



Web Marketing Service Quick Start Guide

TABLE OF CONTENTS

| | |
|---|---|
| Web Marketing Service Quick Start Guide | 1 |
| Table of Contents | 2 |
| Introduction | 3 |
| Change Log | 3 |
| Differences..... | 3 |
| New..... | 3 |
| Retired..... | 4 |
| Programs..... | 5 |
| Basic..... | 5 |
| Advanced | 5 |
| Bonuses..... | 6 |
| Marketing Materials..... | 6 |
| Affiliate Details | 6 |
| Email Affiliates..... | 6 |
| General Configuration | 7 |
| Reports | 7 |
| Further Reading..... | 7 |

INTRODUCTION

Welcome to the Web Marketing Service (WMS). WMS is CCBill's new way to market your site on the Web—a total re-think of our Affiliate Program.

This Quick Start Guide will highlight some of the new features that WMS affords you and give you the information you need to quickly set up your Web Marketing Service, along with the resources you need to find more information.

CHANGE LOG

A Change Log is a summary of changes made. The comparison is made between the CCBill Affiliate Program and CCBill's Web Marketing Service.

DIFFERENCES

Differences indicate something changed from CCBill's Affiliate Program to CCBill's Web Marketing Service, including new terminology:

- Affiliates will be issued only ONE Affiliate ID that they will use to enroll in multiple Programs and with multiple Sponsors (clients), as opposed to the previous method of assigning a new Affiliate ID for each program. This eliminates the need for the Affiliate Grouping feature that was present in the Affiliate Program.
- The Affiliate Program only allowed price points from single subaccounts. With WMS you will be able to mix price points from different subaccounts as desired.
- The names of the following have been changed:
 - **Prices** will now be referred to as a **Assets** in the WMS setting.
 - **Subaccounts** will now be referred to as **Asset Groups** in the WMS setting.
 - **Clients** will now be referred to as **Sponsors** in the WMS setting.
 - **Bonus Period Resetting** is entirely customizable by Sponsors. Previously this was fixed at 30 days.

NEW

- There are no limits to the amount of Programs Sponsors may have for each asset group (subaccount).
- Sponsors may now assign only some of the assets (price points) in an asset group (subaccount) to a program.
- Affiliates may search for Sponsors based on program descriptions, categories, and marketing keywords.

- Pay-Per-Click programs are now available.
- New Bonuses have been added for New Sales and Total Rebills.
- Programs and Bonuses can now be set to inactive, or scheduled to activate and deactivate by date range.
- Improved Affiliate Management Tools allow Sponsors to remove Affiliates from all of a Sponsor's Programs at one time or to Blacklist Affiliates.
- Enhanced mail functionality including a new mail editor, more system generated mail features and alerts, and custom email abilities for each program.
- New Reports including Affiliate Overview and Asset Performance.
- Consumer-Affiliate Linking is available; affording Affiliates credit for sales to consumers they previously referred.
- Sponsors may allow/disallow Redirects at both the Affiliate and Program levels.
- A new Marketing Material Registration and Management system that includes:
 - Descriptions, notes, and categories
 - Types (Ads, Banners, Consoles, Videos, and more)
 - Type-Specific Data (Resolution, IAB Standard Category, and more)
 - The ability to link Marketing Material to multiple programs from within the Admin
 - The ability to set Marketing Material to inactive, or to schedule Marketing Material to become active or inactive by date range

RETIRED

- Affiliate Grouping is no longer needed as affiliates will use one Affiliate ID for all programs and clients.
- The Serve Banners option has been retired as we no longer indicate to Affiliates whether Sponsors allow hot-linking to Ads or if they must upload them to their own sites.
- Additional Page and Second Page View Stats have been removed.
- Sponsor Trackers are no longer supported.
- Some Reports have been retired, including:
 - All Stats
 - Banner Statistics
 - Referring URLs
 - Affiliate Clicks

- o Affiliate Conversions
- o Affiliate Referred Affiliates

PROGRAMS

Programs are created to recruit Affiliates to help you sell your product. All Programs must contain a Payout, an Asset, and a status and can be created for both future dates and restricted time periods.

