AWIN

Welcome pack

Extensive Publisher Guide **2022**

Welcome
on board

Welcome to Awin.

We can't wait to start **working with you**.

We want to make it as easy as possible for you to earn commission. That's why we've created this pack that will take you through the **essentials of becoming a publisher** on our platform.

Let's **get started**.

1. Completing **your profile**
2. **Publisher Tools** & Solutions
3. **Reporting**
4. **Payment**
5. **Communication** & Online Content

How to complete **your profile**

Learn more **here**

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

Do this by going to **Account > Profile > Overview**

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 website type, number of monthly visitors and the regions in which it is active. 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 onto their programmes).

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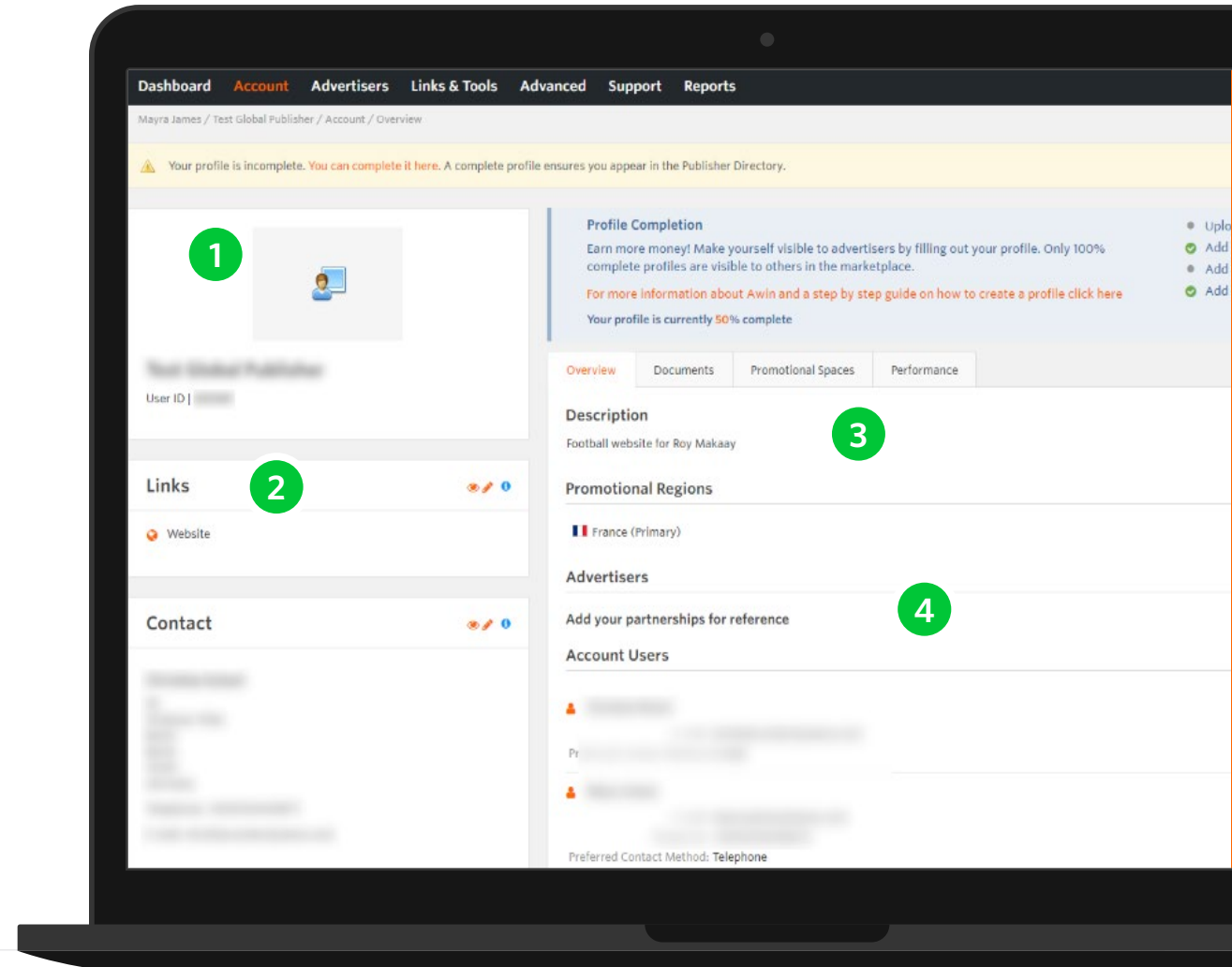
How to update **Payment Details**

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, tax details, and VAT registry details in your publisher account. If you're VAT registered, select '**Yes**' from the dropdown box – otherwise choose '**No**'.

4 Enter your bank account details for the account you wish to be paid to. Please note that you are required to fill out your bank details for every currency program.

For the international wire transfer payment method registration for Payoneer is required.

5 Click '**Update**' to save your changes

- *Any changes to your payment details will be reviewed and validated by the Awin Compliance team. Kindly allow around two working days for the changes to be confirmed.*

- *For security reasons, only the account owner can make changes to payment details.*
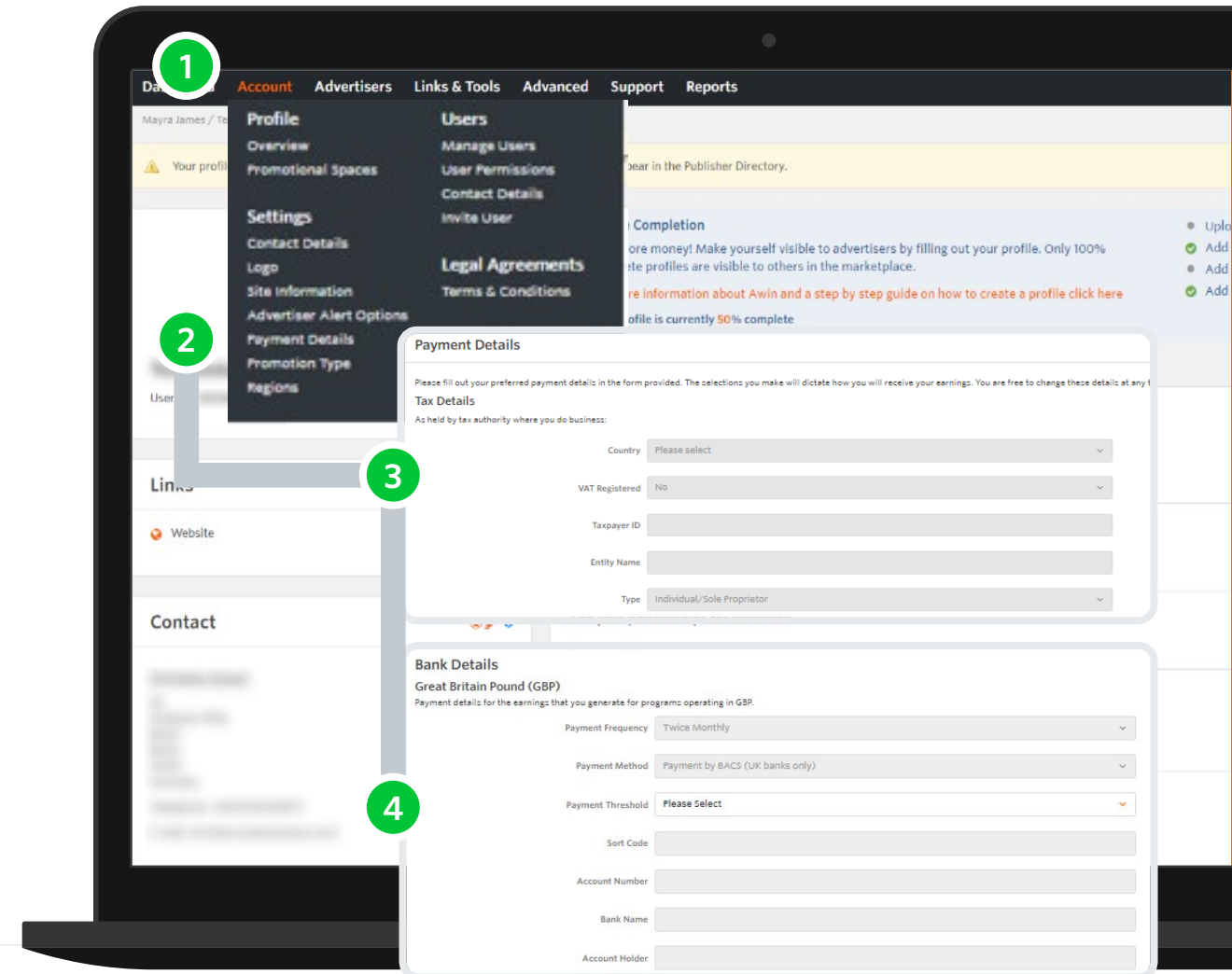
How to join **affiliate programs**

To **join a new Advertiser program**, please follow this process:

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.

3 To view the details of an Advertiser's program, such as Terms and Conditions and their average Performance, click on '**View Profile**'.

4 If you're happy with the selected Advertiser, click on the '**Join Advertiser**' by simply clicking the '**+**' under the '**Actions**' column to apply to their program.

5 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.
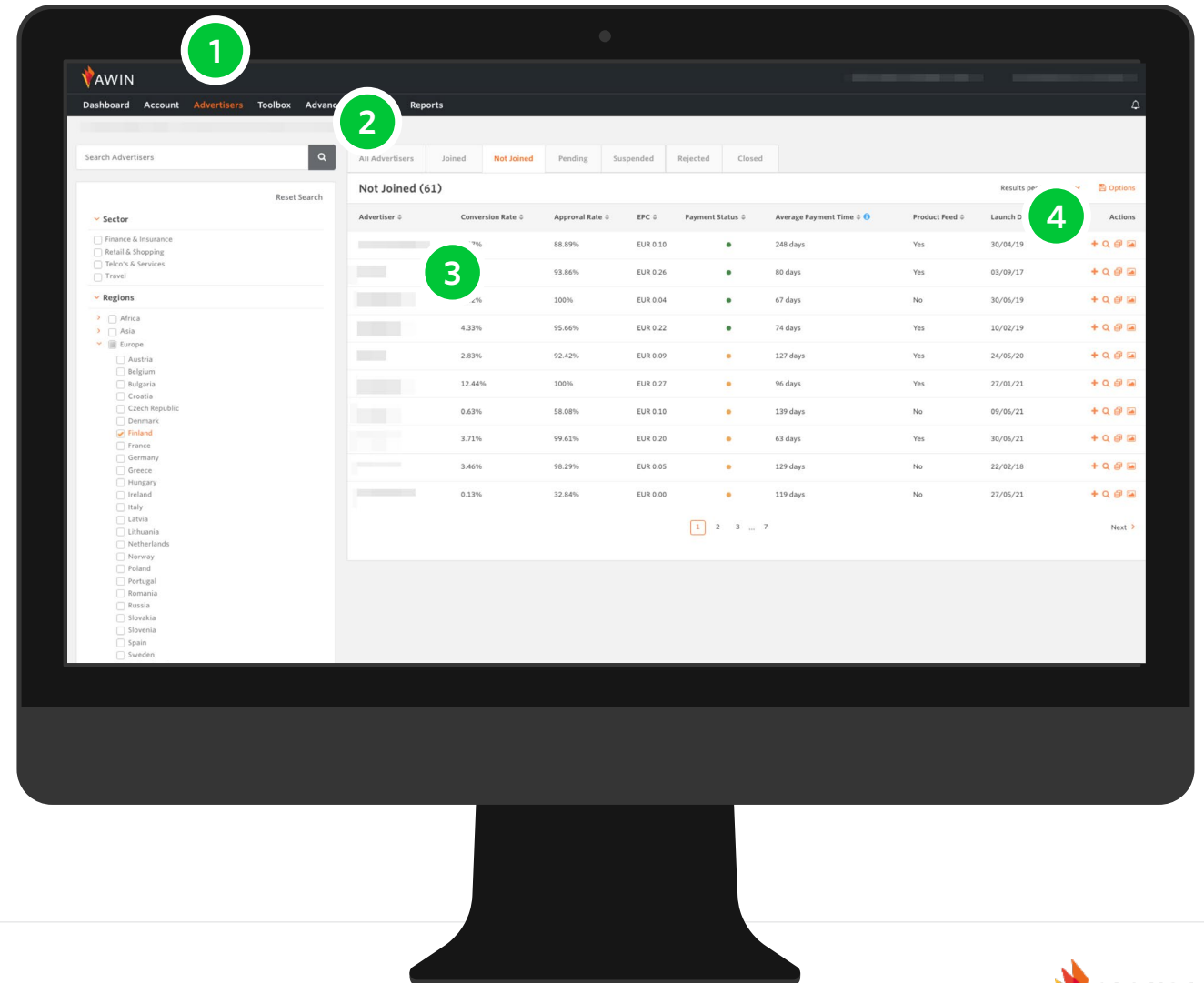
Publisher Tools & Solutions

Now that you've created an account and have been approved onto some programs, you're officially an Awin publisher and can **start promoting**.

