

Affiliate Program

Powered by  Impact Radius



What you will find in this Advertiser Checklist:

- Action plan for getting started
- Details outlining the 5 steps necessary for setting up your account
- Help Center information & Next Steps

The Advertiser Checklist

Make sure to complete these 5 mandatory actions in order to go live with your affiliate program. In setting up your affiliate advertiser account you can expect to spend an hour to an hour and a half to complete the necessary steps.

Action	Impact Radius Interface	Estimated Completion Time
1. Add campaign branding details	Campaign Setting > Marketplace Listing	20 minutes
2. Setup and test the Sale Action Tracker	Campaign Settings > Online Traffic Settings	20 minutes
3. Add and customize the Insertion Order	My Insertion Orders	15 minutes
4. Customize system emails	Campaign Settings > System Emails	15 minutes
5. Insert creative ad	Ads & Tracking > Ads	10 minutes

✓ 1. Add campaign branding details

The campaign marketplace listing ensures that you don't miss offering your potential affiliates the information they need in order to start selling. By completing this step now, your listing in the Impact Radius marketplace will be visible to Affiliates and the placement expedited.

B Smile **A** ★ All Smile Products (2936) - Joined **C** Manage

Software Active Since: Sep 3, 2014 (534 days)

D

Overview **D** Insertion Order **G** Contact Information Ads

Smile wants partners to promote PDFpen, PDFpenPro and TextExpander. Smile will happily work with you to develop profitable campaigns. Smile provides multiple ad types and landing pages. **E** **F**

[Company Home Page »](#) **H**

Payment Details

20% Sale of Smile Software Product **45 day(s)** Click Referral Period

1 months Clearing Period

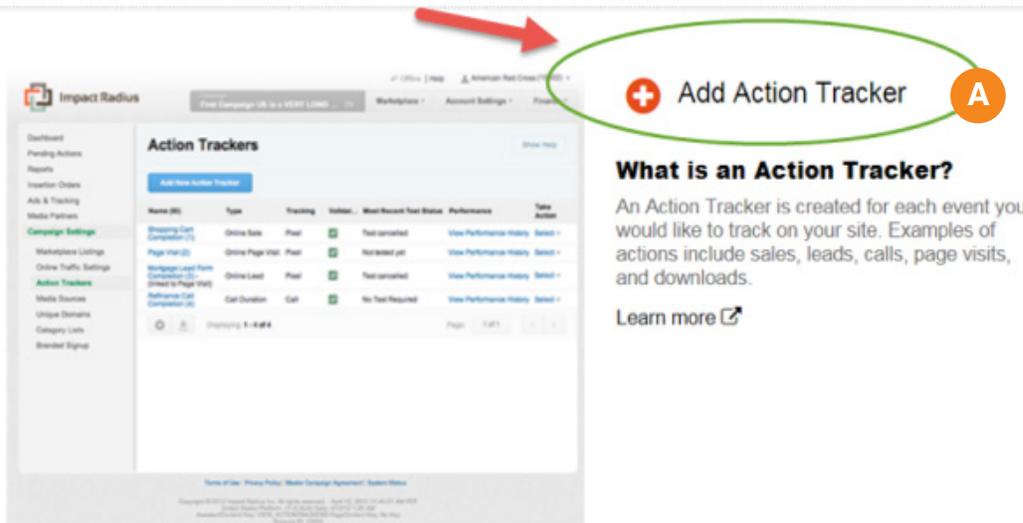
- A. Add Campaign Name**
Add your campaign name, typically your brand name. This cannot be changed once it goes live, so make sure to name it is something that can be public facing.
- B. Add Campaign Logo**
- C. Add Cover Image**
- D. Add Product Categories**
Add your Product Categories, typically "Software" or "Online Services."
- E. Add Short Description**
Add the short description of your campaign that will be visible for partners in the marketplace listing.
- F. Add Long Description**
Add the long description where you can specify your top selling products and why the partners should promote them. This will be visible in the campaign detail page.
- G. Add Company Contacts**
- H. Add Links & Resources**
Adding links of your homepage or Affiliate website page, blog, or other resource pages will allow your partners to better explore your program.

