



# sommovation<sup>®</sup>

THE WINE COMPANY

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Wine Ambassador Onboarding with Impact

MARCH 2025



## Table of Contents

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|                                     | PAGE           |
|-------------------------------------|----------------|
| <b>1. ACCOUNT SETUP</b>             | <b>PAGE 3</b>  |
| <b>2. ACCESSING ACCOUNT DETAILS</b> | <b>PAGE 12</b> |
| • Create Your Shareable Link        | Page 13        |
| • Set Your Deposit Details          | Page 14        |



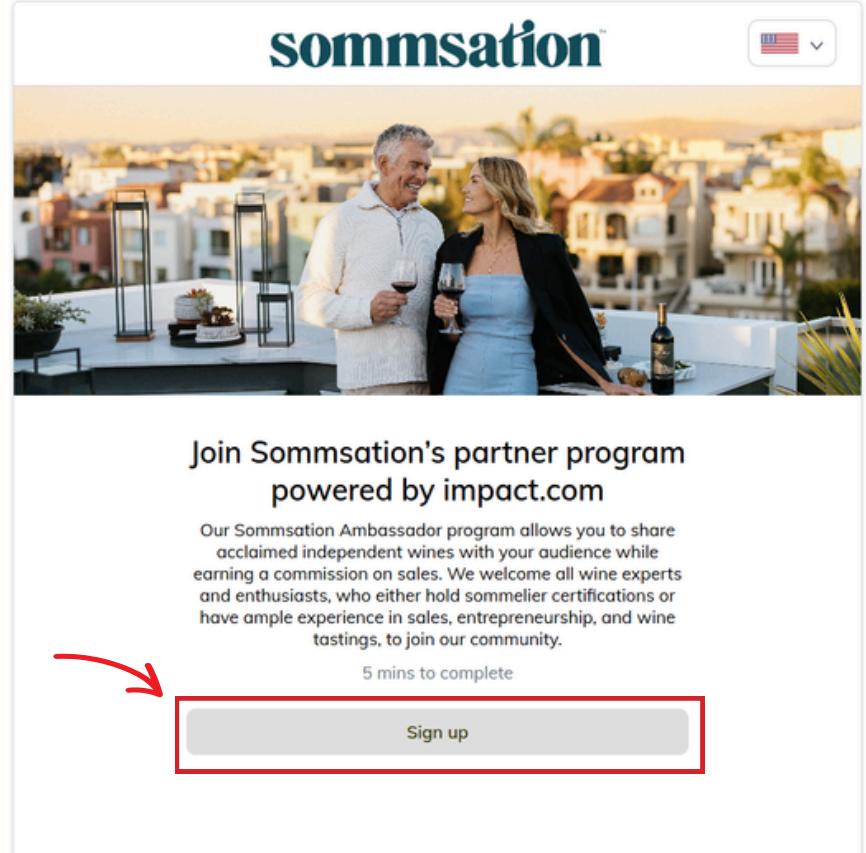
# