

Getting Started Guide

Welcome to Tradedoubler!

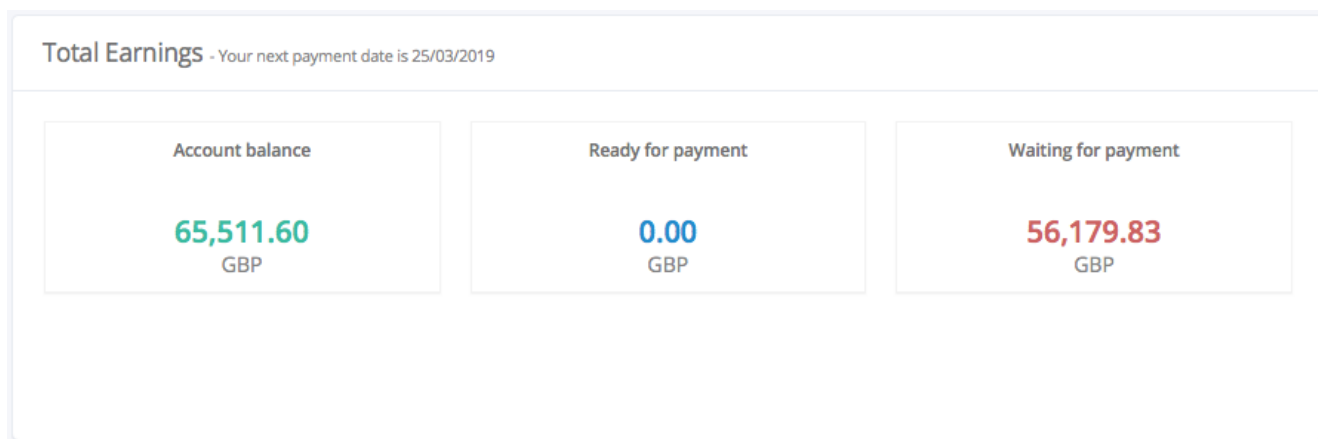
The following guide will help you get started. Follow the easy steps below to link to advertisers and start earning commission.

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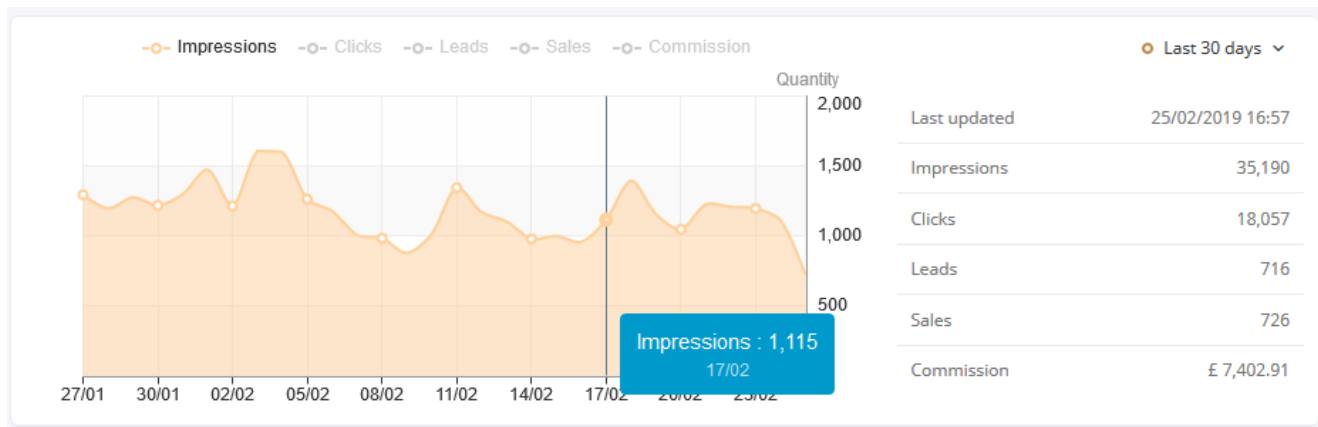
Introducing your Publisher Account

Account Snapshot

The “Approved & Cleared” balance displayed on the first page of the interface is the amount generated since the last payment and is funds owed to you and ready to be paid. The “Total Approved Balance” displayed includes all the fund that have been approved by the advertisers but not paid yet, while “Total Pending Balance” is displaying the total amount of commissions not approved by the advertisers yet.