The Awin interface provides several tools for publishers to assist with successful promotions.

The following will introduce you to the available promotional methods and publisher tools.

1. Affiliate **Text Links**

2. **Banners** & Images

3. Product **Feeds**

4. Advertiser **vouchers** and promotions

5. Publisher **MasterTag**

6. **MyAwin** Chrome Extension

7. **Opportunity** Marketplace
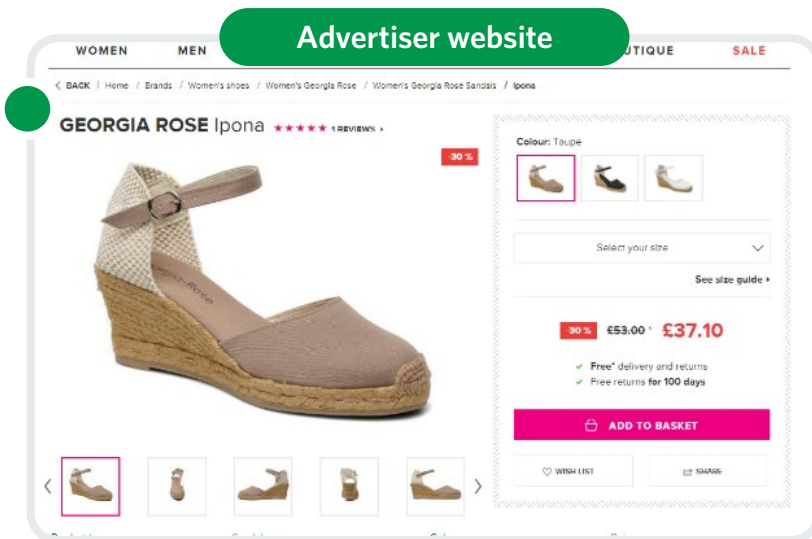
Affiliate **text links**

Promotional methods

A text link is an Awin link behind a hyperlink contained in text on the Publisher's site. This type of linking is mostly used by content providers such as influencers, bloggers and editorial site owners.

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

The majority of commission is earned via text links.

On click

Advertiser website

GEORGIA ROSE Ipona ★★★★★ 1 REVIEWS ›

30 %

Colour: Taupe

Select your size

See size guide ›

30 % £53.00 * **£37.10**

✓ Free* delivery and returns
✓ Free returns for 100 days

🔒 **ADD TO BASKET**

♡ WISH LIST   SHARE

Link Builder – Create affiliate links easily

Publisher Tools

Select '**Toolbox**' > '**Link Builder**' from the drop-down if you want to create a deeplink for a specific product page. When you choose the '**Link-builder**',

1. Select '**Joined**' and then the desired advertiser from the '**Advertiser**' drop down.

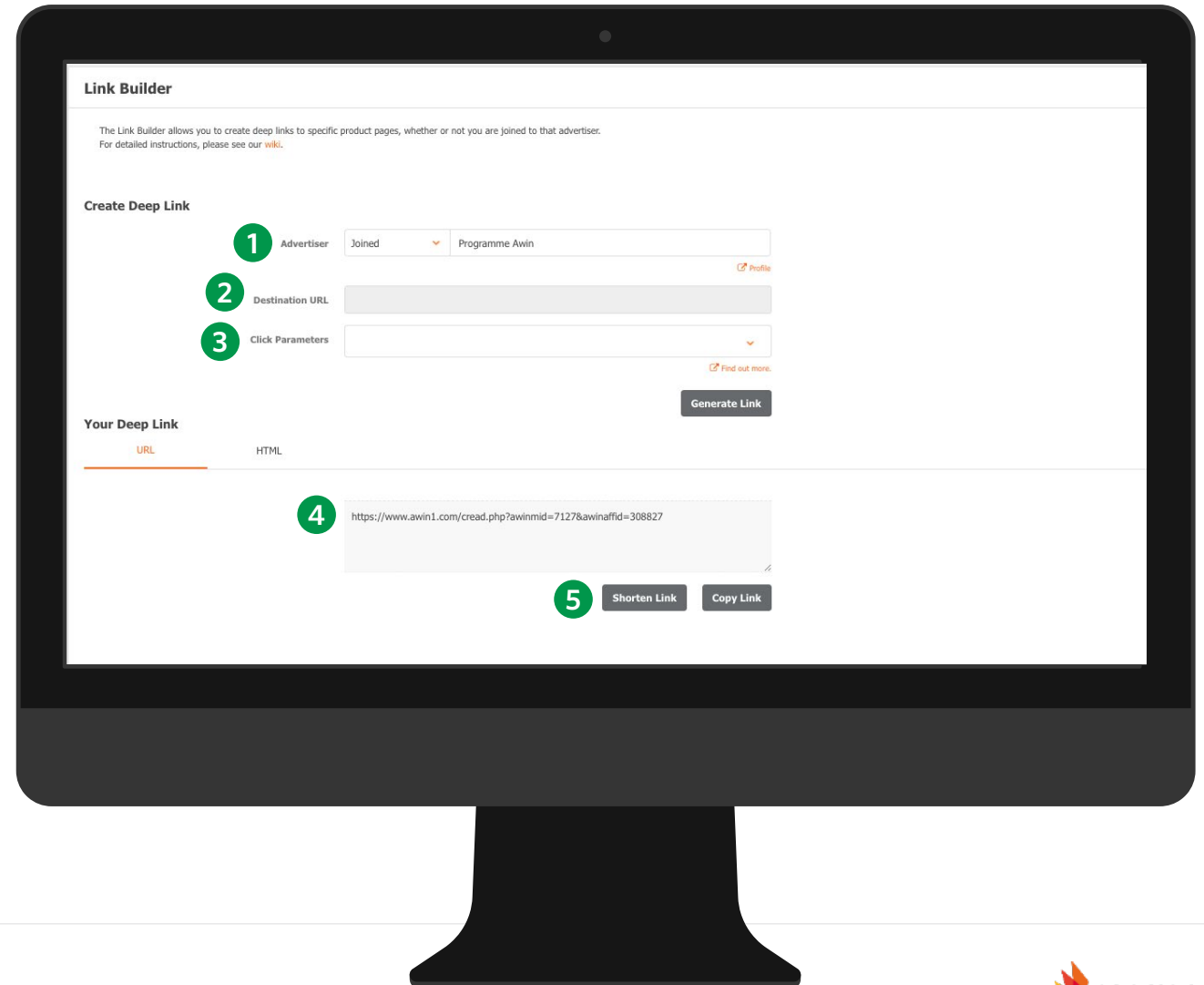2. Paste the URL you wish to direct your users to in the '**Destination URL**' field.

3. Enter a click reference if you wish to monitor link performance or simply leave blank. More info on Partner Success Center.

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'**.

Link Builder

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.

Create Deep Link

1. Advertiser | Joined | Programme Awin
   Profile
2. Destination URL
3. Click Parameters
   Find out more.

Generate Link

Your Deep Link

URL | HTML

4. https://www.awin1.com/cread.php?awinmid=7127&awinaffid=308827

5. Shorten Link | Copy Link

Affiliate links **outside** your website

Promotional methods

You can use Affiliate Text Links on channels outside of your blog or website on social media channels such as Instagram, TikTok, Facebook, Twitter, YouTube, and Pinterest.

Learn more by clicking on the buttons below:

How do I promote affiliate links on **social media platform**?

What are the different ways to promote products **on Instagram**?

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Banners & images

Promoting products through banner ads provide an **easy means of featuring a product** on your website. Awin recommends that banner ads are paired with other methods of promotion.

Additionally, to get the best conversion, you should ensure that **banners are in the visible parts** of your website and alongside relevant content.
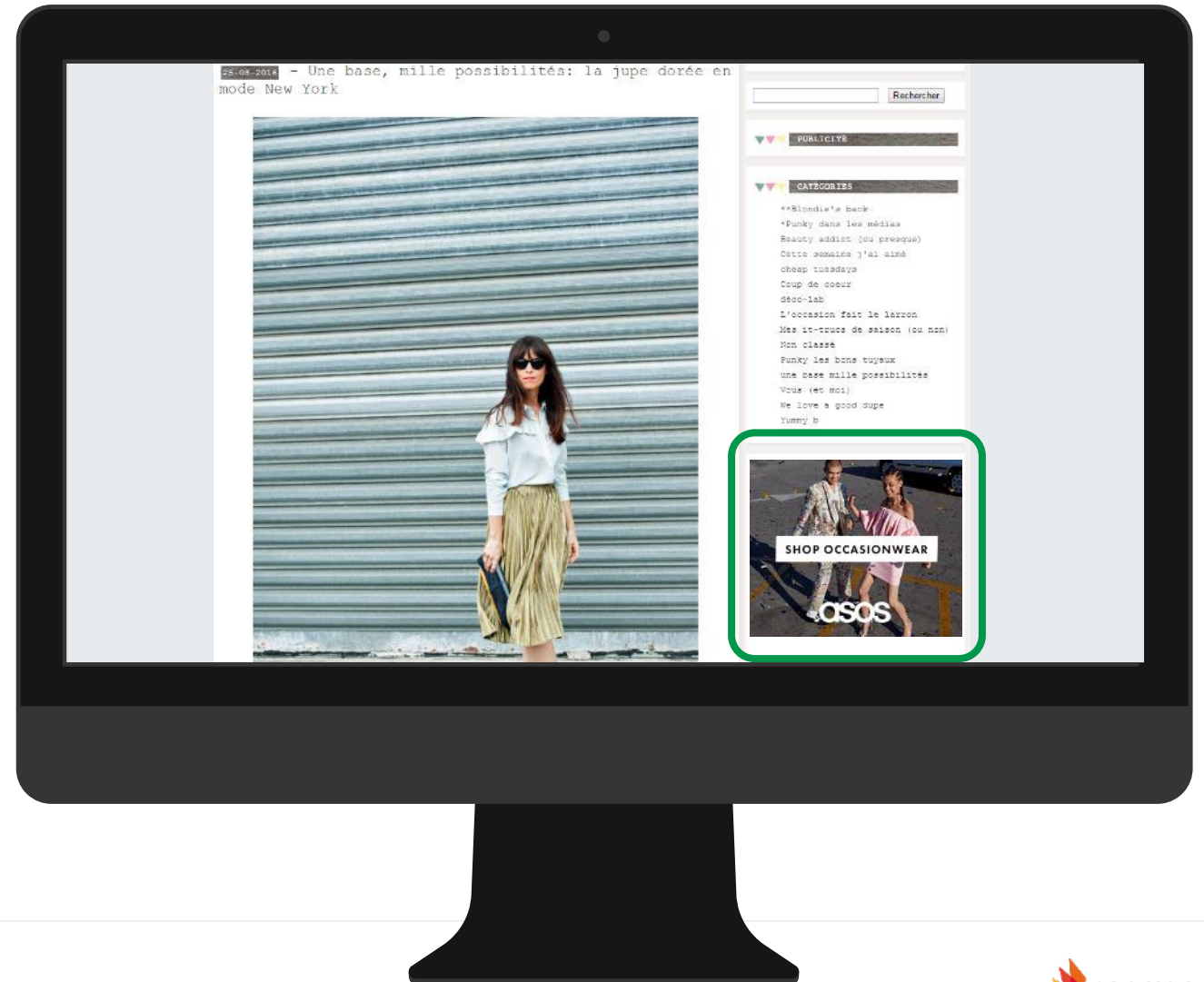
It's an easy way to promote offers

Brand endorsement

Least conversions/sales driving

My Creative – Access to advertiser banners
Publisher Tools

To get banners and HTML links, go to '**Toolbox**' > '**My Creative**' to help you offer varied content to your users.

