.

There is a **minimum payment** threshold, which equates **20€/USD/GBP**, that you need to hit prior to the first payment being made. As soon as you have reached the minimum pay-out requirements, you will receive payment.

Awin has now given each advertiser a **payment status colour**. You can find out what payment status an advertiser is on in their 'Advertiser information' in the 'Current Advertisers' section of your 'Affiliate Account'.

For banks outside the US, UK, BR and EU, **make sure that your bank accepts foreign payment** (USD, Euro, GBP). Align this with your bank to be sure.



# Payment

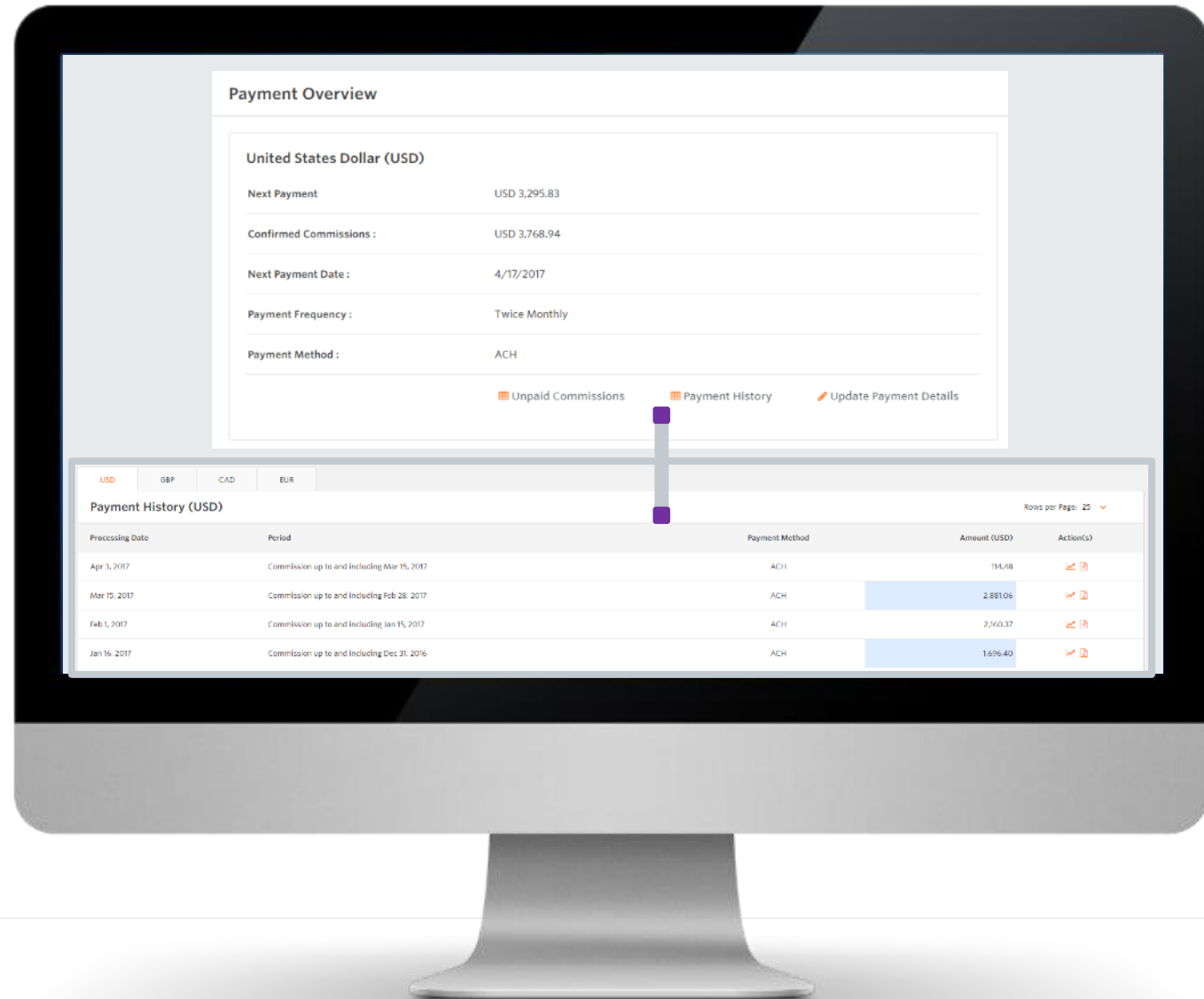
## How to retrieve your money

You only need to complete a few actions before we send your money on its way:

Make sure your bank details are correct and complete. [Go to Reports > Payment Overview](#)

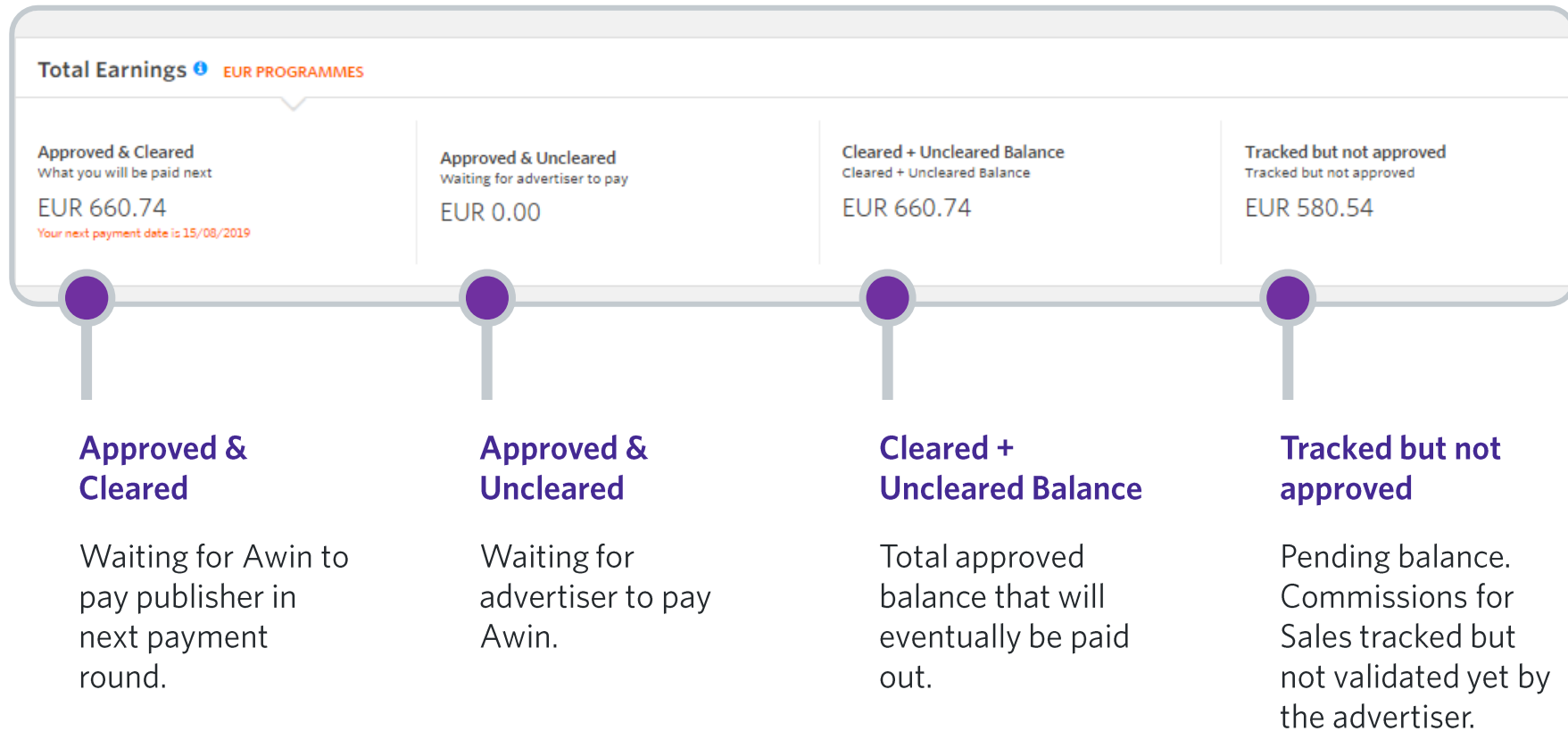
You will be able to see the amount, date of your next payment and quick links to view your unpaid commissions and payment history.