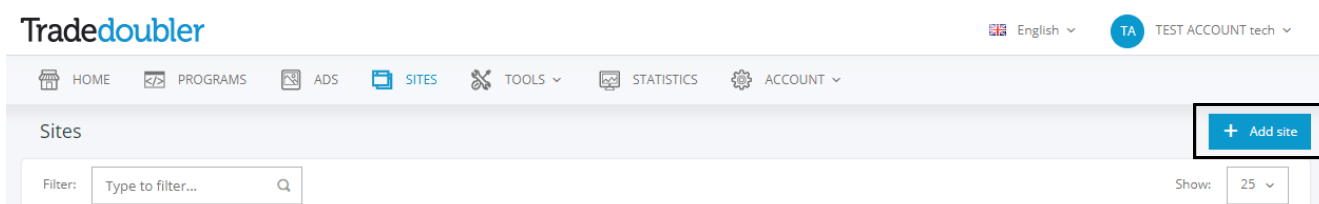
The account snapshot provides a quick overview of your account over a given time period.



Publisher Account Settings

Add websites

You can add multiple websites in one account; they can be for several markets or for the same. You will have a unique site id for each website and you will need to apply for the programs with the website you plan to promote them with.



To add a new site, go to “sites” > “add site” located to the far right

*please note you will need to follow the verification process for each site you add

Cross Border

You can choose to work with other markets by selecting the country you would like to promote when you add each new site. Once a site is added for a specific market you will be able to apply for the programs in that country.

Verifying your site

The verification process is very important, as until you have proved you own the URL you have registered with you will not be able to apply for affiliate programs.

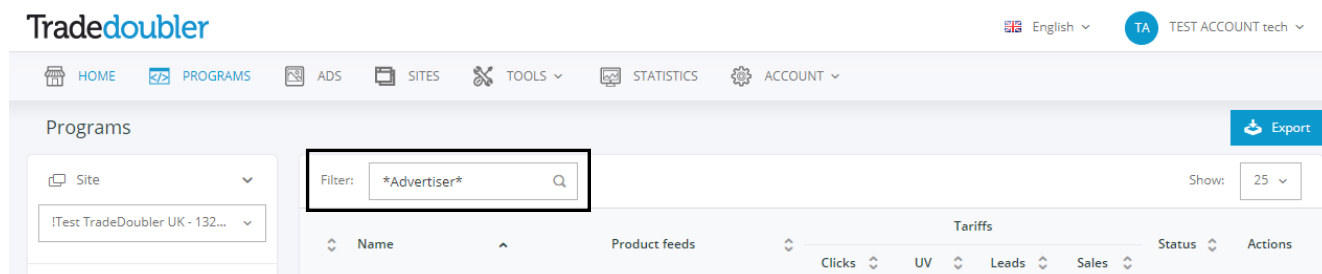
In order to verify your site/sites you will need implement a code into the source code of your site, the instructions will be explained on the interface. If you are unable to verify your site using the methods described from within your account then you can contact the [publisher support team](#), who will be able to provide you the instructions for manual verification.

Applying For Programs

The first thing you need to do once you have added all sites/markets and been verified is to search for and apply to all the programs you would like to work with. There is no limit to the number of applications you make, but we advise publishers to apply for advertisers their business model/content will complement.

Featured and new programs are presented on the first page of the interface and it is possible to apply directly by clicking the button ‘apply’

You can also use the search functionality accessed from the tab programs > Filter



There are several ways of searching for programs, these are a few:

1. Filter by drop down menu.
 - Search for all available programs by leaving the field in Filter empty. Change Rows per page to a high number e.g. 50 or 'All'.
 - Search for a specific program by entering a full or partial program name in the 'Type to filter...' field.
 - Search by category, select one or more categories that fit your website and search for programs in those categories. To search for multiple categories select the appropriate boxes on the dropdown menu.
2. If you have multiple websites registered with Tradedoubler make sure you select the website that you want to apply with from the Site dropdown list.
3. You can also view programs via Excel format. Simply click the 'Export' button above 'Show' within the programs tab

Tradedoubler

English TA TEST ACCOUNT tech

HOME PROGRAMS ADS SITES TOOLS STATISTICS ACCOUNT

Programs / Groupon

Groupon - 264887

Contact: Generic User

Email:

Standard Tracking Link

<https://clk.tradedoubler.com/click?p=264887&a=132234>

Information

Help your users discover unbeatable deals with Groupon!

