OMG Affiliate Programme Set Up Guide

Document ID / Version	IG-07-OMG Version 1.1
Issue Date	13th December 2007

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Introduction

This document details how your OMG affiliate programme will function and outlines the information that we require from you in order to successfully launch your campaign across our network, and subsequently market it to best effect.

How it works

As part of joining the OMG affiliate network you will need to supply banners, buttons, and editorial which we will make available for placement by approved affiliates. Once applications to join a programme have been approved by OMG and yourselves, affiliates select your advertisements (banners or text links) from within their account logins and place them on their website.

When a visitor to an affiliate's website clicks on one of your advertisements they are referred through to the relevant section of your site and a cookie is placed on the visitor's browser that identifies your programme, the affiliate and the user. When the visitor makes a purchase or completes a transaction relevant to the campaign online, the transaction is tracked and recorded. OMG then collects and processes the agreed payment from you and passes on the affiliate's commission. Simple!

Steps involved

Following the steps below will lead you through the process of setting up and launching your programme, whilst the checklist in Appendix I lists the requirements in full.

Step 1 - Agreeing the terms of the programme

OMG will supply you with a contract outlining the terms and conditions of the programme, which needs to be signed and agreed. The commission forms part of this contract and needs to be agreed before the campaign commences.

A competitive level of commission depends on a number of factors - the nature of the product(s), their competitiveness, your brand strength, the level of exposure required and any competitor activity - OMG will advise an appropriate commission level and structure based on these considerations.

Step 2 - Setting up the programme

Once the contract has been signed and agreed we will need the following from you in order to set up the programme within the network:

1. OMG Tracking (or agreed equivalent) implemented within your site
2. Creatives
3. Editorial
4. Campaign requirements / rules (for instance, any brand compliance requirements you might have)

Further details relating to these aspects are included below.

i) Implement OMG Tracking

OMG will supply you with a unique tracking tag which needs to be placed on your post-sale confirmation page - your thank you page, for example. Ensuring the tag is correctly applied is essential to ensure the campaign tracks and reports correctly. Details for implementing the tag are provided below (see technical note).

In order for us to track the programme correctly it is important that your cookie duration is correctly applied when tags are implemented and that we are informed as to the duration set for the cookie.

Example OMG Tracking Tag to be placed on your post-transaction confirmation page:

```
<img
src="http://track.omguk.com/apptag.asp?APPID=Unique_Reference_number&PID=XXXX&M
ID=XXXX&Status=X" width="1" height="1" border="0" />
```

> **WARNING:** *Do not copy the code from the above examples – your account manager will issue you with a tag that is unique to your programme.*

We will provide you with unique MID (Merchant ID) and PID (Product ID) variables, whilst you will need to complete the variable APPID field with a unique reference - for example the customer number.

The status field needs to be completed with either a 1 if the transaction is complete, a 0 if the transaction is rejected or left blank if validation is to be completed offline.

If commission is to be paid as a percentage of the transaction amount the status should be the transaction amount - for example: &status=12.99. Please DO NOT use any currency symbols – this will be handled by OMG.

> **IMPORTANT NOTES:**
>
> *For further information on OMG tracking implementation, as well as details of advanced tracking implementations, see the "OMG Tracking and Implementation – Developer's Guide" document (available from your OMG Account Manger).*
>
> *Also see the "OMG Tracking and Implementation – Developer's Guide" for important information concerning cookie durations.*
>
> *Please refer to Appendix 2 of this document (Potential Tracking conflicts), to ensure that your tracking is correctly implemented.*

ii) Creatives

Banners are a great way of getting brand recognition and we recommend that a broad selection of banner sizes and creative treatments are provided to give affiliates the widest possible choice. Having a banner that fits a niche on an affiliate's page could be the difference between them running your campaign or AN Others. Creatives can be supplied in gif, jpg or .swf (Macromedia Flash) format and in various sizes but the following are most common:

Size (pixels)	Format
468x60	Standard banner
728x90	Leaderboard banner
160x600	Skyscraper
120x600	Narrow skyscraper
125x125	Square banner
120x60	Small banner
100x100	Button banner

We will also require a brand logo to be supplied in gif format (120x60) for use on omguk.com when we launch your campaign.