The My Creative section aims to make it 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**
Promotional methods

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

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

Typically, feeds are used by shopping directories or publishers wishing to list all or the majority of the advertiser's inventory.
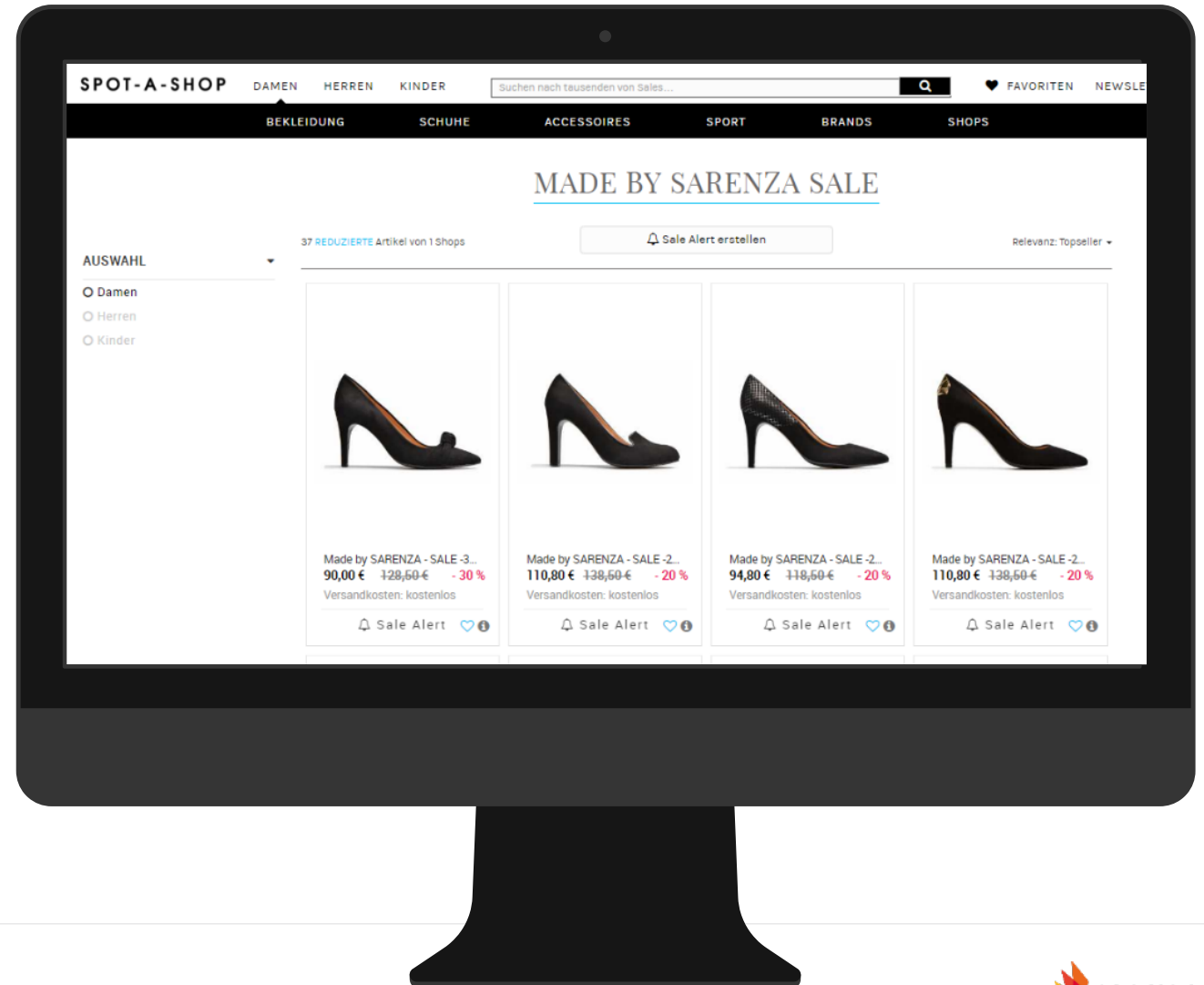
Create-a-Feed

Access to millions of product details

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

Category

Advertiser

Brand
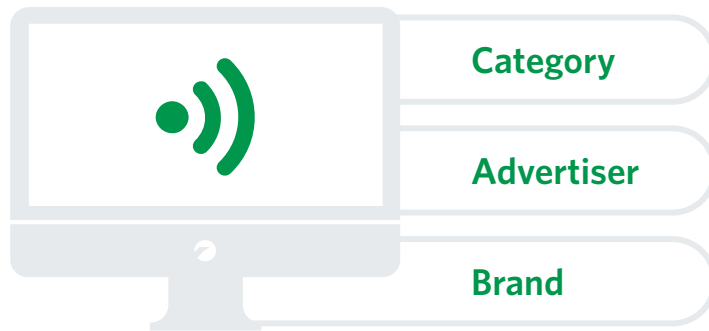
You can select the columns you want to visualize in your feed, rearrange the order of the columns, choose the file format, delimiter and compression type. Do this by downloading the feed directly from the interface or **use a URL** to access your customised feed anytime.
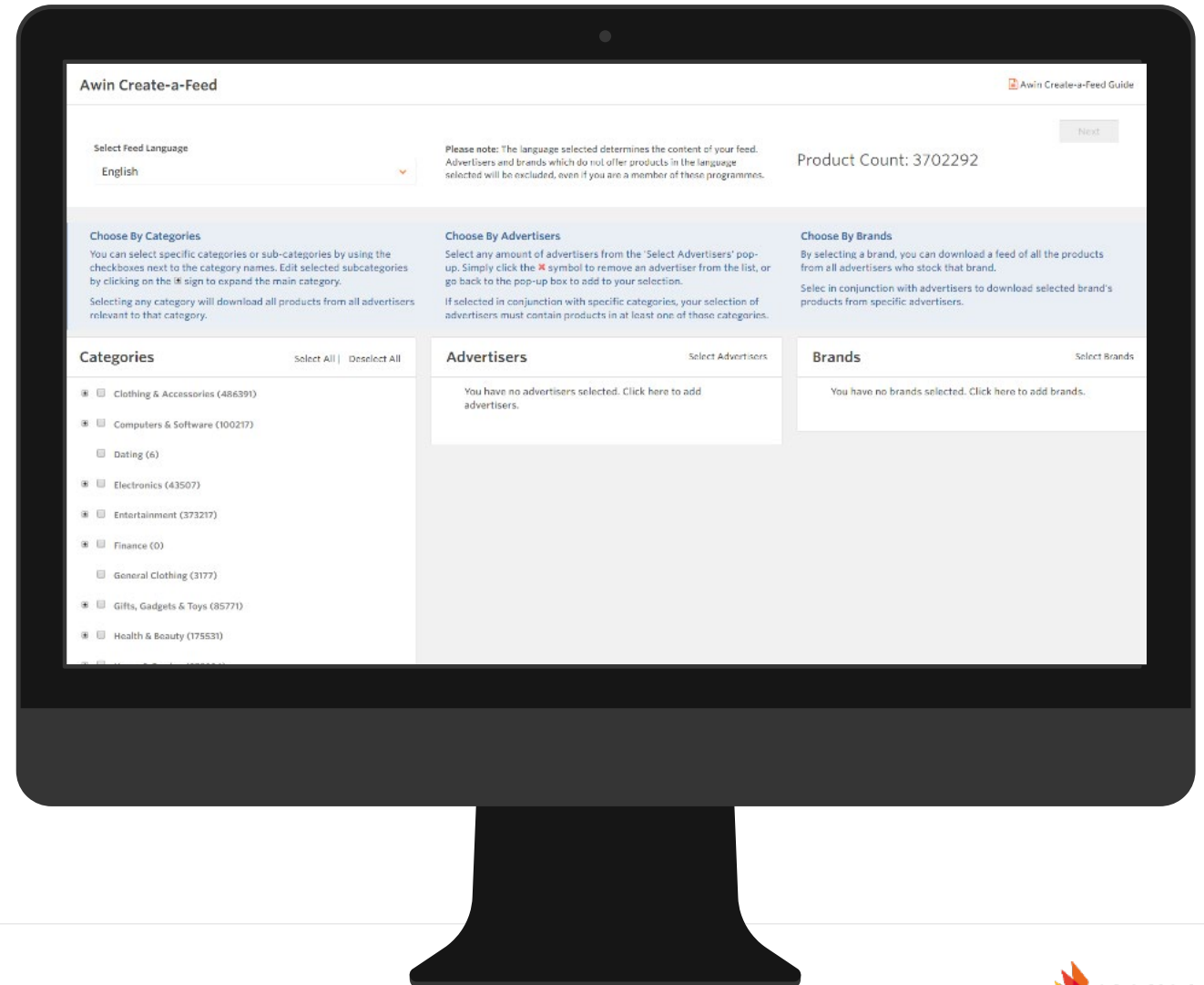
Advertiser **vouchers** and promotions

Promotional methods

Our brand program offers incentives (vouchers, bargains, etc.) which you can use to promote advertisers. Vouchers are a great way to **further entice your audience** to make a purchase from your recommendations.

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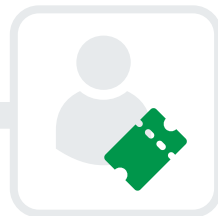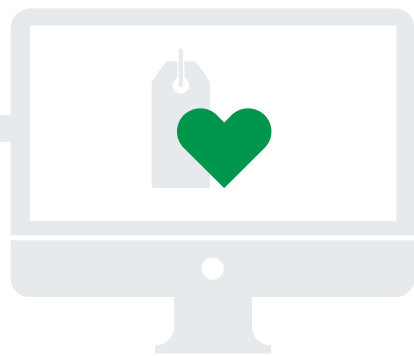
My Offers – Get program incentives
Publisher Tools

To get the incentives, go to **Toolbox** > **My Offers**.