Groupon is a global leader of local commerce and the place where you can find amazing deals everyday starting from vouchers for spas & restaurants, to deals on leisure, travel beauty, goods & sport at an unbeatable price up to 70% off in more than 500 cities and 47 countries around the world.

Site & commission structure

Site: [Test TradeDoubler ...] **Apply**

Status: NOT APPLIED TO

4. To join a program, either click the program name and select Apply (above) or click the Apply link in the Status column (below).

Filter:

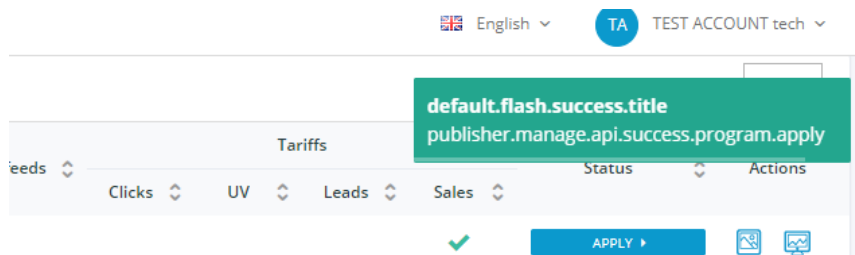
Show: 25

Name	Product feeds	Tariffs				Status	Actions
		Clicks	UV	Leads	Sales		
121 Car Hire - 246285	✓				✓	APPLY	
192.com - 195225					✓	APPLY	
1pMobile - 275727					✓	APPLY	

Program Settings/ Apply

1. If you have multiple websites registered with Tradedoubler select your **Site** in the dropdown list and make sure to select a category.
2. Click Apply for this program.
3. You will instantly receive an email notifying you that you are under consideration for the program.

4. The advertiser reviews your websites and will decide whether to accept or deny your application. This can take up to 14 working days. You can in most cases start earning commission from that program immediately by placing ads on your website, however, if you are subsequently denied on the program you will lose any commission that might have been earned during the application process.



Application on hold:

The application can be put on hold as the application can get sent to the account manager or the client, but if you have been on hold for more than 5 working days, then please do contact the publisher support.

TIP: You should apply to programs that are relevant to your website content in order to increase your conversions.

Selecting Ads, Links and Banners

Find Program Ads

You can now start adding ads to your website. If your application is 'under consideration' you will still be able to put the ads up but not all programs allow you to promote them whilst under consideration. You can search for ads in a program in different ways:

1. Search for the program by clicking the **ADS** link tab on the navigation bar
 - If you have multiple websites select the correct site in the site field.
 - Enter Program Name or ID in the Program Field
 - Click Filter

2. There is a dropdown menu in 'Ads' called **Type**. By clicking this, you can filter by ad type here.
3. You can also search for the program under the 'Programs' tab.
 - In the 'Filter' search bar, search for the specified program by name or program ID.
 - If you have multiple websites select the site you want on the left.
 - Then click the 'Ads' icon, to the right of the desired program under the Actions column.
 - By clicking this link, this will take you to the 'Ads' page, where you can fill in relevant details.
4. Under the 'Ads' page, filter 'Type' to **Image** in the dropdown menu, or click a suitable category.

The 'Size' column displays a breakdown of the available ad sizes for the program based on the most common banner dimensions. You can insert the size in the filter box to display all the relevant ads.

The screenshot displays the 'Ads' management interface. At the top, there is a navigation bar with links: HOME, PROGRAMS, ADS, SITES, TOOLS, STATISTICS, and ACCOUNT. Below this, the 'Ads' section contains filter options for SITE (Test TradeDoubler UK - 132234) and PROGRAM (Accorhotels - 31820). A 'TYPE' dropdown menu is set to 'Image'. A 'Filter' search bar is present with the text 'Type to filter...'. A 'Show' dropdown is set to '25'. Below the filters is a table with columns: Preview, Name, Type, Size, Last modified, and Get code. The table contains one entry for 'IBIS_STYLE.jpg - 22565258', which is an 'Image' with a size of '400x400', last modified on '31/05/2016 12:05'. A preview of the ad is shown on the left, featuring a green pillow with 'ibis STYLES HOTELS' text. A 'Get code' link is provided for each entry.