Selecting 'Payment History' within the report allows you to see previous payments and the transactions associated with these amounts.



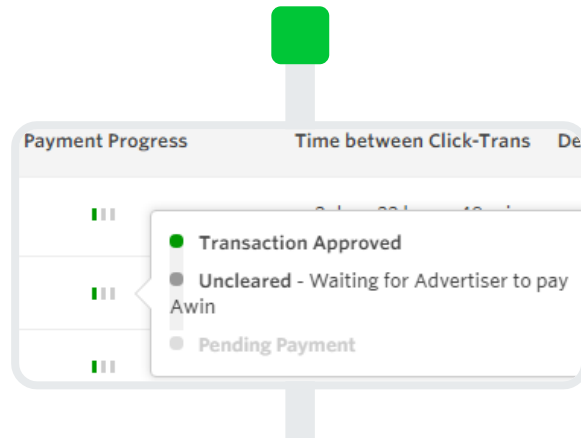
# Transaction & Payment status

Explained



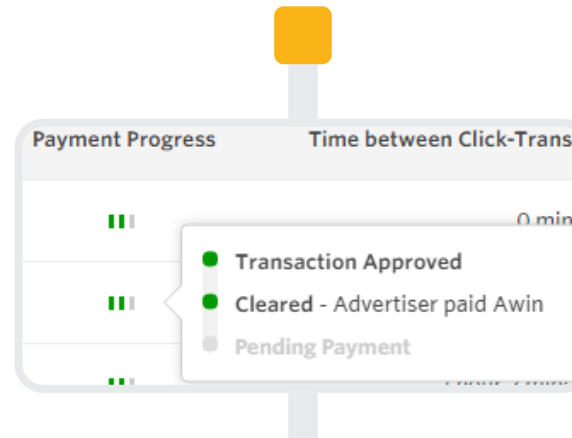
# Advertiser traffic light system

## Explained



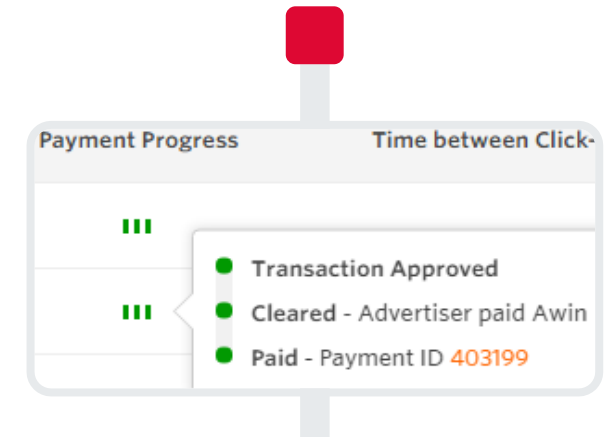
### Green

This advertiser has an **up to date payment record and no payment restrictions**. Publishers will be paid for all confirmed commissions regardless of when the advertiser pays Awin.



### Amber

This advertiser is set to **restricted payment terms**. Publishers will be paid for advertiser commissions only when payment for the corresponding invoice has been received by Awin.



