



# Awin Access for agencies

Generate value with partner marketing

Supporting your clients' success through the power of  
**low cost affiliate partner marketing**

The global affiliate partner marketing industry is worth approximately **\$12 billion** in 2022

*BloggingX*



Affiliate programs are used by **81%** of businesses to grow their revenue

*enterpriseappstoday.com*



On average, affiliate partner marketing can add **15%** more revenue to your online sales

*enterpriseappstoday.com*



The average ROI of the affiliate channel is **1:16**

*Awin*



Affiliate partner marketing spend in the United Kingdom has grown **~10% YOY**

*IAB UK Digital Adspend Report*



We provide an **affiliate partner marketing solution** that enables agencies to diversify their client portfolio. We have made it easy for you to embrace SME business into your own consulting services by utilising our **leading technology on a self-managed and low-cost basis**.

Spin up new programmes quickly via a no hassle application form journey, with simple integration instructions to create an Awin account at the speed you require.

**This guide will help you and your team to use Awin Access at full capacity** and grow your client's traffic and sales. You will find information about our team, services and agency certification as well as links to useful resources.



Affiliate partner marketing opens up a new world to many businesses, helping you to **find new customers in new places.**

**Michelle O'Sullivan**  
Global Customer Success Director



Small businesses and start-ups connected with like-minded brands across the UK and achieved an average **return on their investment of 1:16**, getting roughly **£16 back for every £1 spent.**

## Meet the Awin Access team



**Michelle O'Sullivan**  
Global Customer Success Director  
[michelle.osullivan@awin.com](mailto:michelle.osullivan@awin.com)



**Niels de Groot**  
Head of Global Partnerships  
[niels.degroot@awin.com](mailto:niels.degroot@awin.com)



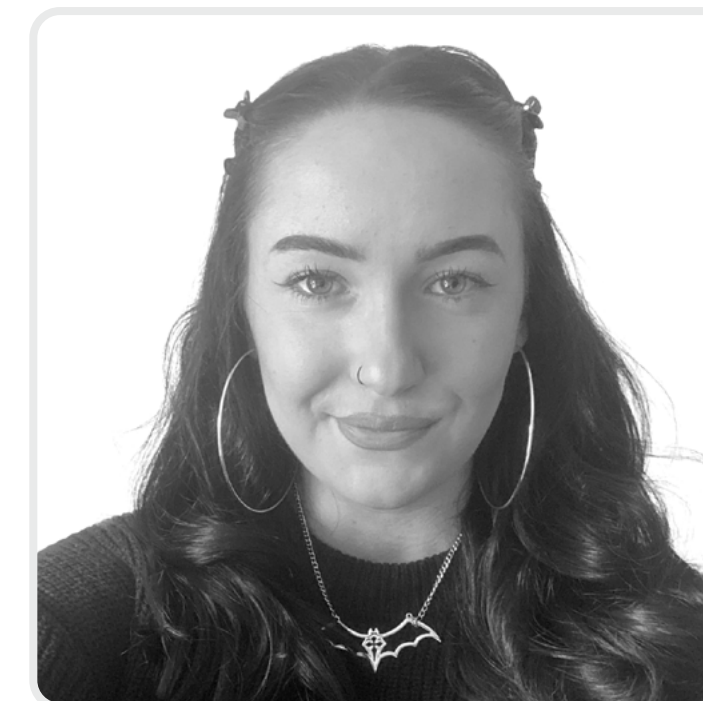
**Aimée Whalley**  
Senior Global Customer Success Specialist



**Hannah Fitzgerald**  
Global Customer Success Specialist



**Georgina Lockyer**  
Global Customer Success Executive



**Danielle Hulligan**  
Global Customer Success Consultant



**Alice Conroy**  
Global Customer Success Executive



**Gajani Vijayasingam**  
Global Customer Success Assistant



In 2020, IAB UK's PoweringUp research found that 40% of SMEs were not using digital marketing channels and lacked the knowledge to do so. Following a year-long research project and pilot phase to uncover the barriers to entry for small businesses and beginners within digital marketing, four areas were identified as blockers; ease of use, cost, commitment and trust.

Awin Access was developed as a **low cost, low commitment and easy to launch solution** to overcome these barriers and give small businesses, start-ups, and grassroots ecommerce the

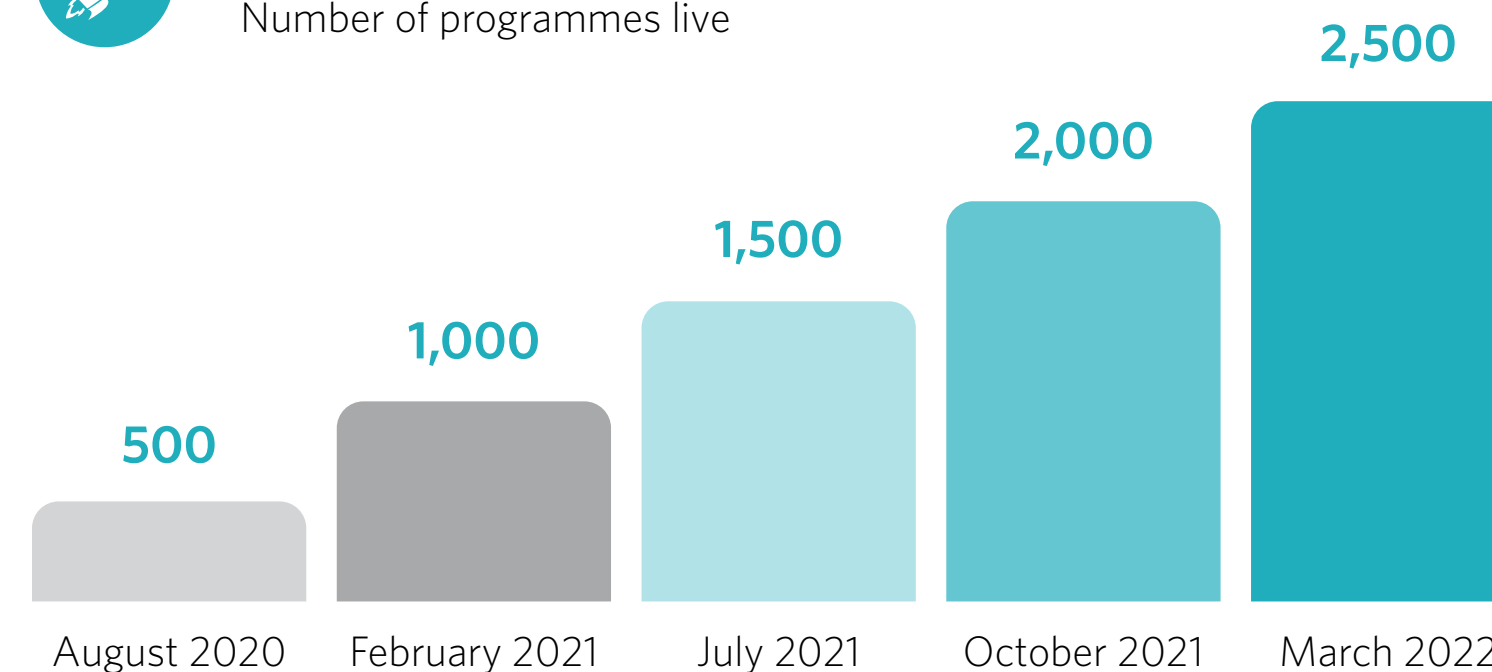
confidence and capabilities to unlock the potential to grow online through the use of affiliate partner marketing. This **entry-level, self-serve solution** offers businesses the opportunity to connect with affiliates and other partners who drive new customers and sales on a payment on performance model.

Awin Access is positioned perfectly for **agencies of all sizes** to launch advertiser programmes rapidly and smoothly and start driving new revenues for clients.

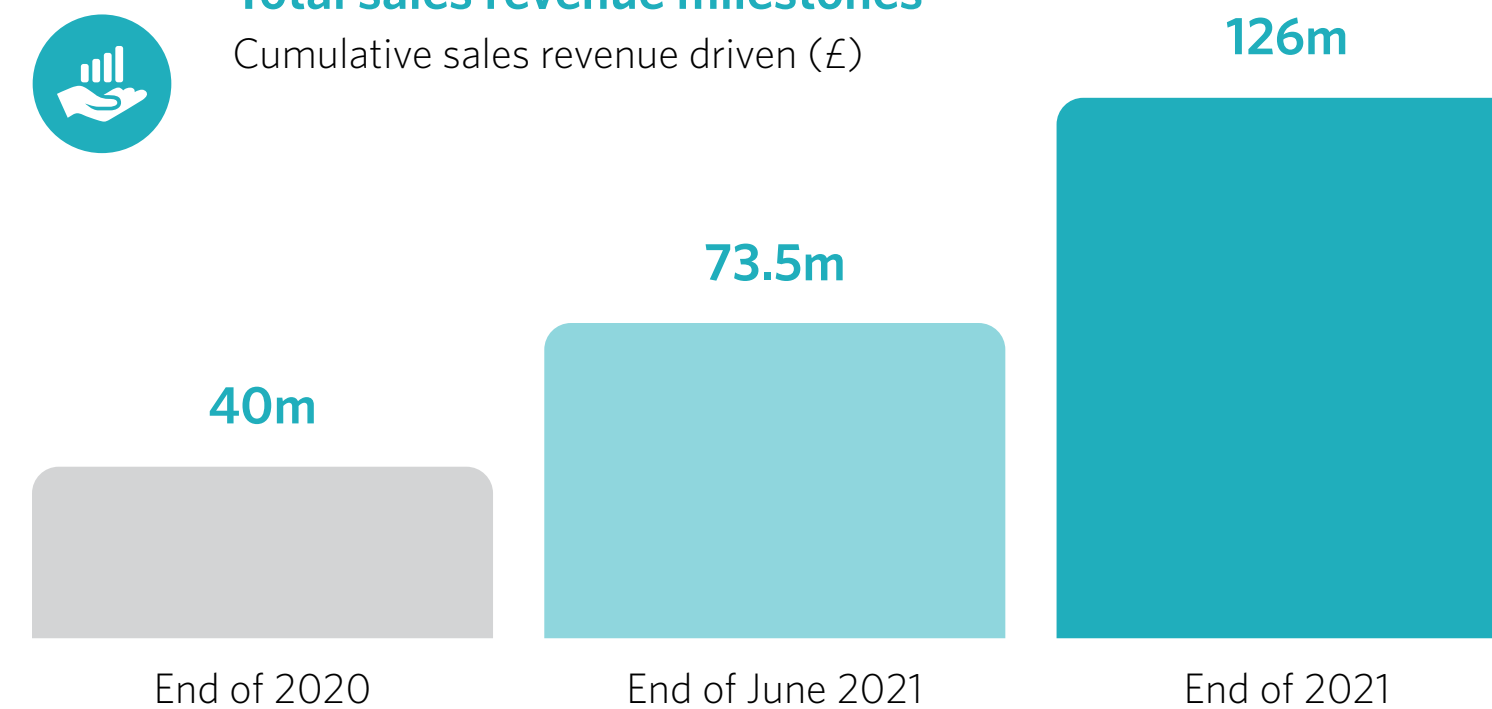
Please do not hesitate to get in touch [with us](#) if you wish to learn more about Awin Access and its endless possibilities.



