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## Prep and planning

Review last year's Q4 strategy to shape new campaign

- *Identify top publishers, sale periods, successful placements, etc.*

Define goals/expectations for Q4 (KPI, ROI, ROAS, etc.)

Identify specific key shopping dates to participate in

Plan your promotional calendar by Oct 31

Determine placement budget

Ensure your website is optimized on both mobile and desktop for increased Q4 traffic (no Q4 development work!)

Complete all new publisher recruitment by Oct 31

- *Consider diversifying your publisher partner list to include cashback, loyalty rewards, etc*

### Pro Tip

*Most publishers will not accept new partners in Q4.*

### Pro Tip

*Consider negotiating TM+ rights with search partners for maximum reach.*

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## Review merchant interface account

Check that your program overview is current and relevant with statistics and details

Update/confirm profile image and brand logo

Update/confirm T&C's and PPC policy

Update/confirm all relevant users have access to your account

Update/confirm datafeed is seasonally relevant and accurate

Update/confirm commission rates

Review pending validations every 15 days

Update/confirm key search terms to be monitored by the PPC bidding tool

Review Banner Performance Report to identify top performing creatives

Check tracking is working properly and in good health

Set up auto-deposit and secondary payment to ensure your balance is properly funded

### Pro Tip

*Check out our **Quality Resource Guide** to ensure your account is set up for success*

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## Communicate

Review pending publisher applications

Consider contacting inactive affiliates to re-engage prior to Q4

Compile contact information for top publisher "hit list"

Add seasonally-relevant banners and remove old ones

Send out Newsletters to inform affiliates of any relevant updates

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## Program exposure

Consider exclusive coupons and performance-based incentives

For each promotion added, brainstorm a creative title

Ensure offers have a call to action and link to the relevant page

### Pro Tip

*Create landing pages for specific promos and deals.*

Upload BF & CM deals to the Deals section, adding the following keywords: Black Friday, Cyber Monday, blackfriday, cybermonday

Communicate promotions and deals directly to top 20 publishers

Request Q4 media decks from your top publisher "hit list"

Request exposure proposals from top publishers (\$, sales, etc.)

Compile list of all required assets for booked exposure and dates

Book all exposure by Oct 31

### Pro Tip

*Schedule bonuses or commission changes ahead of time.*

Take screenshots of placements and request copies of newsletters

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## Program maintenance

Check top publishers have correct offers, creative and links

Review inventory weekly to avoid affiliates promoting an out of stock product

Review your budget and performance to consider booking last-minute exposure

Consider running a competitor Q4 promotional analysis

Check monthly period comparison on your dashboard daily for a quick pulse of program performance month over month and year over year