Preview	Name	Type	Size	Last modified	Get code
	IBIS_STYLE.jpg - 22565258	Image	400x400	31/05/2016 12:05	Get code

Select Ad

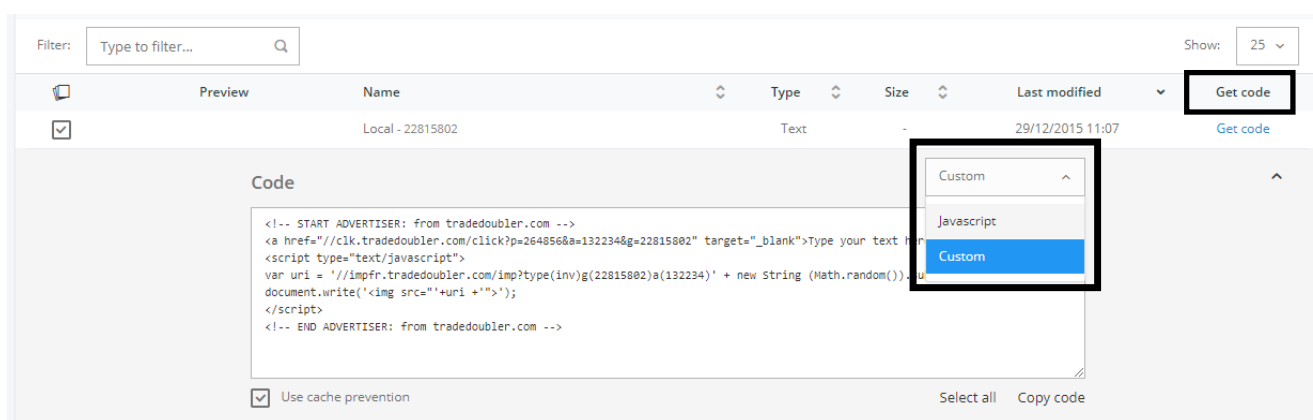
The list of ads includes different types of ads; Text Links, Images Links, HTML banners and Flash ads.

1. Select ad and click the link Get Code

Get Code

When you click 'Get code' code a menu expands and opens with the HTML Code. Now all you need to do is to select the options for the code and copy and paste onto your website. You can also use the 'Select all/Copy code' functions.

The 'Get code' menu displays different code options depending on the type of ad. The example below is the code for Text Link.



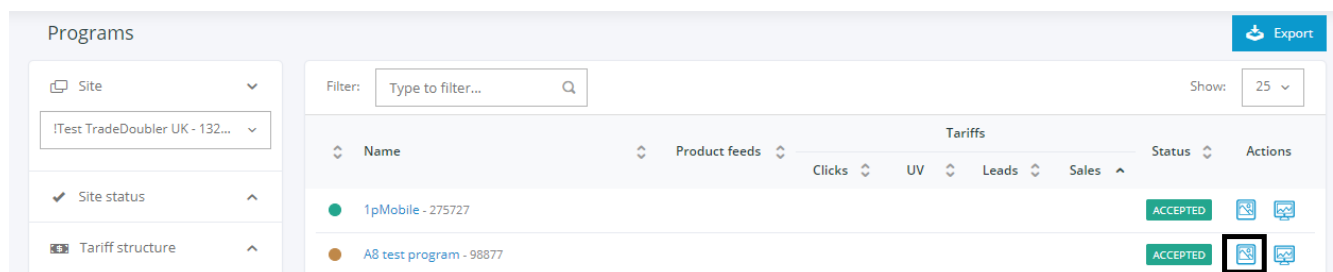
1. Choose the website where the ad is to be published. You can only choose between websites with the status Accepted or under consideration.
2. Tick the 'Get Code box to select:
 - Javascript
 - Custom
 - HTML
 - iFrame

3. Use cache prevention (optional): Tick "enable", cache prevention is used to make sure that the browser does not cache the link and thus guarantees that all impressions are accounted for.
4. Copy the code and paste it in the HTML code of the website. It might take up to 15 minutes before images appear on the website.

Creating Links/ Graphical elements / Deep-links / Banners

To start adding links, banners and ads on your site you need to select a program that you have applied to and then choose a graphical element or a text link for the program. There are many ways to do this.

- Click on the 'Programs' tab on the navigation bar and search/select the programs from the search bar at the top.
- Once you have chosen your program, click the 'Ads' picture icon under the actions tab, outlined below.
- This will take you to the Ads page, where you can filter by type to Custom HTML, Image or Text.
- Click the Filter button to view specified results.
- Once you have decided on a link please then click on 'Get Code'.