**Launch milestones**  
Number of programmes live



**Total sales revenue milestones**  
Cumulative sales revenue driven (£)



Turnover growth rates for Europe have remained consistently in the double-digits.

SMEs have identified that digital channels have been underused and they have a need for **expertise, training and upskilling** to venture into new digital channels and deliver growth.

A combination of **free and paid services** selected for you



### Client Qualification

Understanding the potential of affiliate partner marketing for your client is important. Send us your client URL and thoughts, and we will happily review and let you know the potential for your client.

[Get in touch.](#)



### Informative emails & updates

We send a comprehensive set of emails across the crucial first few months of a programme going live to ensure your clients are getting all the advice and guidance they need to hit the ground running.



### Webinars/Podcasts

Do you run webinars, podcasts or any other form of interaction with your clients?

We'd love to guest feature and create quality content to educate and inform your clients about the latest trends, developments and opportunities in the affiliate industry.



### Training & workshops

We can help you and your team to become Awin platform experts and enable you to realise growth for your clients.

[Sign up to our platform training sessions here.](#)



Small and medium sized businesses represent **99%** of all businesses in the EU.



**More than 75%** of the population are e-shoppers



### Awin Access is available in the following markets:

Austria, Belgium, Brazil, Denmark, Finland, France, Germany, Ireland, Italy, Netherlands, Norway, Poland, Portugal, Spain, Sweden, Switzerland, UK, US

**Elevate your agency** by becoming certified



**Awin-certified agencies** are recognised as having the **know-how to successfully run affiliate programmes** across our platform, as well as being an **industry expert** and preferred agency partner.

Access **exclusive education and resources** and be recognised as an expert.

**Join more than 1,000 agencies** and consultants maximising results in the Awin platform today.



There are **more than 2 million** online retailers in Europe

## We are committed to a seamless and smooth process

to get your client's online shop live with Awin Access

Apply to Awin Access, complete the direct debit and begin the integration for Shopify, Magento, WooCommerce or PrestaShop directly with our easy-to-use integration guides or purchase one of the assisted packages should you wish personal guidance.

Contact us: [Email Niels](#) to get going

### Step 1

An **automated email** detailing the Awin Access offer is sent to you/the client which contains a unique application link to complete.

### Step 2

**Once the application is submitted**, a team member will review, approve and send out the direct debit form.

### Step 3

**As soon as you have signed the direct debit mandate**, you will receive instructions on how to integrate and complete your merchant profile. At this point, the team will also create your merchant ID and invite you to the programme.

### Step 4

**Once you have completed all of the steps**, a member of the team will review your tracking integration setup and merchant profile to ensure nothing is outstanding before setting you live.

### Step 5

**If you have opted in to our email tips & tricks**, you will be notified once the programme is live as well as receive guiding content and advice throughout your journey with us. If you have not opted in, you will be emailed by a member of the team to let you know your programme is live.

## Free setup

£0

### monthly fee for 1st month

(£75+VAT thereafter)

30%

### network fee

(applied to the validated commission)\*

3 month

### minimum term

14 day cancellation policy applies after first 3 months.