✓ 2.1 Setup and test the Sale Action Tracker

An Action Tracker is simply what action you'd like to track on your site and how you would like to track it. For example, for most FastSpring clients you will track an **Online Sale** referred by the Affiliates. In order to enable it you will be placing a pixel on your thank you or checkout confirmation page. From the **Setup Wizard** select **Set Up Action Tracker** and click **Start**:

- A. Click on **Add Action Tracker**
- B. Select **Create Online Action Tracker**

Action Trackers



What is an Action Tracker?

An Action Tracker is created for each event you would like to track on your site. Examples of actions include sales, leads, calls, page visits, and downloads.

[Learn more](#)

What type of conversion do you want to pay for?

Online Conversion

If your campaign directs people to a website to complete the action, you can set up action trackers to track sales, leads, downloads and page visits.

[Learn More](#)

Create Online Action Tracker

B

or

Call Center Conversion

If your campaign directs people to call centers to complete an action, you can set up action trackers to track initiated calls, duration of calls, or calls that result in sales.

[Learn More](#)

Create Call Action Tracker

or

Data Post Conversion

This is an **Advanced** Feature that enables you to track valid posts to your website. This can be used to interface with posting partners such as co-registration sites and other media partner that captures data to send to you.

[Learn More](#)

Create Data Post Action Tracker

✓ 2.2 Setup the Sale Action Tracker

Once you are in the **Online Sale Action Tracker setup mode** you will need to complete 4 major actions:



✓ 2.3 Setup traffic settings

Define the inbound traffic details and how your ads get tracked by the system. All click traffic gets directed to a secure tracking domain to record the event and route the user to the appropriate landing pages.

This is an example of how the basic traffic settings should look on your **Campaign Settings > Online Traffic Settings page** for a fictional website, www.mywebsite.com.

Inbound Traffic Settings

Define how your ads get tracked by the system. All click traffic gets directed to a secure tracking domain to record the event and route the user to the appropriate landing page.

Select Tracking Domain

Warning This cannot be changed after the campaign goes live.

Use system tracking domain

Subdomain must begin and end with a letter and can only include letters, numbers, or hyphens.

Use custom tracking domain (advanced)

Your tracking domain: <http://mywebsite.evyy.net>

Default Landing Page

Update all existing ads to use this landing page.

Note: please allow several minutes for this change to take effect.

SSL Support

My website supports SSL (recommended)

Deep Linking

Allow media partners to deep link to specific pages on my site

Permitted Domains

Comma separate multiple domains

Media Tracking Tag

```
<script type="text/javascript" src="//d3cxv97fi8q177.cloudfront.net/mediasource-A222741-55e7-43c8-8fbc-b8e0e70ef10f1-c-4258.js"></script>
```

✓ 2.4 Action Tracker settings

- A. Define a **Name** for the Action Tracker
- B. Select the **Online Sale Action Type**
- C. Select the **Pixel Tracking** method
- D. Select the **Pending Actions**

Create Online Action Tracker

Step 1: Setup Traffic Settings

Step 2: Action Tracker Settings

Step 3: Tracking Code Integration

Name

A

Action Type

B

Type of business outcome to track and compensate for

Tracking Method

C Pixel Tracking (recommended)

Non-Pixel Tracking (advanced)

Returns Processing

D Process returns using the Pending Actions screen

Automate returns processing (advanced)

Choose how you will submit returns and modifications to pending actions.