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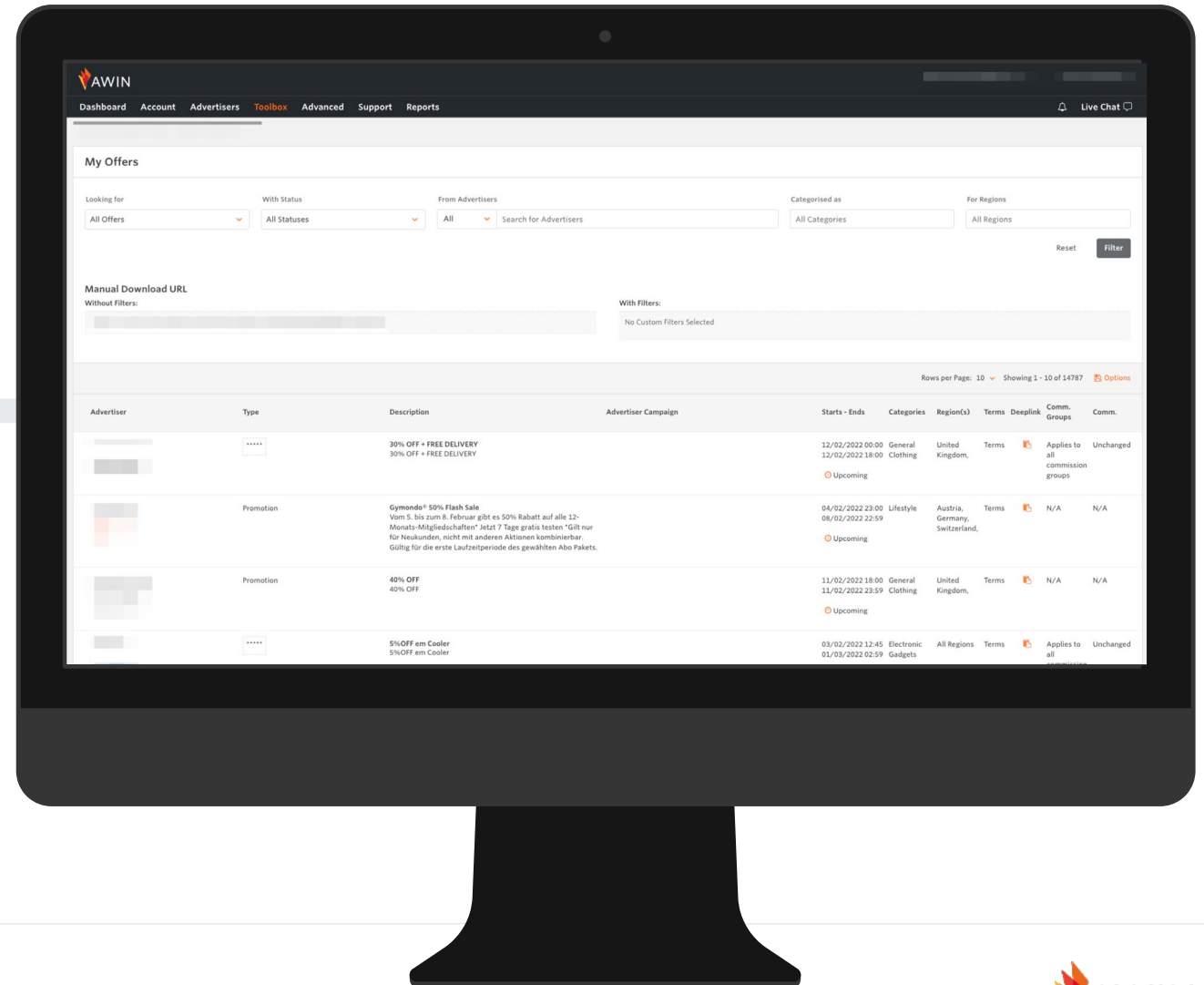
Publisher **MasterTag**

Technologies and Plug-ins for publishers

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?

1 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.

2 Activate
Enable the plugin in the Awin platform and wait up to 24 hours before testing.

3 Test
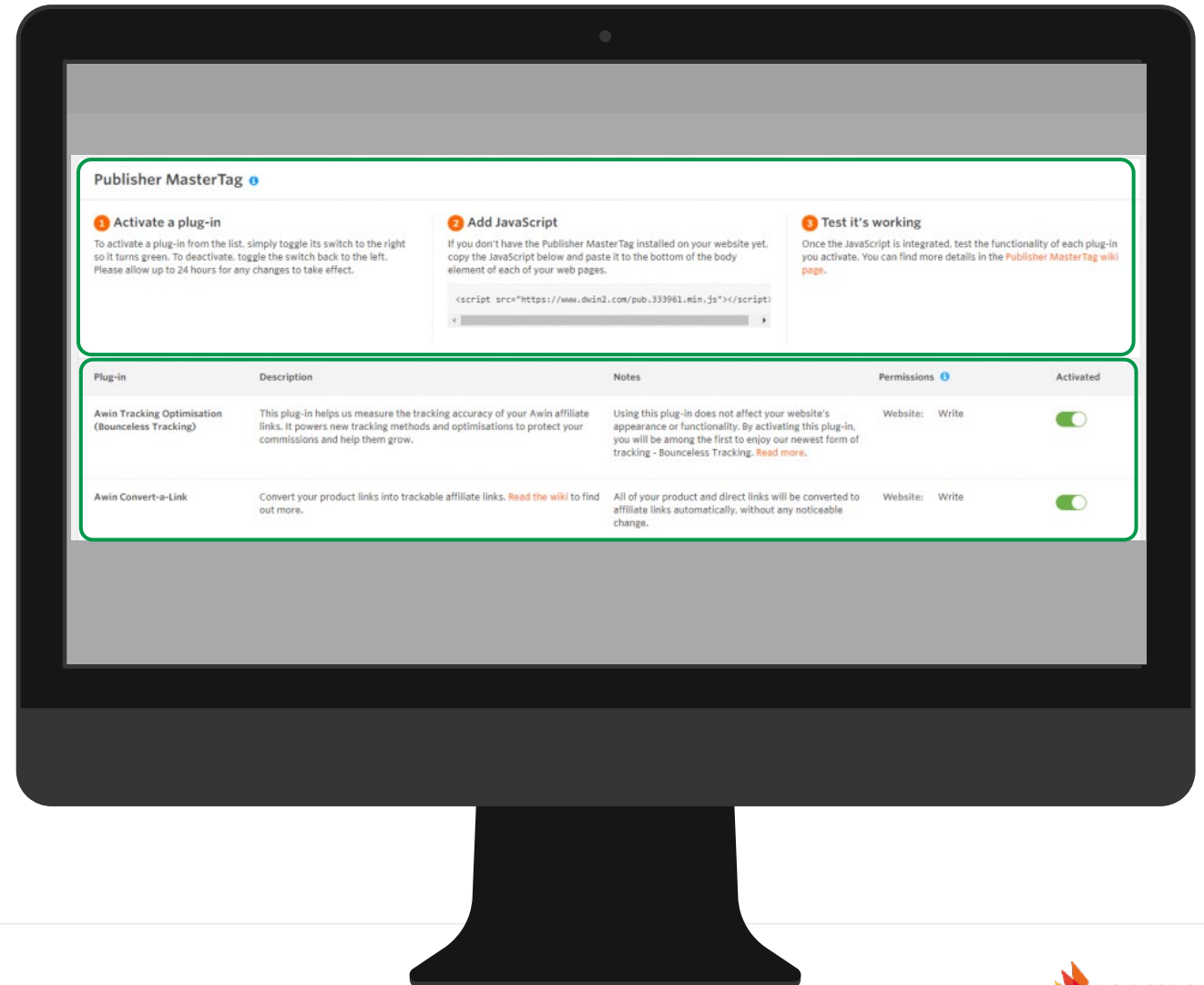Now that a plug-in is activated and the Publisher MasterTag is installed, you will need to check that it's working correctly. Some plugins have a specific way to test they're working. Detailed information on how to test each plugin can be found on the individual plugin pages on the Partner Success Center.

Publisher MasterTag ⓘ

1 Activate a plug-in
To activate a plug-in from the list, simply toggle its switch to the right so it turns green. To deactivate, toggle the switch back to the left. Please allow up to 24 hours for any changes to take effect.

2 Add JavaScript
If you don't have the Publisher MasterTag installed on your website yet, copy the JavaScript below and paste it to the bottom of the body element of each of your web pages.

`<script src="https://www.dwin2.com/pub.333961.min.js"></script>`

3 Test it's working
Once the JavaScript is integrated, test the functionality of each plug-in you activate. You can find more details in the Publisher MasterTag wiki page.

Plug-in	Description	Notes	Permissions ⓘ	Activated
Awin Tracking Optimisation (Bounceless Tracking)	This plug-in helps us measure the tracking accuracy of your Awin affiliate links. It powers new tracking methods and optimisations to protect your commissions and help them grow.	Using this plug-in does not affect your website's appearance or functionality. By activating this plug-in, you will be among the first to enjoy our newest form of tracking - Bounceless Tracking. Read more.	Website: Write	⬤
Awin Convert-a-Link	Convert your product links into trackable affiliate links. Read the wiki to find out more.	All of your product and direct links will be converted to affiliate links automatically, without any noticeable change.	Website: Write	⬤

Convert-a-Link

MasterTag Plugins

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

➡ Convert-a-Link plug-in **automatically converts any link** to advertisers on the Awin platform into affiliate links.
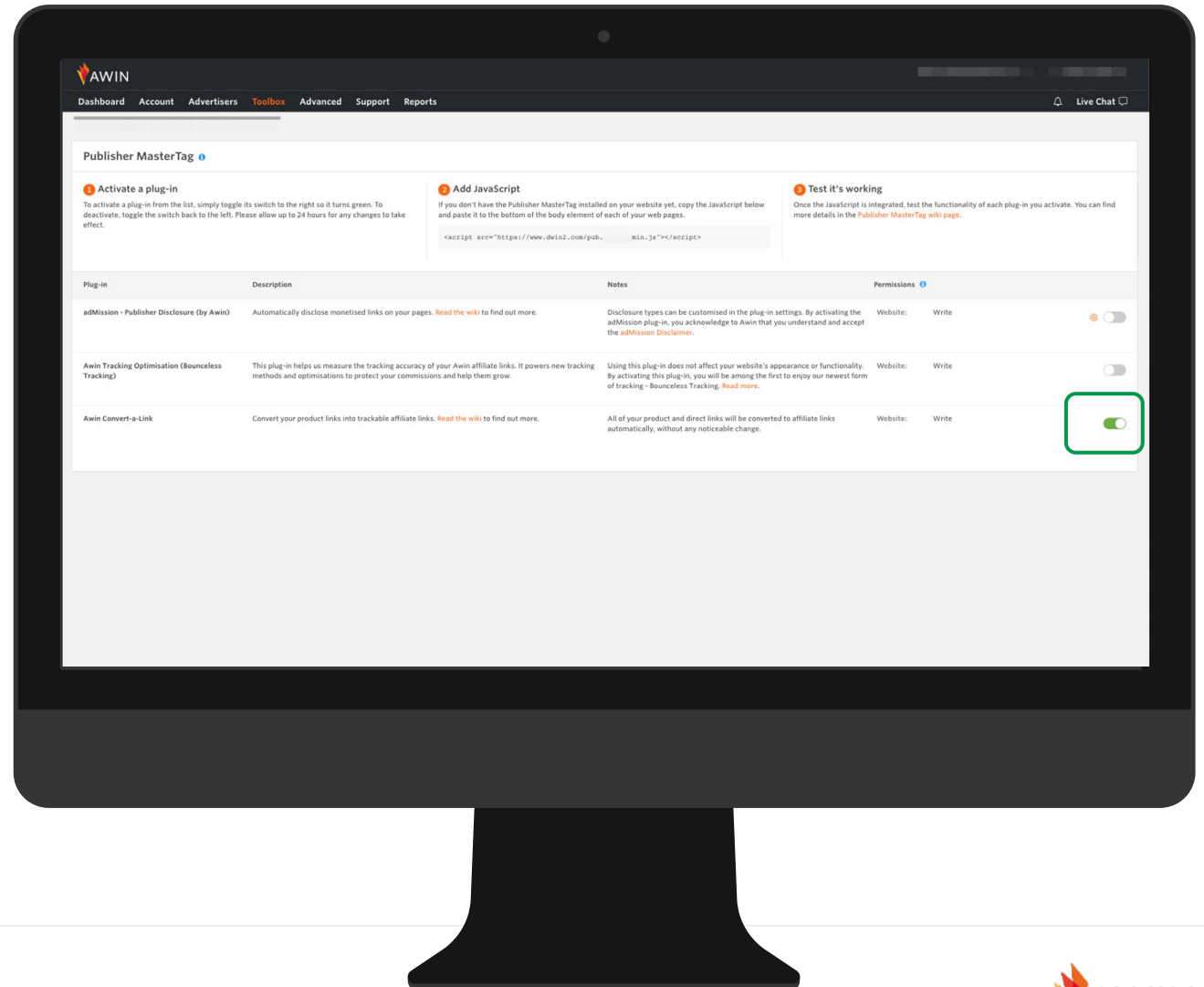
➡ All direct links and products will automatically become an affiliate link, **without any appreciable change**.