*\* 30% network fee calculated on the approved commission amount. For example, if the publisher received £10 commission the Awin network fee charge will be £3, so the total cost of the sale to you will be £13. Payment is via Direct Debit twice a month.*

## Available services and packages upon request

for agencies to elevate managed affiliate programmes



### Must Have Publisher List

*Our free gift for you*

To help you kick start your affiliate programme, we will provide a top recommended publisher list for your client's segment.



### Launch Package

£299+ VAT

Do you and your client want to give the launch an extra boost? We've created a 5-step launch package which gives a 3x uplift after 4 weeks (average).



### Publisher GAP Analysis

£99+ VAT

To show potential gaps in your affiliate programme and save time in finding new top performing affiliates to work with we provide a Publisher Gap Analysis service.



### Reach Package

£299+ VAT

Suitable for advertisers that have been live for one to two months. This service package gives you the consultancy, guidance and publisher recommendations needed to start driving results.



### Technical Integration Solutions

Assisted: £299+ VAT

Premium: £599+ VAT

If your client needs integration support or has a complex setup, we offer two support packages to integrate the tracking smoothly.



### Elevate Package

£299+ VAT

Do you want to take the programme to the next level by receiving more industry insights and speak to an experienced member of the team to help you? Our Customer Success Consultants are happy to deliver a tailored package to you.