A dropdown will appear with the HTML Code. You can also change the code type by the dropdown arrow. Now all you need to do is copy and paste this code into your website.

The screenshot shows the Tradedoubler Ads management interface. At the top, filters for 'SITE' and 'PROGRAM' are set. The 'TYPE' dropdown is set to 'Image'. Below, a table of ads is displayed. The first ad, 'Cyber Monday120x600 - 24117554', is selected. The 'Code' section shows a JavaScript snippet. A dropdown menu is open, showing options: Javascript, HTML, Javascript (selected), iFrame, and Custom. The 'Get code' button is highlighted.

Alternatively, if you know the program you want to add graphical elements for, you can use the 'Programs' search bar under the Ads tab on the main page, when you login to your Tradedoubler account. As shown above, click on the 'Type' dropdown, choose for site, and then click 'Filter'.

Text Links

Text links are used to link directly to the advertiser's website. Deep linking is a text link that directs the visitor to a specific page on the advertiser's website rather than to the home page. As the target URL contains content to the advert. Deep linking results in much more targeted linking.

You can search for links available in a program by clicking the Ad icon next to the chosen programs under the programs tab, select 'Text' as the search type.

1. Select your ad and click on "Get Code."
2. Select text link format
 - Full anchor Tag
 - Plain URL
3. Enter anchor text replacing "Type your text here"
4. Test your text link
5. Copy and paste the code onto your website.

Code Custom

```
<!-- START ADVERTISER: from tradedoubler.com -->
<a href="//clk.tradedoubler.com/click?p=318206a=407311&g=24220632" target="_blank">Type your text here</a>
<script type="text/javascript">
var uri = '//impfr.tradedoubler.com/imp?type(inv)g(24220632)a(407311)' + new String (Math.random()).substring (2, 11);
document.write('');
</script>
<!-- END ADVERTISER: from tradedoubler.com -->
```

☒ Use cache prevention Select all Copy code

Deeplink Generator

You can now easily create custom deeplinks by clicking on “tools” < “Deeplink Generator”.

- 1) Select your Site Name or ID
- 2) Select the program which you want to promote
- 3) Under “Landing page URL” paste the advertiser URL that you want to promote.
- 4) You can optionally add a Click Reference (EPI and EPI2)
- 5) Select the desired format and copy the link

Tools / Deeplink generator

DEEPLINK GENERATOR

Site *

Site name or ID

Program *

Program name or ID

Landing page URL *

https://

Ad ID

ID

Click reference (EPI) *

Your click reference

Limited to 54 characters / 54 remaining

Click reference (EPI2)

Your click reference

Limited to 54 characters / 54 remaining

Format

☒ URL ☐ HTML

Your tracking link

Your tracking link

Copy link

Fields marked with an * must be completed

Voucher and Product Feeds

Vouchers & Deals

This can be found when you go to the ‘tools’ on your publisher account toolbar, and click “find vouchers”. Here you will see all the vouchers for all the programs you have been accepted to, but some programs do not have any vouchers available. The [voucher open API manual](#) will guide you through how to implement and use this feed on your site.

Product Feeds

This can also be found under 'tools', then clicking on 'Feed'. Here you will be able to see what product feeds are available for the programs you are accepted onto. You will be able to download the report and customize the report you download with any format changes and specific details. If you have any question regards this. Please can contact your local publisher support team. The [products open API manual](#) will guide you through how to implement and use this feed on your site.

Payments

Tradedoubler makes payments to publisher once a month (usually every third Tuesday of the month), you will be able to see the next payment date in the homepage next to your **Total Earnings**. You will be able to see how much you will be paid by looking at the **Ready for payment** box.

If you need to change the (Business type) or (Bank account country) please contact your local publisher support team.

Payment Threshold

Amount limits			
Normal		February	
Austria	25	25	EUR
Belgium	50	30	EUR
Brazil	200	200	BRL
Denmark	400	250	DKK
Finland	50	30	EUR
France	50	30	EUR
Germany	25	25	EUR
Ireland	30	30	EUR
Italy	50	30	EUR
Lithuania	Not paid through system		
Netherlands	50	30	EUR
Norway	500	250	NOK
Poland	150	110	PLN
Portugal	50	30	EUR

Russia		Not paid through system	
Spain	50	30	EUR
Sweden	500	300	SEK
Switzerland	40	25	CHF
UK	30	20	GBP

**If you want to increase the minimum threshold, please contact your local publisher support team.*

Reporting

General overview

This report provides a summary of your activities and can give a precise description on the data of your choice in a specific time lapse. You can run the report on all your websites or choose a specific website and then select a specific program. Select the information that you want to see in the report using the dropdown menus in **Statistics**. Click the 'Group By' box on the right to filter by date, and click current/custom range in 'Period' to run a drill down **Day by day**.