➡ We recommend Convert-a-Link for **blogs or editorial** sites that link to products or advertisers frequently.

Bounceless Tracking
MasterTag Plugins

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.
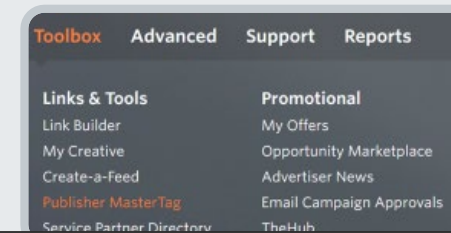
Benefits of Bounceless Tracking

- **Unique** to market

- Tracks **all sales**

- Restores referrer **visibility**

- Boosts **SEO**

- A fast, privacy-centric method to **improve conversion**

Installation is easy - Bounceless Tracking only requires installation of the Publisher MasterTag. Copy the below snippet (replacing the placeholder with your Publisher ID) before the closing tag on each page of your website. After installation, toggle the "Tracking Optimization" Plugin in your Publisher MasterTag settings.

<script src="https://www.dwin2.com/pub.XXXXX.min. js"></script>

Toolbox   Advanced   Support   Reports

Links & Tools
Link Builder
My Creative
Create-a-Feed
Publisher MasterTag
Service Partner Directory

Promotional
My Offers
Opportunity Marketplace
Advertiser News
Email Campaign Approvals
TheHub

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MyAwin Chrome extension

MyAwin is a browser extension available on the Google Chrome browser that **allows publishers to easily promote advertisers** directly from their website, without needing to log in to the Awin interface..

The extension adds a button to the browser's toolbar, which changes its colour whenever the publisher visits any advertiser site from the Awin network, whether they are joined to the programme or not.

When clicking on the extension, publishers can:

1   **Join** programmes

2   Generate **deep links** or shortened tracking links to the advertiser

3   Generate **custom tracking** URLs

4   Generate **tracking links** to specific product pages

5   Share links on **social media**

In addition, the extension shows all the latest consumer offers from our advertisers and will highlight any exclusive vouchers available to publishers.

Download the MyAwin browser extension on the Chrome Web Store.
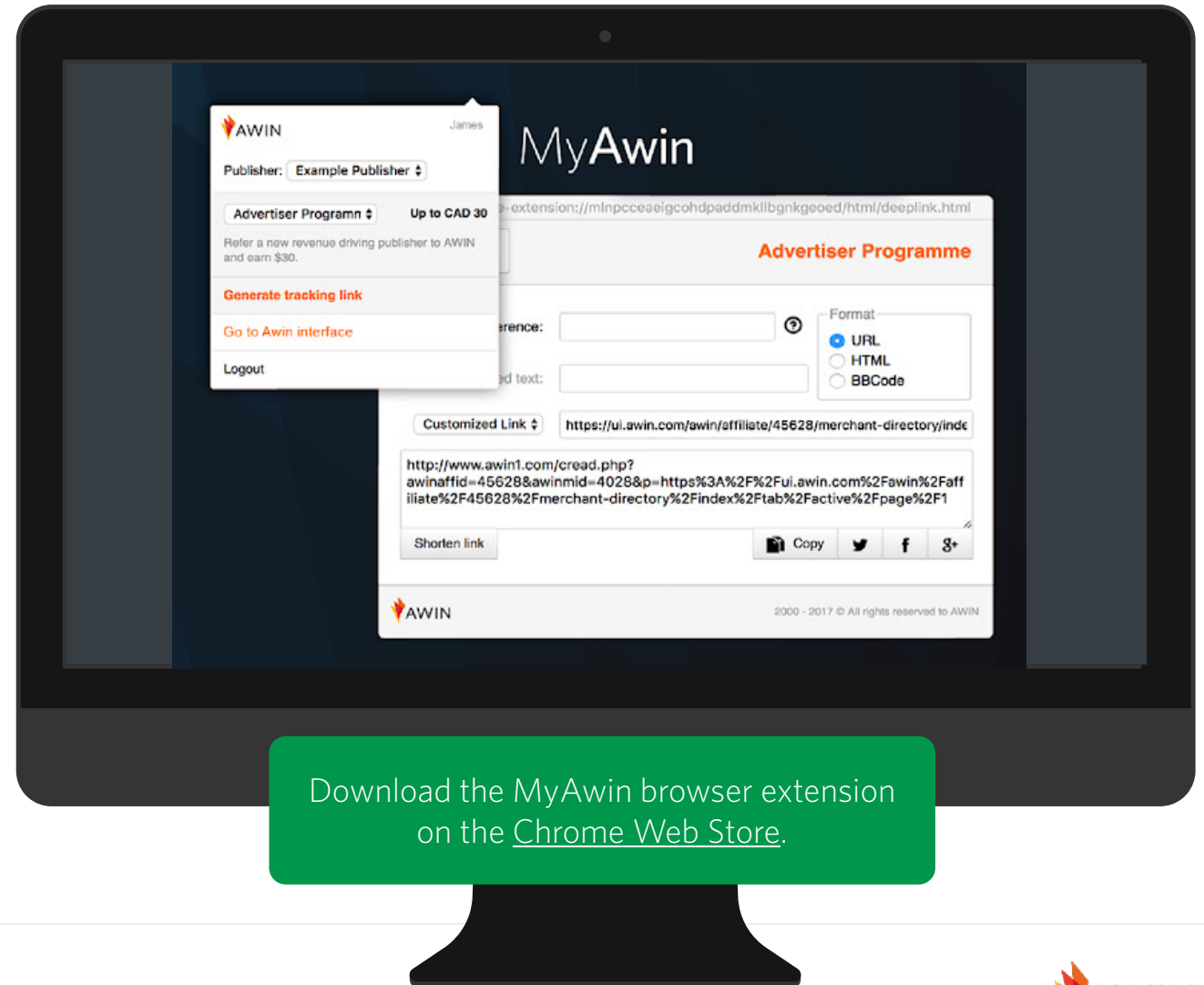
Opportunity Marketplace
Publisher Tools

Opportunity Marketplace is a tool that lets publishers list, **manage and promote** all 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.
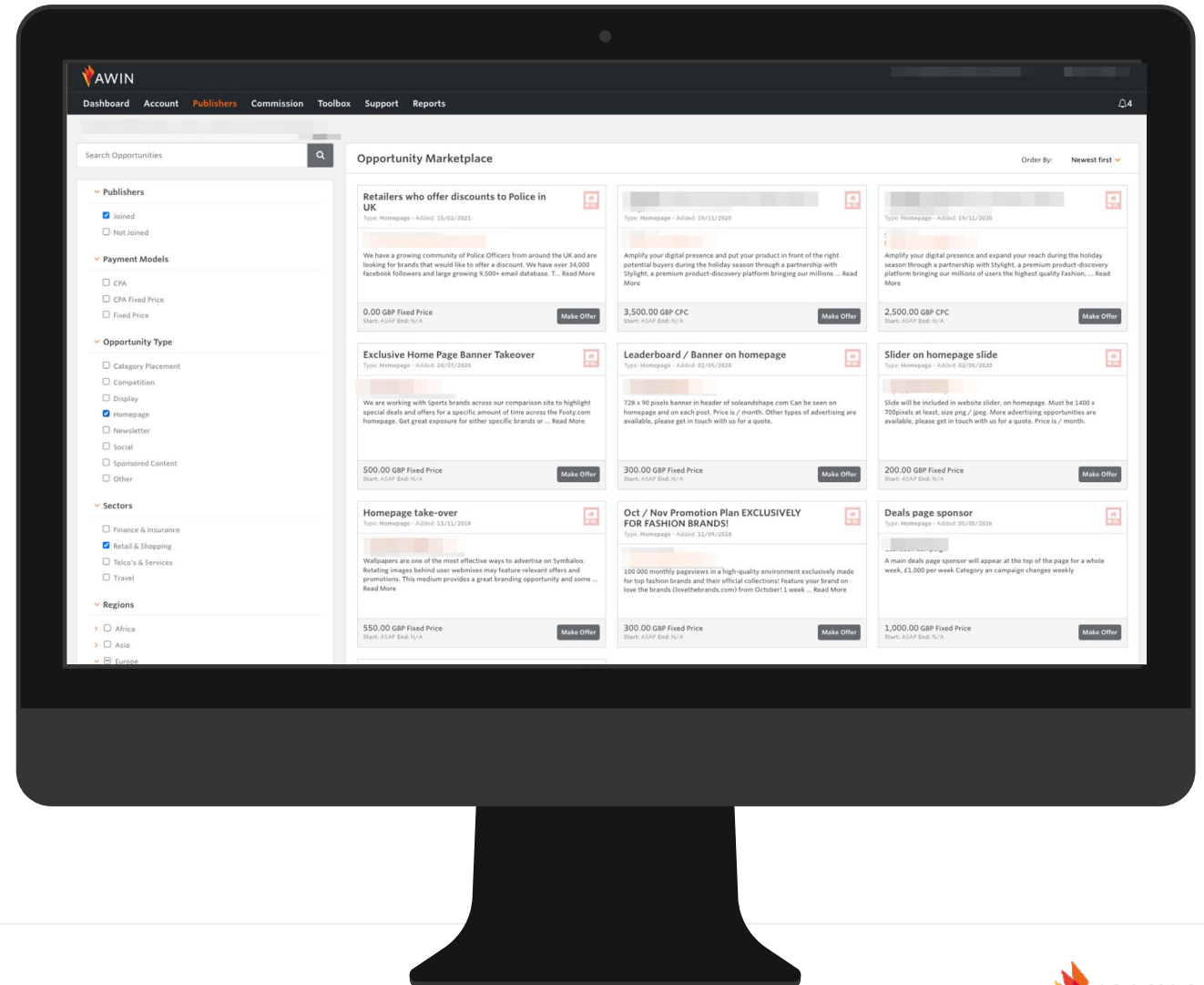
How will advertisers reply to my opportunities?
Advertisers can directly respond to each one of your opportunities. Responses will be sent to the primary email listed in your account, or you can choose a different email address to be reached at when you create your opportunity.

Reporting

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

In this presentation, we will review three of these reports.