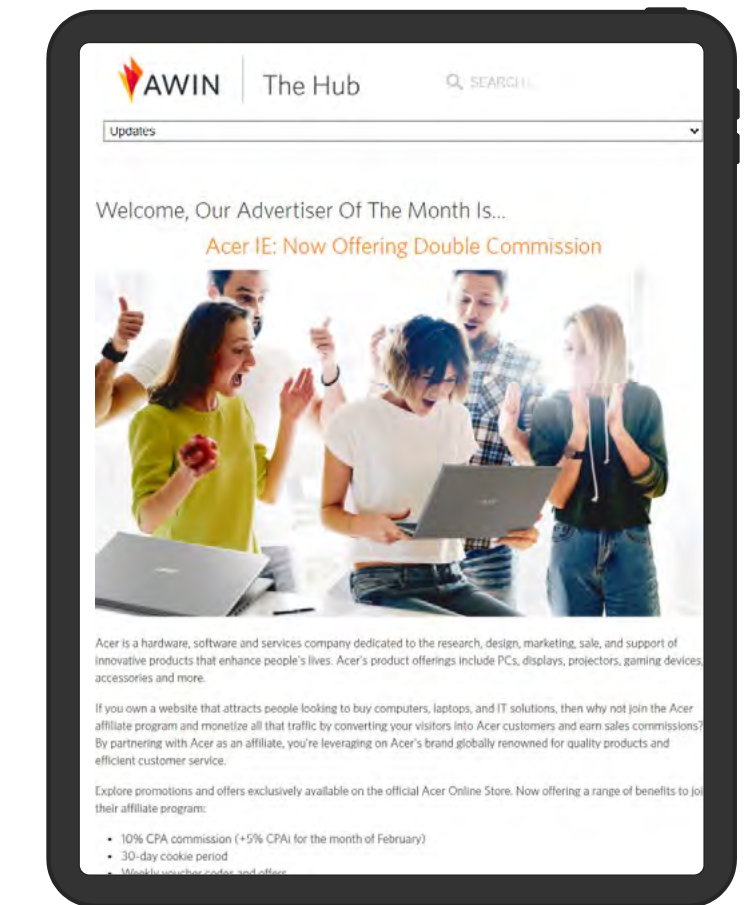
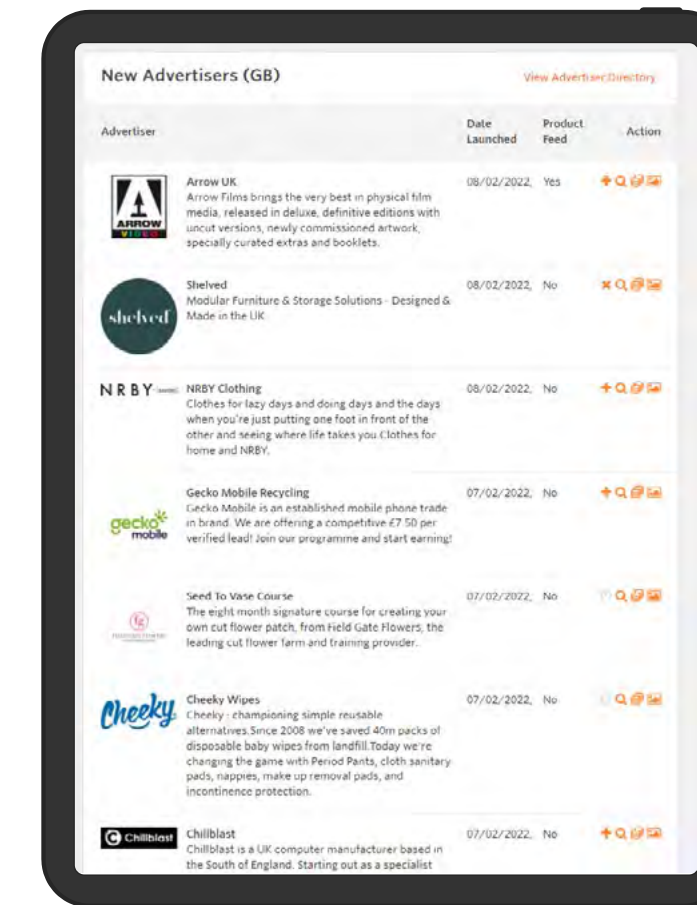
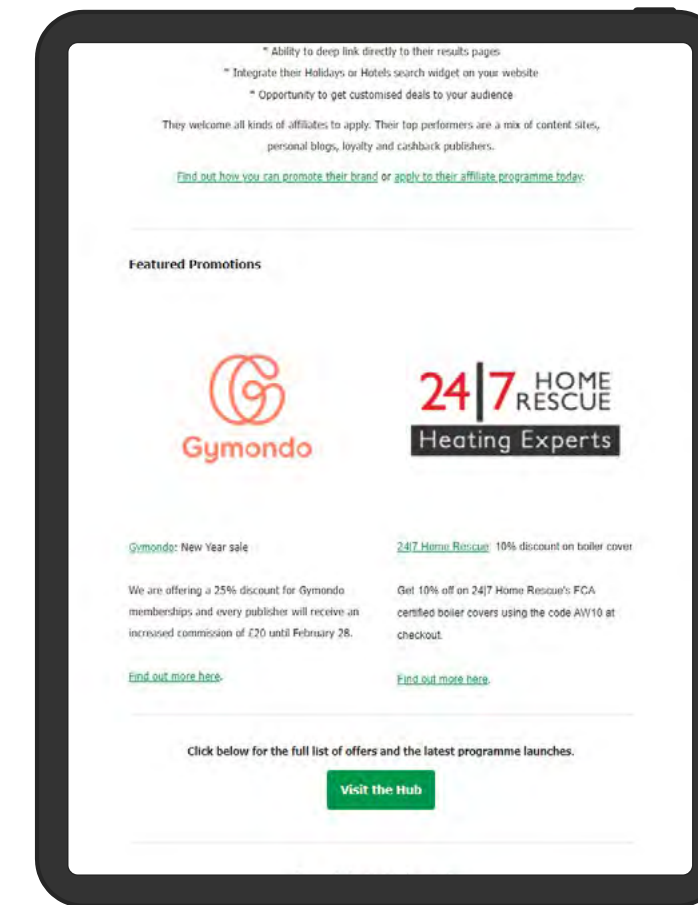
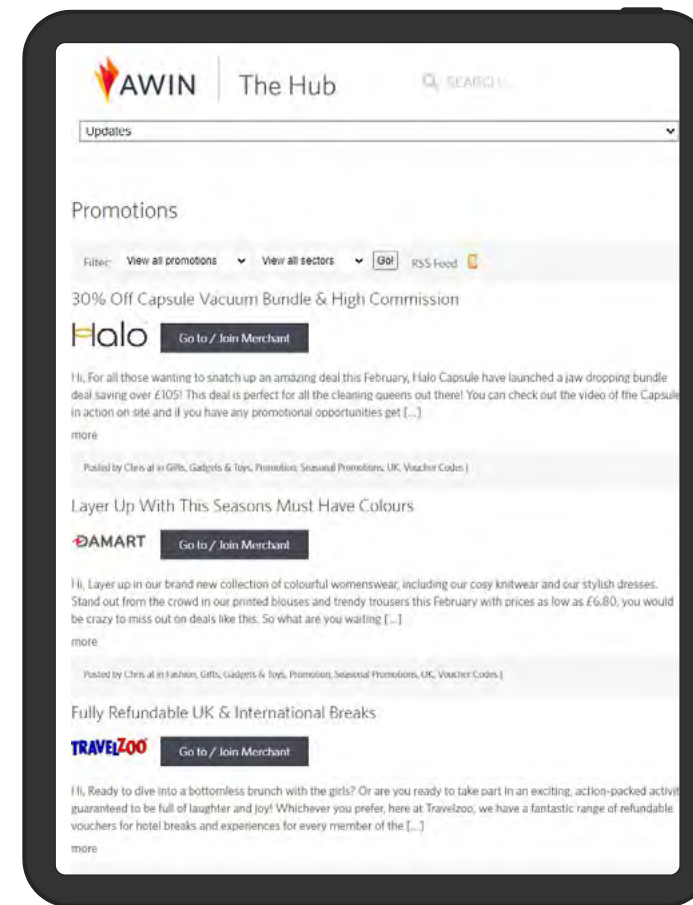
### Monthly Report

