



Web Marketing Service Affiliate Quick Start Guide

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INTRODUCTION

CHANGE LOG

There are so many new and exciting features in the Web Marketing Service that will affect you, as an affiliate.

- Affiliate IDs are now universal. You will only have one Affiliate ID. You will no longer have to log in with a different Affiliate ID to see information on different affiliate programs across sponsors.
- More options have been added for Webmaster emails; Affiliates now have the option of opting out of Webmaster emails.
- Affiliates can add custom parameters to track, store, and make available for reporting. Values may be passed through the link code for affiliate or sponsor use.
- Affiliates may choose to hide contact information from Webmasters.
- New Marketing Materials system allows you to search for material by category or name.
- New Marketing Material code generation allows you to add redirect URLs, define custom parameter values, or set up name and value pairs to pass through.
- You can now search for sponsor programs to join. Program searches now include:
 - The ability to search for programs by name, sponsor, categories, marketing keywords, dates, and specific payout settings.
 - Full details about the programs are viewable.
 - Request to join a program from the Admin System.
- The new Program Management screen allows you to:
 - View and filter a list of your programs.
 - Un-join programs.
 - View more details about each program.
 - Override traffic headed to one program and send it to a different program, allowing you to manage old, expired, or un-joined programs without re-generating code.
 - Refer other affiliates to a program.
- Configure your minimum payout from the admin system (the default value is currently \$25).
- An Asset Performance report has been added.

ACCOUNT PROFILE

The Account Profile area gives you the ability to make changes to your account information and configuration. To make changes:

1. Make any appropriate changes to your personal account information in the **Account Details** element.
2. Edit any program-related options in the **General Configuration** element.
3. Click **Save**.

FIND/COMPARE PROGRAMS

The **Find and Compare** tool allows you to search for specific programs, compare the details of those programs, and make a decision about applying to that program.

To use the tool:

1. Choose **Find/Compare Programs** from the menu.
2. Complete the necessary fields in the **Program Search** element and the **Select Categories** element.
3. Click **Submit**.
4. In the **Lookup Results** element click **Join Program** next to the program you wish to join, or select the **Compare** box to compare up to three programs.
5. Review the program details in the **Compare Program Details** element and select the **Join Program** box beneath the program if you wish to join the program.
6. Click **Submit**.

MANAGE PROGRAMS

You can use the program management area to review the programs you currently belong to, refer other affiliates to a program, generate link code for programs, override program settings, modify your notification settings for a program, or remove your membership from programs.

To make changes to your program preferences for a program you currently belong to:

1. Use the **Program Lookup** element to locate programs you belong to.
2. Click on the program you wish to manage.
3. Click **View Details** to make changes to a program.
 4.
 - View the specifics of the program in the **Program Details** element.
 - Change the link direction in the **Override Program** element.
 - Modify communication settings in the **Email Notifications** element.
 - Make a referral in the **Refer Affiliate** element.
 - Use the **Generate Link Code for Program** element to retrieve HTML code for your site.
4. Click **Save**.

To un-join a program:

1. Use the **Program Lookup** element to locate programs you belong to.
2. Click the box next to the program(s) you wish to un-join.
3. Click Un-join Selected Programs.

FIND MARKETING MATERIAL

When you need to locate marketing materials for a program that you belong to you can do it from this page.

1. Locate marketing materials by completing fields in the **Marketing Material Search** element and the **Select Categories** element.
2. Click **Submit**.
3. Locate the marketing material that you need in the **Lookup Results** element.
4. View the details for marketing material in the **Marketing Material Details** element.
5. Click to select the **Generate Code** box next to the marketing material that you need.
6. Complete your parameters in the **Generate Link Code for Marketing Material** element.
7. Click **Generate Code**.

FURTHER READING

The [Affiliate Admin Help](#) contains more detailed information should you need it. From inside the Affiliate Admin, click the help icon at any time to view help.