Publisher Reporting

Awin offers 10 different, in-depth reports available under the 'Reports' tab in your publisher profile. The various reports allow you to **track all aspects of your activity** on the Awin platform through different views.
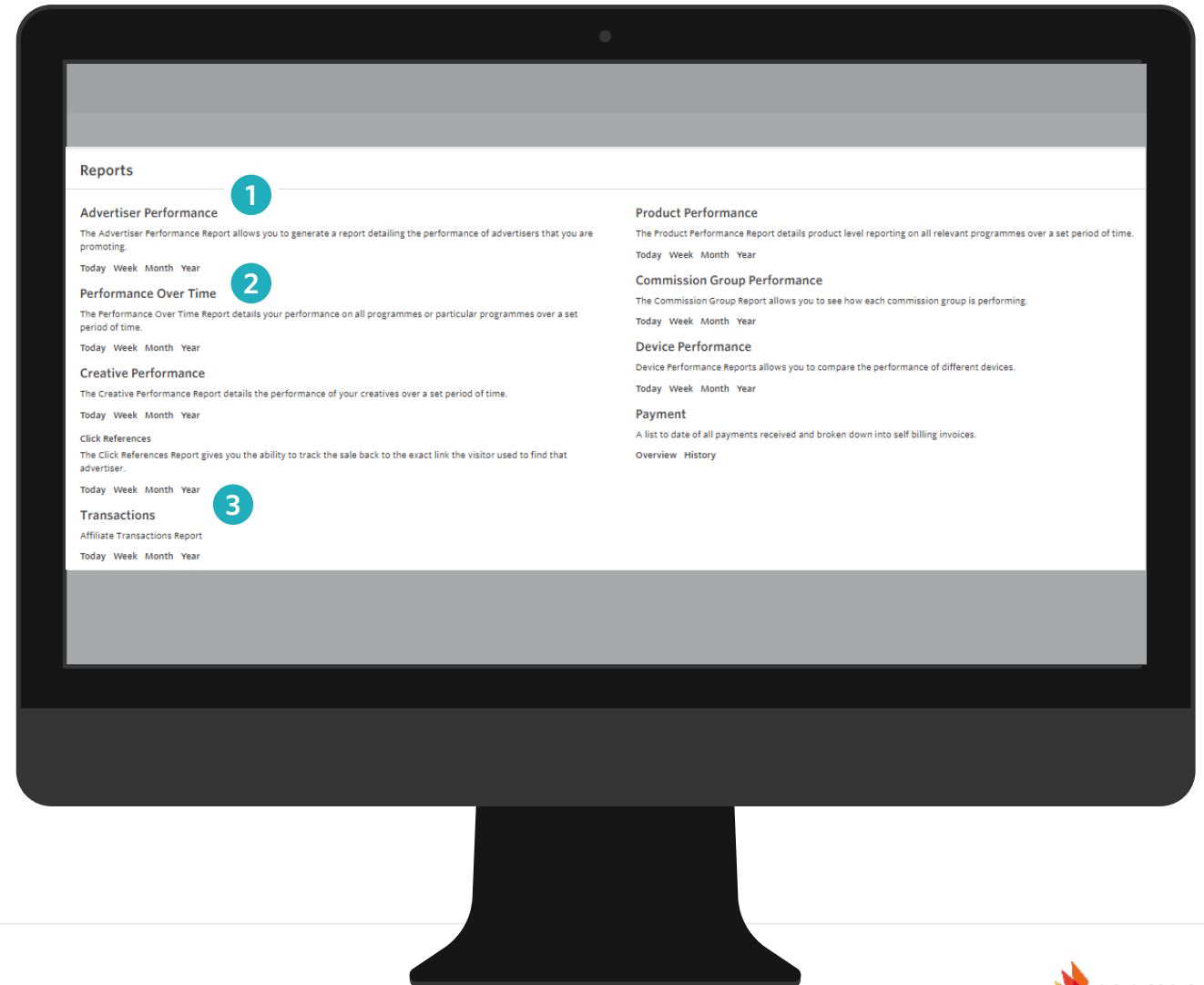
Furthermore, each report allows for **filtering and customization** of the data shown to get an accurate representation of exactly what you're looking for.

Here we will quickly introduce three of these reports:

1 Advertiser Performance

2 Performance Over Time

3 Transactions

Reports

1

Advertiser Performance

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

Today Week Month Year

2

Performance Over Time

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

3

Transactions

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.
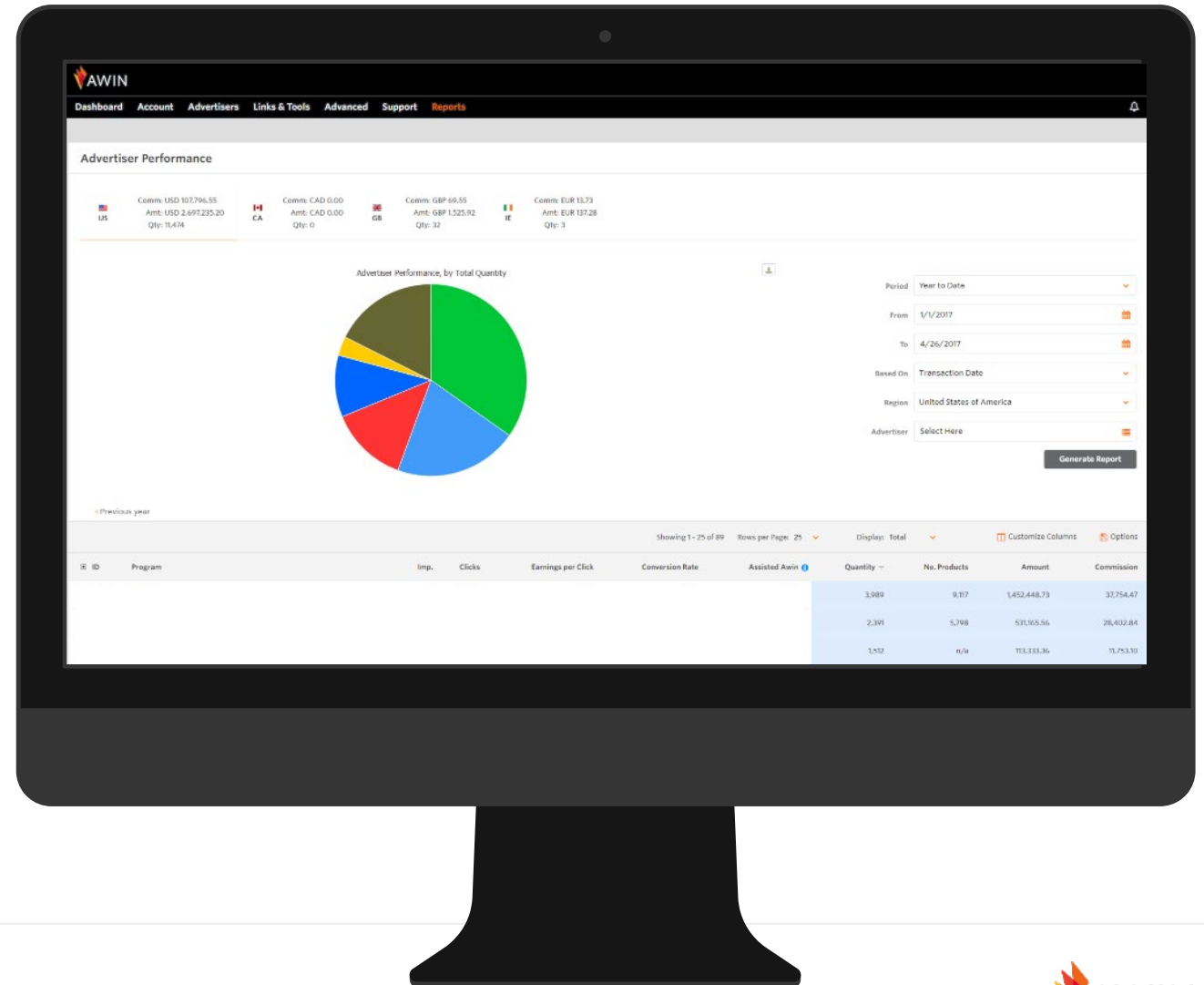
Overview History

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Advertiser Performance report

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 and commission.

1 Select correct region: US, CA, etc.

2 Select time period

3 Select advertiser(s) if desired

4 Generate the report

Performance Over Time report

Use the Performance Over Time report to see how well you performed **over any given time period**.
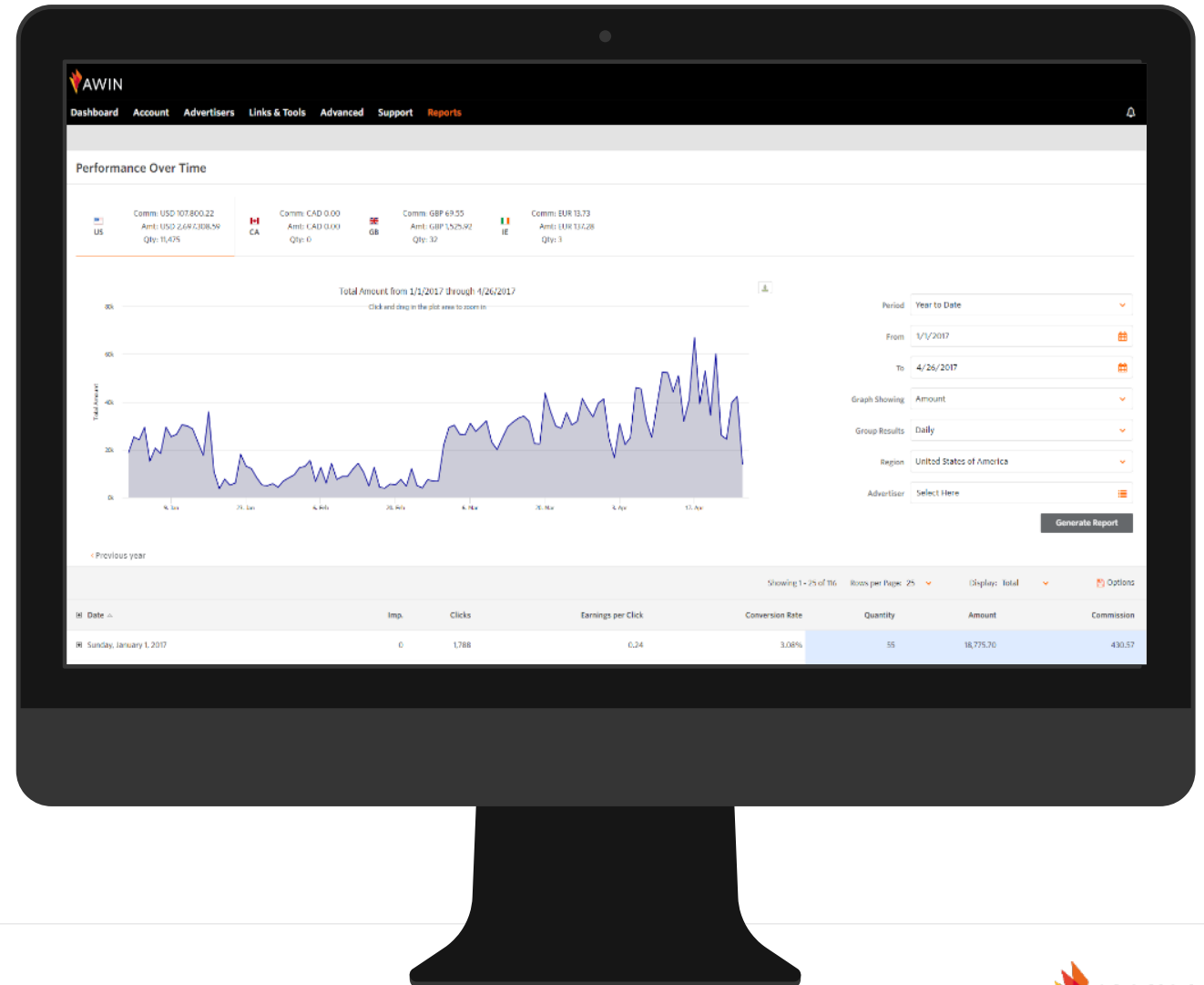
This report displays impressions, click, EPC, conversion rate, quantity, amount, commission.