Show advanced settings ↓

[Cancel](#)

[Save](#)

[Save & Continue](#)

✓ 2.5 Tracking code integration

The code provided by Impact Radius needs to be modified to work correctly, after creating the **Online Action Tracker** do not copy the code that is provided by Impact Radius. Instead use the code below, and change the values highlighted in **Orange** to ones unique to your **Campaign** and **Action Tracker ID** (explained in step 2.6)

```
<!--Impact Radius Tracking Code.
Removal or modification of this code will disrupt marketing activities. This code is property of Impact Radius, please do not remove or modify
without first contacting Impact Radius Technical Services.-->

<script type="text/javascript" src="//d33wwcok8lortz.cloudfront.net/js/###/#####/irv3.js"></script>

<script type="text/javascript">
// required advertiser supplied values
  irEvent.setOrderId("#{order.id}");
// At least one item is necessary. The parameters are
// cat: A category, for example "electronics". Required
// sku: A unique product identifier, or Storage Keeping Unit
// amt: The total sale amount for this line item. Required
// qty: The quantity of the line item. Required.
<repeat value="#{order.allItems}" var="orderItem">
irEvent.addItem("#{orderItem.productDisplay}", "#{orderItem.productName}", "#{orderItem.priceTotalUSD.textValue}", "#{orderItem.quantity}"); //
56 identical gizmos at 2000.00 each
</repeat>

irEvent.setCurrency("USD");
irEvent.setSubTotal("#{order.subTotalUSD.textValue}");
irEvent.setPromoCode("#{order.coupons[0]}");
irEvent.setCustomerId("#{order.reference}");
irEvent.setOrderId("#{order.reference}");
irEvent.fire();

</script>

<repeat value="#{order.allItems}" var="orderItem">
irEvent.addItem("#{orderItem.productDisplay}", "#{orderItem.productName}", "#{orderItem.priceTotalUSD.textValue}", "#{orderItem.quantity}");
</repeat>
```

✓ 2.6 Modifying the code

- 1) Copy the above code to your clipboard; please note we still need to input the missing unique values within the code. Paste into a text editing program and make the needed changes.
 - 2) Replace the first value represented above as **###**. This is your **Campaign ID** and can be found by navigating to the **Gear/Settings icon** in the top right of the Impact Radius Dashboard, then selecting **Manage Campaigns**. Your Campaign ID will be a four-digit number displayed under the **ID field**. (**Settings > Manage Campaign > ID**)
 - 3) The next set of numbers displayed above as **#####** is your **Action Tracker ID**. To enter this information into the **Tracking Code** you will need to find your **Action Tracker ID** by navigating to (**Tracking Settings > Action Trackers > (ID)**) without parenthesis into the Tracking code.
 - 4) Once this is complete, paste the entire code with the replaced values into your **External Tracking** area.
- Resume at this point to place the tracking code in your FastSpring account.

✓ 2.7 Test the Action Tracker

Validate Your Action Tracker >> Campaign Settings > Action Tracker > Select >> **Test**

To validate if you have implemented the Impact Radius tracking code successfully you will need to create a test conversion (generate a sale) and submit it back to Impact Radius. By clicking on the **Test** link you will be redirected to the campaign's default landing page URL where you must generate a test sale within 5 minutes after clicking on the **Start Test** button.

To perform the test we suggest using a 100% coupon created in your FastSpring account to make sure the coupon code passes (also test with multiple items in the cart -- if applicable) and with a dollar amount.

affiliatetracker (9588) Actions ?

Test

Start

Complete a Conversion

Verify Information

Please generate a conversion on your site

Once you have generated a conversion on your site, our system will verify that the correct information is being passed through. This verification process should take less than a minute after you have completed the conversion. After our system verifies the conversion data, you will be asked to verify that the correct values have been passed.

Verify Test Later Terminate Test

Verify the sale details are correct in the open Impact Radius window (pretax, pre-shipping and post-discounts!). If it continues to say **“waiting on conversion data”** there is an issue with the pixel implementation. To check this, send your technical resource the HTML source code (if necessary).