The screenshot shows the Tradedoubler web interface. The top navigation bar includes links for HOME, PROGRAMS, ADS, SITES, TOOLS, and a highlighted STATISTICS link. The user is logged in as 'TA TEST ACCOUNT tech'. The main content area is titled 'Statistics' and contains several filter sections. On the left, there are dropdown menus for 'SITE' (set to 'All'), 'PROGRAM' (set to 'All'), and 'AD ID' (set to 'All'). On the right, there is a 'PERIOD' field showing '01/03/2019 - 12/03/2019' and a 'GROUP BY' dropdown set to 'Date'. At the bottom right of the filter area are 'Export' and 'Run report' buttons. At the bottom left, there is a 'Show/Hide AccessToken' button.

Statistics can also be viewed in the Publisher Account Snapshot on the first page of the interface where the account balance is also displayed.

Activity Overview

Here you will be able to find in detail all the transactions tracked for all your sites. Utilising the various filters you'll be able to get an overview per site, filter the transaction using your internal Sub IDs or looking for a specific keyword.

Glossary

Impressions: the number of times ads on your website have been viewed in that program.

Unique impressions: Number of responses to page requests from a visitor's browse within a predefined time period (most advertisers do not track this event).

Clicks: Number of times ads on your website were clicked on in that program.

CTR (click through rate): Clicks divided by impressions times 100.

Unique Visitors (UV): One click per visitor per predefined time period, for example; if the same user clicks on an ad 10 times in one hour that will register 10 clicks but only one unique UV.

UVR (Unique Visitor Rate): UV divided by impressions times 100.

Leads: The numbers of leads generated from the website in that program, Leads are generally completed actions without a sale, for example an application.

LR (Lead Rate): Leads divided by impressions times 100.

Sales: The number of Sales generated from your website in that program.

GBP (or other currency): Generated commission.

CR (Conversion Rate): Sales divided by Clicks.

Order value: The total basket value of goods purchased via the website.

Digital wallet: Deposits and Withdrawals. Manual transactions that have been paid or removed by Tradedoubler or a Tradedoubler Advertiser.

Commission: The total commission earned from your website by promoting Tradedoubler advertisers.

Cookies and Login Problems

Please read through if you are experiencing any problems with logging in to your account.

The cookie can be blocked from any browser or security software installed on your computer and not just the ones you are currently using:

We have had reports that some Internet security software sometimes adds www.tradedoubler.com to the list of blocked domains. If this is the case you will need to:

- Check whether you are blocking www.tradedoubler.com
- Check whether you have added www.tradedoubler.com to your safe list - Check any new or existing security software to see if you are blocking www.tradedoubler.com

If you are using Internet Explorer:

Please visit link below for most recent browser instructions:

<http://windows.microsoft.com/en-GB/windows-vista/block-or-allow-cookies>

You must repeat this process of ALL versions of Internet Explorer that are installed on your computer. Even an old copy of IE6 which has gone unused for some time, can still has an active blocked list that can cause these issues.

If you are using Firefox:

Please visit link below for most recent browser instructions: <http://support.mozilla.org/en-US/kb/enable-and-disable-cookies-websitepreferences>

If you are using Chrome:

Please visit link below for most recent browser instructions: <https://support.google.com/chrome/answer/95647?hl=en-GB>

If you are using Opera:

Please visit link below for most recent browser instructions: <http://www.opera.com/help/tutorials/security/privacy>

If you are using Safari:

Please visit link below for most recent browser instructions:

http://support.apple.com/kb/index?page=search&src=support_site.kbase.search&locale=en_US&q=manage%20cookies

Please also check all versions of browsing software that you have on your computer (used or unused) as their “blocked lists” can still affect your ability to receive cookies and view websites. For example, if you use Firefox, any old versions of Internet Explorer should also be looked in to.

Contact us

For further assistance with your publisher account, please contact your local publisher support team.



publisher.uk@tradedoubler.com



publisher.ie@tradedoubler.com