1 Select correct region: US, CA, etc.

2 Select time period

3 Select advertiser(s) if desired

4 Generate the report

Transactions report

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)
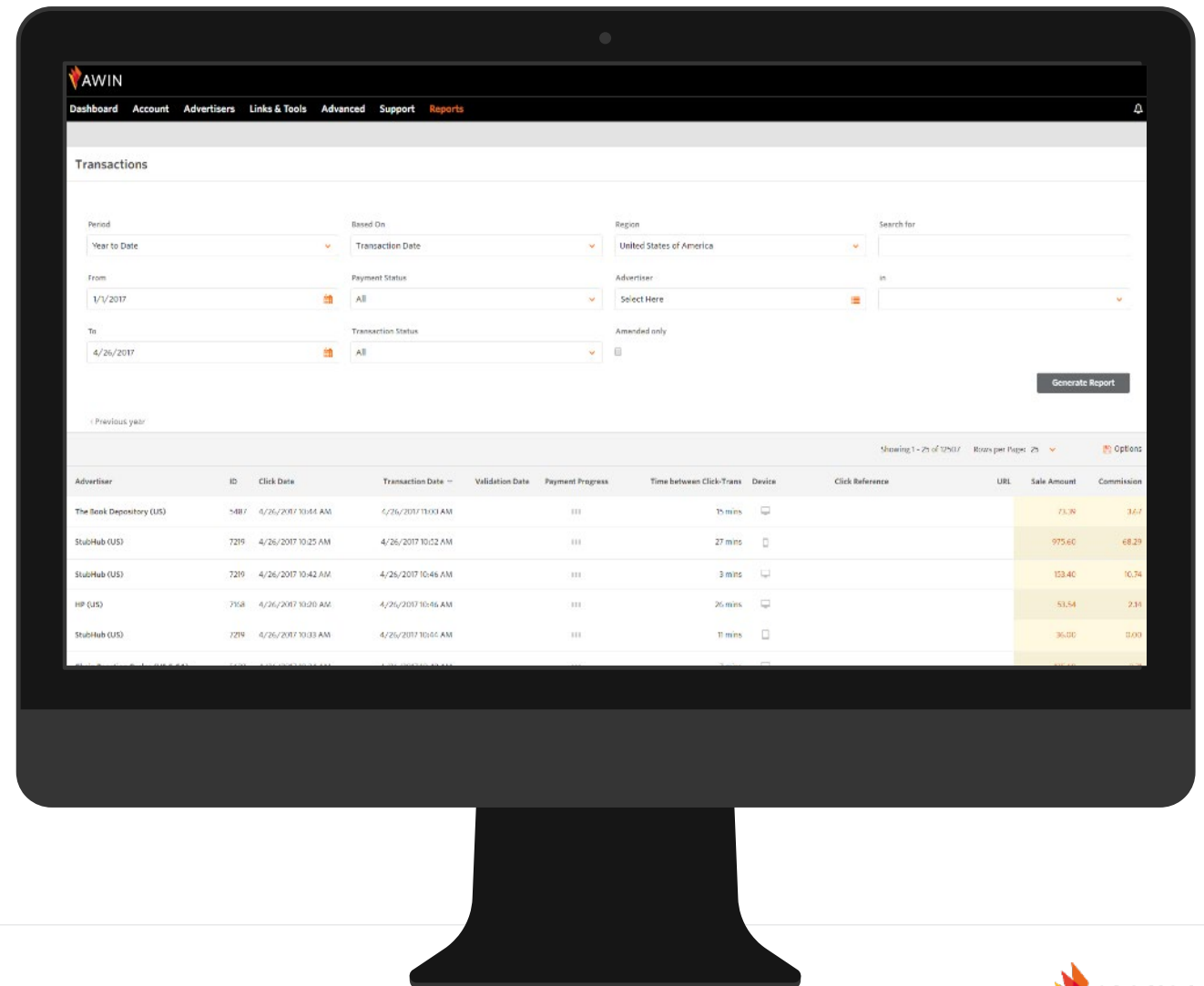
Payment

Now that you have started generating commission it's time to learn more about receiving **your first commission payment**.

Please see the following introduction to publisher payments in the Awin interface.

1 — **Getting paid** by Awin

2 — Payment **overview**

3 — **Payment history** & self-billing invoices

4 — **Understanding** the Awin payment process

4 — Advertiser **traffic light** system

Getting paid by Awin

→ Awin issues publisher payments **twice a month**; on the **1st** and the **15th** of the month (or the first working day after the respective date)

→ If you opt to be paid once a month you will receive payment on the **15th** of the month.

→ Make sure your **bank details are correct** and complete to receive payment.

→ There is a minimum payment threshold, which equates **20 EUR/USD/GBP**, that you need to hit prior to the payment being made.

→ Also consider that transactions will be paid out only after they are approved/ validated by advertisers and advertisers have paid Awin (indicated as "**cleared**" in the payment status).

→ 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.

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Payment **overview**

All your payment information is stored in the Payment section of your publisher account (Go to Reports > Payment)
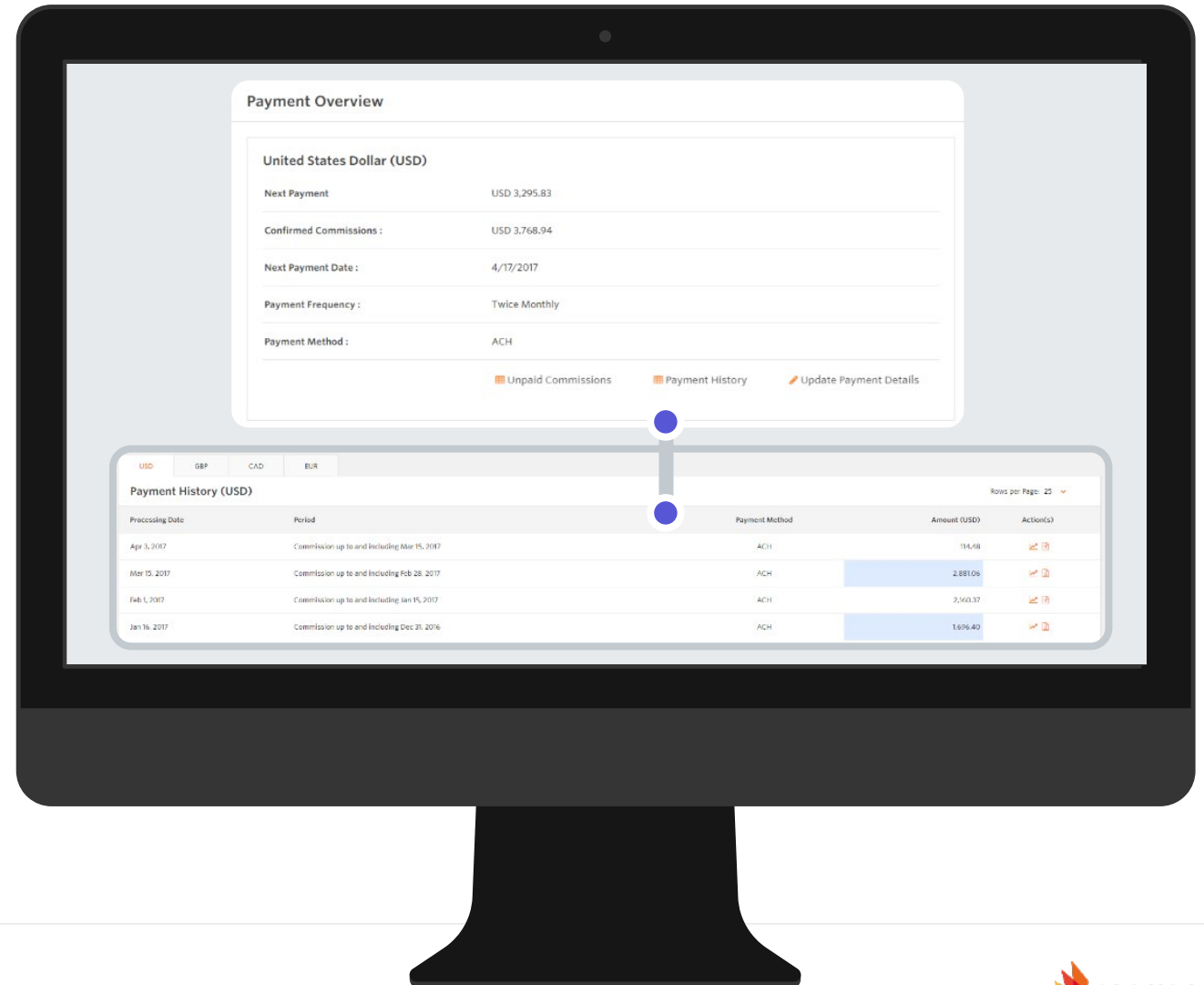
Payment Overview
includes detailed information relating to the next payment. You can see the amount, date of your next payment and quick links to view your unpaid commissions and payment history.

Payment History
includes details of all previous payments and the transactions associated with these amounts with corresponding self-billing invoices.

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Payment history and self-billing invoices

You can find the **self-billing invoices of your payments** in your Awin account under the Payment History.

You will be able to see the processing date, period, payment method, and amount for every payment you have received.
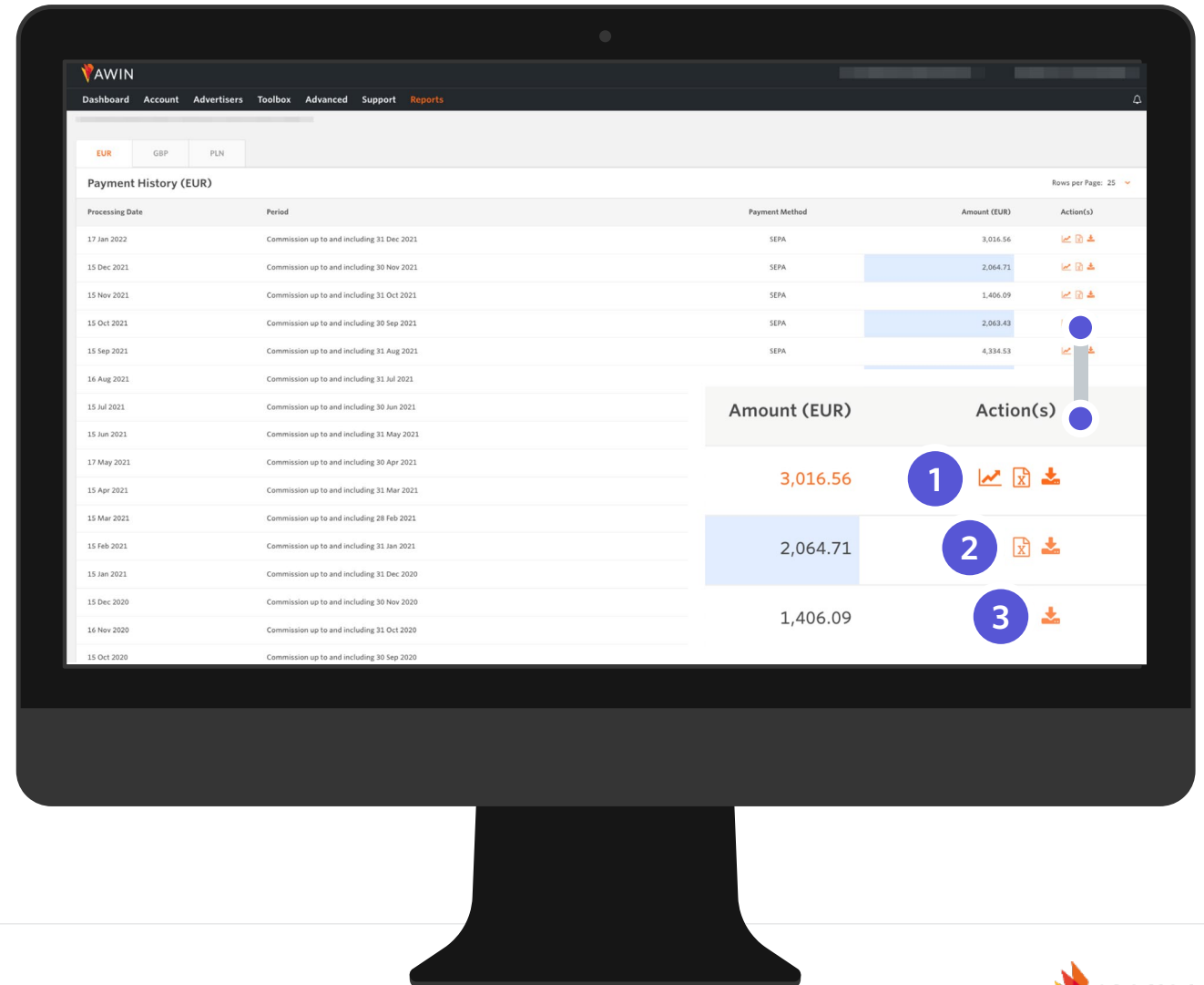
1 If you click the graph icon in the '**Action(s)**' column, it will take you to a pre-filtered transactions report that shows every transaction included in that payment.