*Our free gift for you*

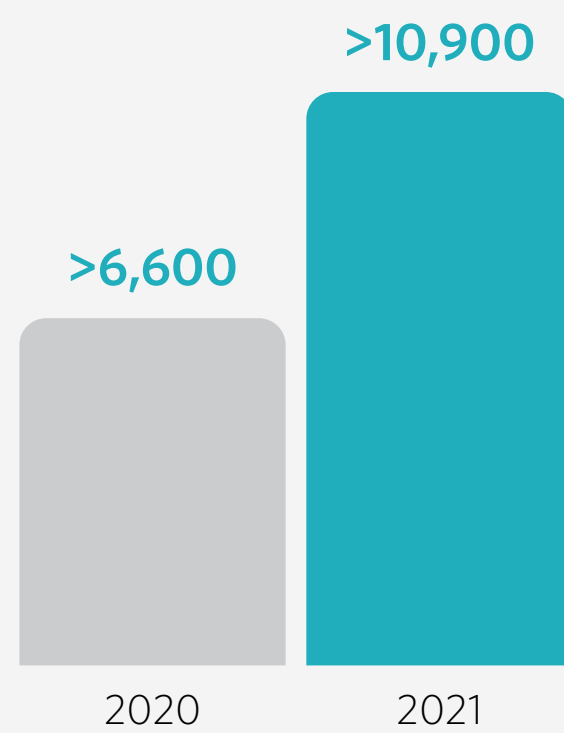
Stay on top of the most important KPIs for your programme(s) with our monthly interactive PDF report. We will email this report to you at the beginning of every month.



## Other ways to elevate your client's online shop



Publishers driving **clicks**



### Hub Post

£50+ VAT

The Hub is our publisher portal. It provides a platform for our advertisers to share updates, promotions, newsletters and relevant news to the network.

If you're looking to share some news, an offer or incentive to promote to publishers, The Hub is a great place to post this information.

### Publisher Newsletter Feature

£150+ VAT

This is sent every Tuesday and received by hundreds of UK publishers with over 1400 views per month.

You can request a slot within the 'Featured promotions'. For this feature you will need to have an increased publisher commission rate or special customer discount code.

### Dashboard Feature

£500+ VAT

Within the UK, the user interface is accessed on average by 26,000 publishers a week.

This feature sits under the 'Offer of the Week' on the dashboard and is seen once a publisher logs in. This will include a logo and brief description of your special offer.

### Advertiser of the Month

£750+ VAT

This placement is a combination of the aforementioned features and provides the biggest reach across the network.

You will be featured on the Publisher Dashboard, Publisher Newsletter (x4), plus a predominate homepage slot on The Hub.



Awin Access has been a game-changer. Our business exists to serve SMEs that want a low risk, low barrier way to test and scale through affiliate marketing. **Access has made it easy to launch, test and scale clients with minimal hassle.** We can leverage all of the key tech from the Awin platform and tap into their extensive publisher base to help our clients achieve incremental growth.

**Elliot Myers**  
TAMA consulting



ThoughtMix has been pioneering affiliate marketing for SMEs as a core part of our business. The Awin Access solution has been a gamechanger to allow this segment to work with the widest set of publishers, backed by Awin's powerful technology. Working together, **Awin and ThoughtMix have delivered exceptional growth for SMEs, enabled by the Access solution.**

**Tommy Lee**  
ThoughtMix



At Quidco we love to work with small businesses because of their diversity and their dedicated focus to their industry. Often they have a product or a story that is great to put in front of our members, or fills a niche that isn't quite fulfilled by high street brands. **Awin Access provides an industry leading platform to manage their affiliate marketing**, which also allows Quidco to centralise tracking and payment of customer transactions.