Setting up a Program is the first step when setting up your Web Marketing Service. You may use either the Basic or the Advanced Program features to create your program.

BASIC

The Create a Basic Program page is the easiest way to create a new program, and the way that CCBill recommends you create programs.

To create a Basic Program:

1. Choose the **Program** tab.
2. Click **Create Basic Program**.
3. Select the Account/Subaccount number you wish to create a program for.
4. Click **Select**.
5. Complete the information in the **Program Options, Payout Options, Affiliate Options, Marketing Keywords, Asset Lookup, Email Options,** and **Program Status** elements.
6. Click **Save**.

ADVANCED

The Create and Advanced Program page affords you more control over some of the default options typically set by CCBill, such as:

- **Consumer Tracking**
- **Unique Click Tracking**
- **Affiliate Options**
- **Email Options**

If you need further explanation about these features please visit the help file at <http://help.ccbill.com> for assistance.

BONUSES

A **Bonus Program** rewards referrers at certain levels that you set up to encourage greater traffic from referrers to your site.

To create a Bonus:

1. Enter the name for the new Bonus in the **Bonus Name** field.
2. Enter a description in the **Bonus Description** field.
3. Look up and select the program to link the bonus to in the Program Lookup element.
4. Select the Affiliates Options to associate with the program.
5. Choose the Payout **Options** to apply to the bonus in the Payout Options element.
6. Choose the status for the bonus in the **Bonus Status** element.
7. Click **Save** to save the bonus.

MARKETING MATERIALS

Marketing Materials are used by affiliates to send traffic to your site. CCBill does not host your marketing materials for you, but allows you to register marketing materials so that affiliates can access it with searches. Please create a library or web location for your marketing materials before attempting to register them.

To register new marketing materials:

1. Enter the name in the **Marketing Material Name** field.
2. Enter a thorough description of the marketing material in the **Description** field.
3. Enter the full location of the marketing material in the **Marketing Material URL** field.
4. Enter the location of the marketing material library in the **Marketing Material Library - File or URL** field.
5. Select the categories to place the marketing material in from the **Select Categories** element.
6. Choose the type of marketing material from the **Marketing Material Types** field.
7. Locate and select the program to associate the materials with in the **Program Lookup** element.
8. Choose the appropriate status in the **Marketing Material Status** element.
9. Click **Save**.

AFFILIATE DETAILS

To view affiliate details:

1. Locate the affiliate you wish to view in either the **Affiliate Lookup** or the **Affiliates** element.
2. Click **View Details**.
3. Make any necessary changes in the **Affiliate Details** element.
4. Utilize the **Global Functions** element as necessary.
5. Make any program changes in the **Affiliate Programs** element.
6. Click **Save**.

EMAIL AFFILIATES

To email affiliates:

1. Choose the appropriate radio buttons in the **Send Email To** and **Select Affiliates By** fields (The choice you make here determines the next two steps):

- a. If you chose *All affiliates from specific programs* in step one, use the **Program Lookup** element to select the program to list affiliates from, then click **Add Selected**.
 - b. If you chose *Specific affiliates* in step one, use the **Affiliate Lookup** element to choose the affiliates to email.
2. Use the **Compose Email Message** element to create a new email or load an existing template from the **Email Templates** element.
 3. Click **Save** to send the email.

GENERAL CONFIGURATION

The settings on this page enable you to determine how your account interacts with affiliates and **your Inventory Explorer** options.

1. Choose the appropriate settings in the **Affiliate Default Options** element*.
2. Edit settings in the **Blocked Affiliate Countries** element as necessary.
3. Make any necessary changes in the **Inventory Explorer Display Options** element.
4. Click **Save**.

*Any settings made here will be overridden by any settings made at a program-level (Create an Advanced Program)

REPORTS

After you've created your program and are receiving traffic from affiliates you will want to view data about your programs. Many reports are available for you to view in the **Reports** section of the Admin Portal. Please refer to the help file for further details about sponsor reports.

FURTHER READING

For further explanation and more information about these and other features please visit the help file at <http://help.ccbill.com>.