Flash Creatives

> **Important Note:** *When supplying Flash creatives ClickTAG must be implemented.*
>
> *The ClickTAG parameter in the swf MUST be entered as* `ClickTAG` *as the Macromedia Flash Player is case sensitive).*
>
> *Please ensure that a ClickTAG is applied to all flash creatives - failure to do so may result in a delay in the setting up of your programme.*

The ClickTAG code must be added to a 'button' layer to allow the click to be tracked by OMG and redirected to the merchant site. Example code is shown below:

```
on (release) {

getURL(_root.ClickTAG, "_blank");

}
```

For further information on ClickTAG implementation see:

http://www.macromedia.com/resources/richmedia/tracking/designers_guide/

> **NOTE:** *In the above example, ClickTAG is shown in the incorrect case for OMG. It must be entered as ClickTAG.*

Displaying a Flash Creative using ClickTAG from an HTML file:

The following is an example of a page that an affiliate could use – this code is generated automatically for the affiliate by OMG's Creative script.

```
<object classid="clsid:D27CDB6E-AE6D-11cf-96B8-444553540000"
codebase="http://download.macromedia.com/pub/shockwave/cabs/flash/swflash.cab#v
ersion=6,0,29,0" width="468" height="60">
  <param name="movie" value="acreative.swf?ClickTAG=http://www.omguk.com">
  <param name="quality" value="high">
  <param name="menu" value="false">
  <embed src="acreative.swf?ClickTAG=http://www.omguk.com" quality="high"
pluginspage="http://www.macromedia.com/go/getflashplayer" type="application/x-
shockwave-flash" width="468" height="60"></embed>
</object>
```

There is a maximum limit of 300k for the file size – although obviously we recommend keeping them as small as possible.

iii) Editorial

Editorial is also a powerful tool for marketing your site and products online. By complementing your creatives, content widens the range of promotional options available for affiliates to present to potential online customers.

Affiliates are given access to content provided by you within their account logins. We are able to host and distribute the content you provide dynamically to affiliate websites ensuring we are in control and that content is kept fresh and up to date.

Editorial can be supplied in any format. Popular options that work well include:

↘ Simple, short company/product description, used mainly with a banner or as stand alone listing text (approx 75 - 100 characters in length).

Example - One line: "Low interest rates, 3 month repayment holiday, click here for further information"

↘ A summary editorial, normally one paragraph, used by affiliates with more content on their site. (approx 150 - 200 characters in length)

Example - Summary editorial:
"Quick decisions on loans from £1,000 to £25,000, low interest rates and a 3 month repayment holiday from a name you can trust. Click here for an online quote. "

↘ Full product editorial description, normally used by affiliates who are dedicating an entire page to your product.

Example - Full editorial:

"Your product puts all your money in one place - from your mortgages and loans to your savings and current account - saving you thousands of pounds in interest charges and giving you the flexibility to live your life differently.

The right way to manage your money is to put it all in one place. This gives you one balance that reflects your overall financial picture. But that might not always be how you want to look at your money. That's why not only can you look at the product as a whole - you can break down your account balance in any way you like. That way you can see your savings, borrowings and other money as individual balances - just like you would with a normal mortgage, current account and savings account.

So you get the best of both worlds. You've got everything in one place - giving you total flexibility and saving you money. And you're still able to see your finances in a way you're used to."

↘ Launch Editorial. We will also need a small amount of editorial to post on omguk.com to promote your product when we launch your programme, for example:

Your product for the customer lifestyle.
"A product for individuals, excellent service for all. A flexible approach to the customer needs, products and services styled for the client. Great conversion rates make this an excellent affiliate programme."

iv) Campaign Information

In order to ensure effective promotion of your campaign we need to compile a "Merchant Campaign Guide". The guide contains essential information that will enable us to sell in the virtues of your product to affiliates. It will also contain information useful to affiliates wishing to judge whether the programme will be of value to them. Where possible, we need you to provide the following:

1. Conversion rates from click to sale/app and from app to sale if relevant - This may not be available specifically for affiliate marketing. If not then generic data for online business acquisition will be a useful guide for affiliates.