✓ 3. Add and customize the Insertion Order

Once your **Action Tracker** is set up you can now create your **Insertion Order (IO)**. The IO is the legal agreement under which you will pay the media fees and enter partnership with the media partners. Therefore, in the IO you will need to:

- ✓ Establish the media partner **Payout Terms**. For regular revenue share program you will need to set a commission percentage percentage (%) that the media partners will receive from the total sale (before taxes and other fees). **An average commission percent for FastSpring partners is 30% of the sale.**
- ✓ Click **Referral Period** or **Cookie Availability**. This is the number of days or hours a media partner will be given credit after the referred click. Because many of the software products offer consumers a 30-day trial period we recommend you **set the minimum referral period to 45 days.**

Optionally, you can also set up a more advanced payout scheme by implementing a **tier-based bonus program** in order to incentivize your media partners with higher commissions based on their higher sales volumes.

Once you start recruiting partners into your program you will also be able to offer:

- ✓ **Private IO** – unique to one media partner to which you want to offer exclusive commissions
- ✓ **Group IO** – unique to a certain group of media partners

✓ 4. Customize system emails

We recommend all advertisers send customized emails to their media partners. Out of all system emails, one of the most important is the **Welcome Email** that a newly signed up Media Partner will receive automatically after they get accepted into the program.

Some tips for your Welcome Email content are provided below – feel free to customize the template with your own company program details!

Hi {firstName},

<p>Congratulations, your Affiliate application has been approved!

As our affiliate you will be able to promote our top selling titles:

- **X – award winning productivity tool , 1 user – 1yr, price 29.99 USD**
- **Y – multimedia software with +10,000 monthly downloads, 1 user – lifetime license , price 39.99 USD**
- **Z – top industry performing software , 1 user – 3 yrs, price 24.99 USD**

You will earn a **X%** commission per sale while having access to up-to-date marketing materials, exclusive offers, and to the affiliate support center (link to: <https://help.impactradius.com/hc/en-us/categories/200199765-Media-Partners>)

The next steps needed to sell our products:

- **Log into your Impact Radius affiliate account (link to: <https://member.impactradius.com/login.user>)**
- **Go to My Campaigns tab and select the MySoftwareCompany Affiliate Program**
- **Pick your affiliate custom link from the Tracking Link box and publish it on your website.**

You can also choose among several banners, text links and offers to promote in the “View All Ads” area or request specific materials from us directly.

If you have any questions regarding **MySoftwareCompany** affiliate program or products please do not hesitate to contact us at info@mysoftwarecompany.com </p>

Sincerely,

MySoftwareCompany Affiliate Program

✓ 5. Insert creative ad

In order to go live you will need to upload a minimum of one (1) creative that will help your partners promote your products. The Impact Radius system supports a wide variety of creative formats the most popular being banners, text links, and sponsored texts.

You can start with a text link which can be a link redirecting to an existing campaign landing page.

Search Ads

Create Ad Bulk Upload

Recently Updated

Last day	0
Last 7 days	0
Last 30 days	1

Ad Types

Online Tracking Link	1
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Ad Sizes

No information available.

Name, label, ID Ad Type: All Label: All Promotion Type: All Status: Active Deal: All

Apply Deal More actions

Ad ID	Preview	Ad Name	Ad Type	Date Active	Deal	Status	Performance	Actions
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✓ Next steps

Some additional steps to take after launching your Affiliate Program:

- ✓ Create a **Test Affiliate Account** yourself in order to find out how the information is shared with your Media Partners but also to see how you compare to other Advertisers.
- ✓ Create a dedicated page on your website where you list all of your program's benefits. Make sure you get your **Affiliate Signup Promo Link** and template from the Impact Radius interface and place them on your page.
- ✓ **Communicate constantly with your media partners** and inform them at least once per month about your latest product marketing plans such as launches or promotions.

Check out the **Impact Radius Help Center** for more information about **Advanced Settings** or reach out to support@fastspring.com

FastSpring