### Red

This advertiser has **severely restricted invoice terms and overdue payment with Awin**. Publishers will be paid for advertiser commissions only when payment for the corresponding invoice, and the other outstanding invoices, has been received by Awin.



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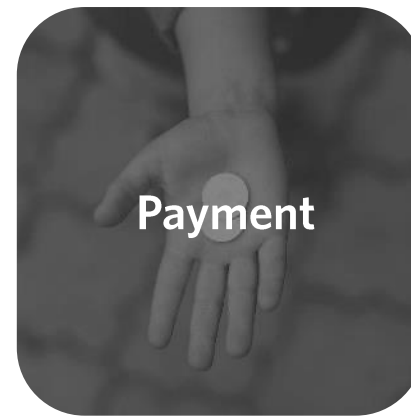
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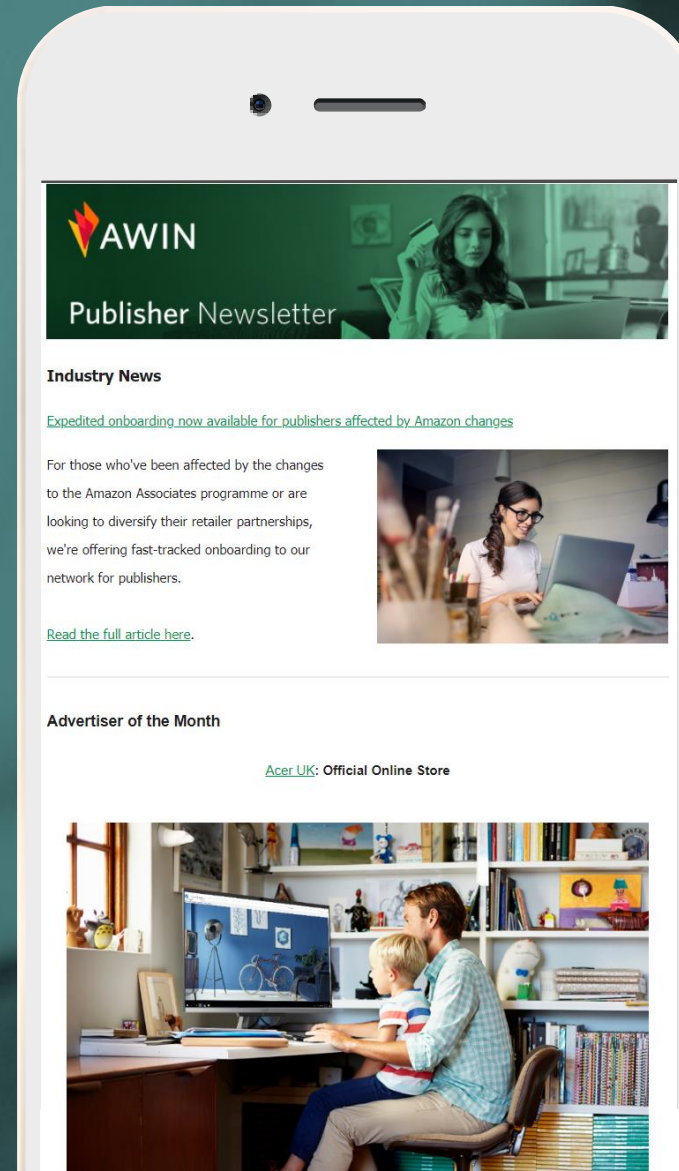


05



# Publisher Newsletter

Each week, Awin compiles the network's new program launches & top offers, useful publisher tips & tools, best practice guides and industry highlights to ensure you are always up-to-date on all things Awin and affiliate marketing.





# Video Tutorials

For all of our online publisher training which offers quick tips to help affiliates make their first sale, please head over to our [YouTube](#) channel, where you will find more information on all mentioned topics in this welcome pack and much more.





Any questions, **contact us**

[publishersuccess@awin.com](mailto:publishersuccess@awin.com)