2. Unique/key selling points - Any positive information about your product(s), service, competitiveness, etc will assist OMG in selling your campaign to prospective affiliates.

3. Keyword bidding restrictions - Are there any terms you wish to prevent affiliates from bidding on?

4. Any other requirements for running the campaign.

5. Is the campaign unique to OMG or is it available via other networks? - If so which?

Step 3 - Launching the program

Once the campaign has been set up and with tracking thoroughly tested your program will be set live within omguk.com. We will then actively promote the program to our affiliate network!

Your Account Manager will provide you with log in details for your Merchant account within omguk.com enabling you access to view activity and data.

The process for approving affiliates will also be confirmed so that applications are effectively dealt with. You may wish to approve applicants or criteria can be agreed and arranged so that we can manage approvals on your behalf.

We can also provide you with an "affiliate sign up" page to link to from within your own web site so that all affiliate enquiries originating from your site can be dealt with by us on your behalf. If you already have a page for an existing scheme then we can provide you with additional links so that your prospective affiliates can benefit from the flexibility of choosing their preferred network.

Step 4 - Post Launch

With all aspects of the launch taken care of and with the OMG Account Managers now fully briefed efforts will now focus on the ongoing post launch campaign push. This will include:

1. Acquiring new affiliates for campaign inclusion.
2. Ensuring that existing affiliates maintain campaigns at a high level of visibility.
3. Managing creative and creative changes.
4. Managing tracking changes and affiliate enquiries.
5. Supplying campaign results on a monthly basis and raising subsequent invoices.
6. Results analysis and feedback with a view to achieving optimum performance.

Appendix 1 - Checklist of requirements

In order to launch your campaign we require each of the following:

1. Contract - Agreed and signed?
2. Tracking - Implemented and tested?
3. Creatives (inc. logo) - Supplied?
4. Editorial (inc. launch copy) - Supplied?
5. Conversion rate - Supplied (if available)?
6. Key selling points - Supplied?
7. Keyword bidding restrictions - Supplied (if any)?
8. Are there any creative or editorial specific landing pages?
9. Running on multiple networks?
10. Any secondary tracking system?

Appendix 2 - Potential tracking conflicts

Secondary tracking systems

If another tracking system is to be used alongside OMG Tracking please inform your account manager to ensure that there are no conflicts.

For example, if another tracking system is being used to verify sales or track your programmes activity independently of OMG Tracking this may result in discrepancies in the reporting if the same criteria is not applied to both sets of tracking.

First or last cookie

Standard practise is for the last cookie to receive the sale.

For example, Affiliate A makes the initial click but no transaction is completed. 5 days later Affiliate B makes another click and completes a transaction event. In this case Affiliate B would be rewarded the commission.

However, in some cases it may be that you would want to award the commission to Affiliate A (first cookie) and this would be dictated through a secondary tracking system. In this case it is vital that OMG is kept informed of your intentions otherwise this could result in tracking discrepancies.

Multiple networks

If the programme is to be offered via multiple networks it is vital that you consider how a sale will be assigned to a network. If left unattended then both tracking systems could record a transaction event.

To avoid this, a method of assigning transactions to a network must be implemented.

Duplicate applications

Any leads which have the same AppID (YourRef) on the same day will be treated as duplicates and removed automatically.

> **NOTE:** *For further information on OMG tracking implementation, as well as details of advanced tracking implementations, see the "OMG Tracking and Implementation – Developer's Guide" document (available from your OMG Account Manger).*

Document Change History

Version	Date	Change By	Reason for Change
1.1	13.12.07	B Robinson	Updated style and added notes regarding use of tags and Flash creatives. Tracking tag implementation information is now in OMG Tracking Developer's Guide.