**Klaudia Stewart**  
Quidco



**Watch**

Small online stores growing through partner marketing

**Watch**

Hear from small businesses marketing online through partnerships

**Watch**

Successful digital marketing for small online stores



2020

Winner

International Performance Marketing Awards



Best Team in Performance Marketing

Highly Commended

International Performance Marketing Awards



Best Team use of Performance during Covid-19

2021

Winner

International Performance Marketing Awards



Best Affiliate Network

Winner

Performance Marketing Awards



Best Industry Initiative

2022

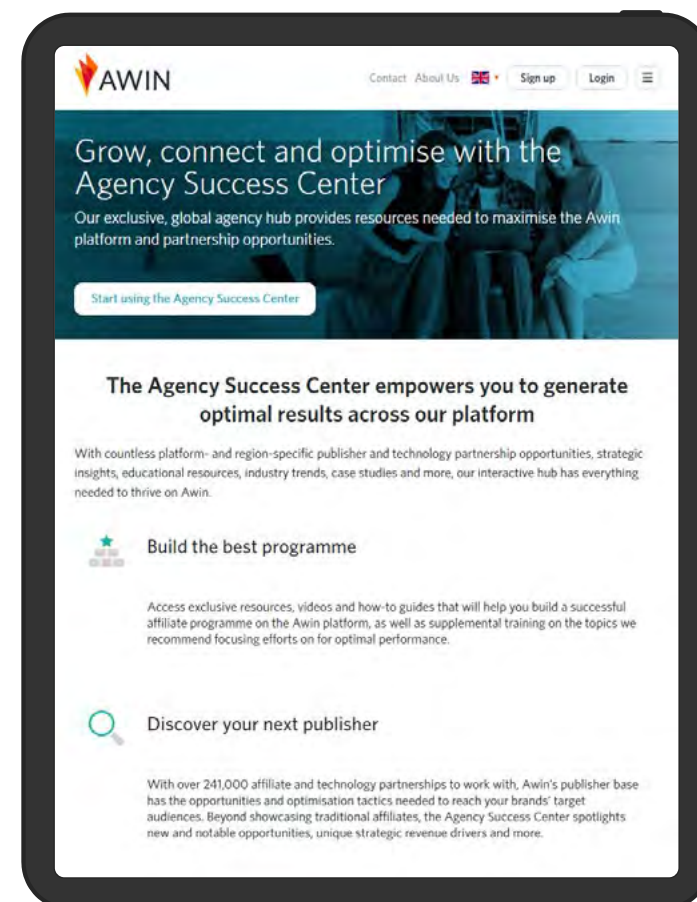
Winner

Performance Marketing Awards



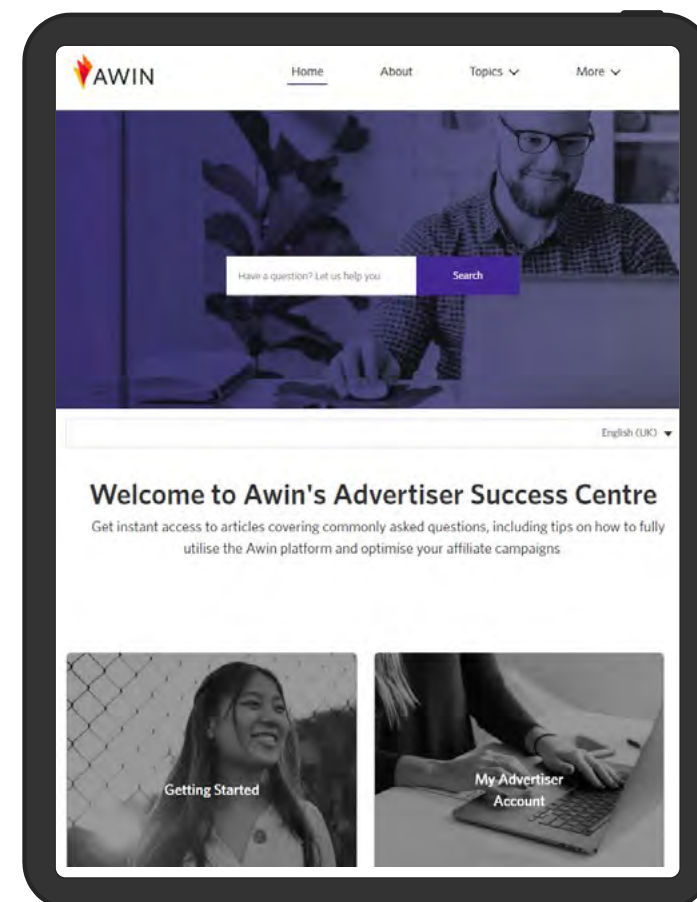
Publisher's Choice of Network

*Beyond the 1%:  
How Awin scaled its publisher expertise in 2021*



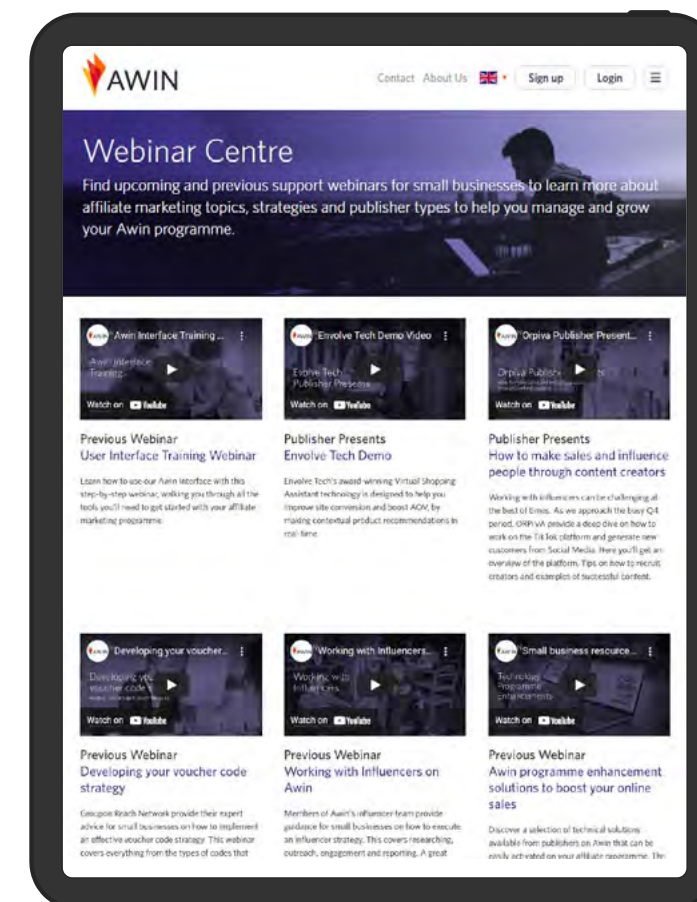
### Agency Success Centre

- ➔ Maximise the Awin platform and partnership opportunities
- ➔ Exclusive to our agency partners



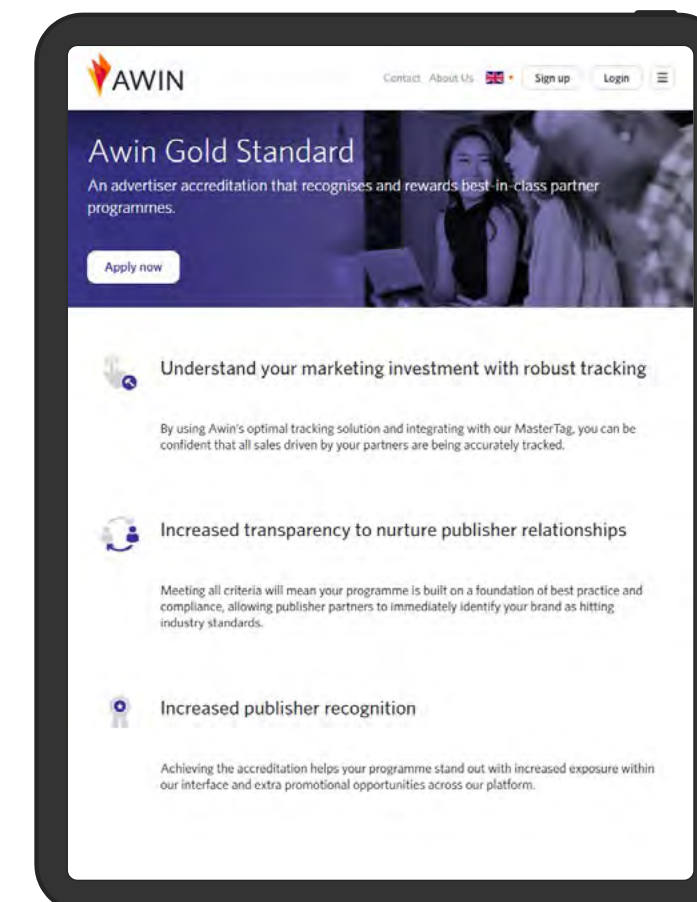
### Advertiser Success Centre

- ➔ Articles covering commonly asked questions