2 If you click the paper icon, the report will export to Excel.

3 If you click the download icon, the self-billing invoice will be downloaded as a PDF.

Understanding the **payment process**

Understanding the Awin payment process is important so you **always know the status of the transactions** you drove, and exactly when you will be paid.

1 **Approved & Cleared**

Waiting for Awin to pay publisher in next payment run.

2 **Approved & Uncleared**

Waiting for advertiser to pay Awin.

3 **Cleared + Uncleared Balance**

Total approved balance that will eventually be paid out.

4 **Tracked but not approved**

Pending balance. Commissions for Sales tracked but not validated yet by the advertiser.

Total Earnings ⓘ EUR PROGRAMMES

1 **Approved & Cleared**
What you will be paid next

EUR 1,541.73

Your next payment date is 15/09/2020

2 **Approved & Uncleared**
Waiting for advertiser to pay

EUR 2,075.06

3 **Cleared + Uncleared Balance**
Cleared + Uncleared Balance

EUR 3,616.79

4 **Tracked but not approved**
Tracked but not approved

EUR 1,287.85
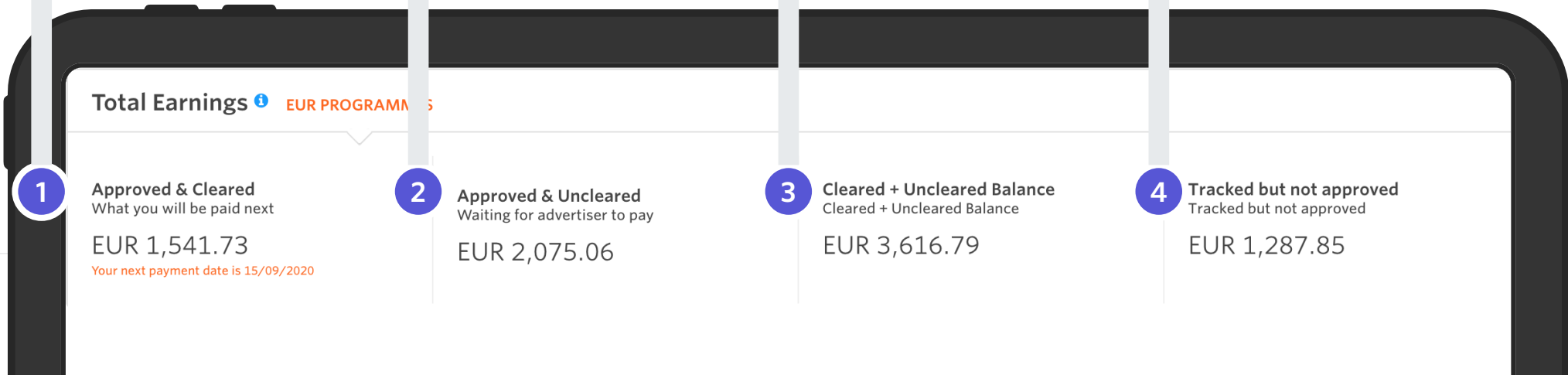
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Advertiser **traffic light** system

Awin has 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.

All Advertisers	Joined	Not Joined	Pending	Suspended	Rejected	Closed

All Advertisers (53)

Results per Page: 10 ⌄

Advertiser ⇕	Conversion Rate ⇕	Approval Rate ⇕	EPC ⇕	Payment Status ⇕	Average Payment Time ▲ ⓘ	Product Feed ⇕	Launch Date ⇕
				🟢	32 days	No	16/04/15
				🟠	48 days	Yes	28/01/22
				🟢	58 days	Yes	22/08/17
				🟠	58 days	No	04/03/19

Payment status: 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.

Payment status: 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.

Payment status: 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 any other outstanding invoices, have been received by Awin.

Publisher **Newsletter**

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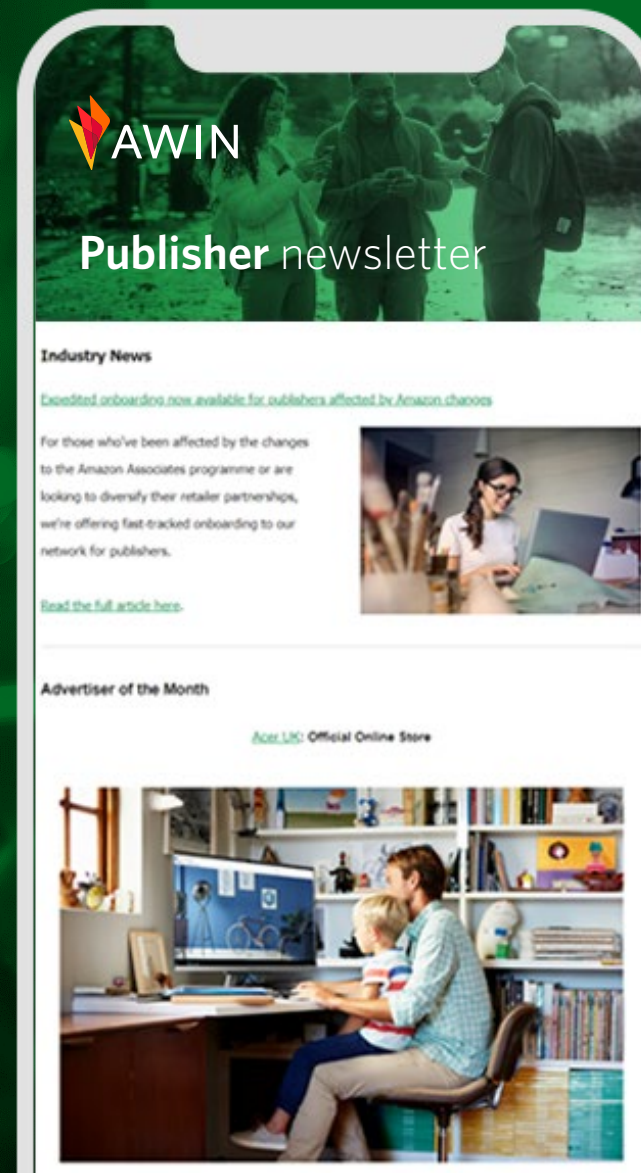
Video tutorials

For all of our online publisher training which offer quick tips to help publishers 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.

The webinars can also be found on the Partner Success Center

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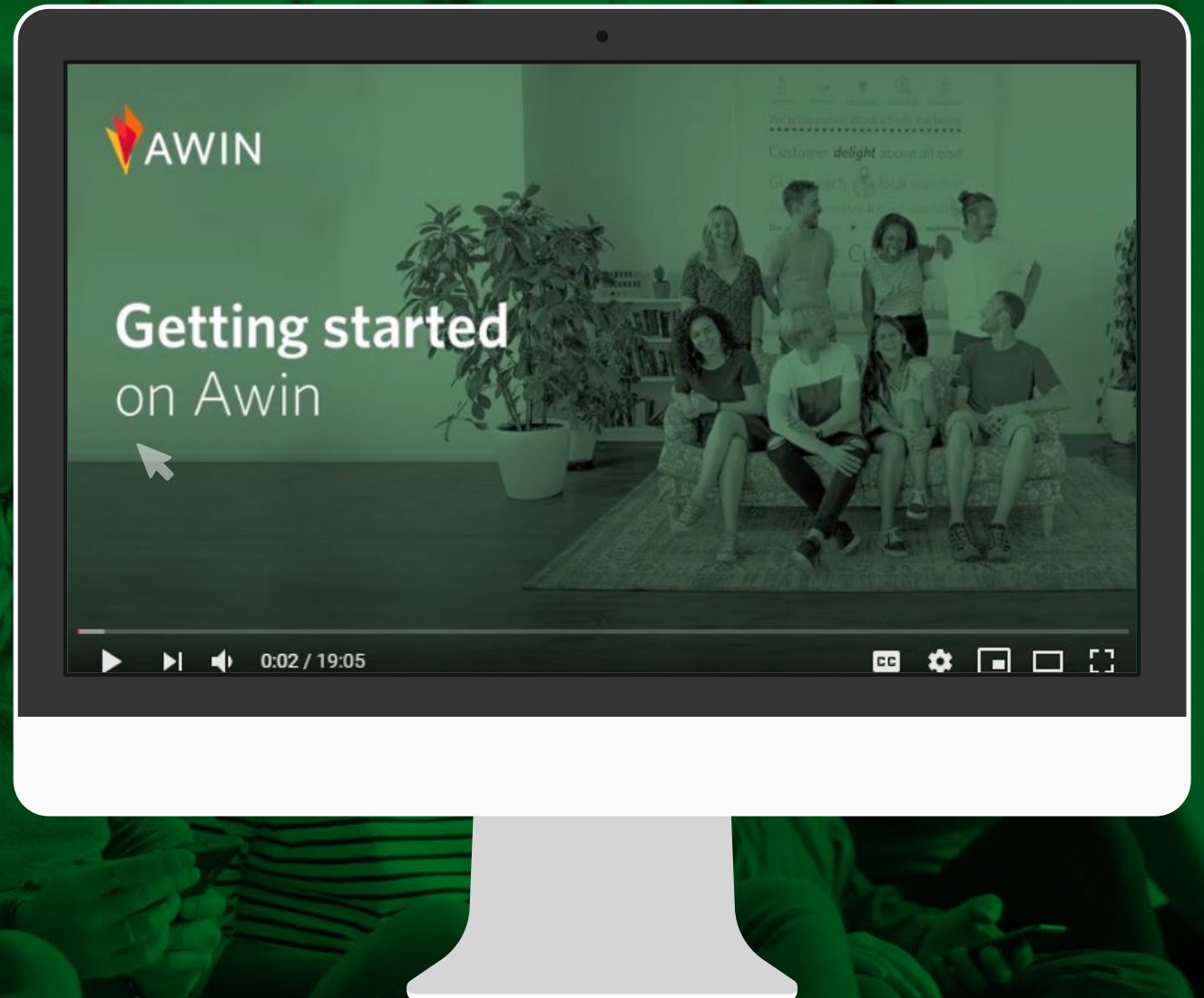
Any questions,
contact us

Publisher Success contact form