- ➔ Tips on how to fully utilise the Awin platform and optimise your affiliate campaigns



### Webinar Centre

- ➔ Find support webinars
- ➔ Learn more about affiliate marketing topics, strategies and publisher types to help you manage and grow your Awin programme

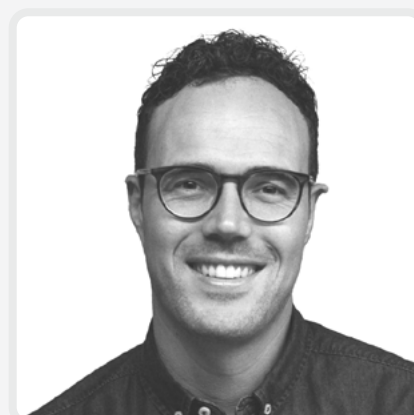


### Awin Advertiser Gold Standard

- ➔ An advertiser accreditation that recognises and rewards best-in-class partner programmes.
- ➔ Read more about becoming Gold Standard accredited and apply



- ➔ [YouTube Tutorials](#)
- ➔ [Affiliate Marketing Best Practice Guide](#)
- ➔ [Live Chat via User Dashboard](#)
- ➔ [Email Support](#)
- ➔ [How to Use Awin](#)
- ➔ [Client Partnership Newsletter](#)
- ➔ [Market Insights](#)
- ➔ [Successful Launch Steps Checklist](#)



**Niels de Groot**

Head of Global Partnerships



## Facts & Figures

**2,500**

live advertiser programmes (Q1 2022)

**16%**

of all online orders are made through affiliate links

**29.6m**

Visitors generated for small businesses and startups

**1%**

UK GDP is generated through affiliate marketing

**£90.1M**

sales value generated for Awin Access advertisers through affiliate partners

**1.3M**

sales generated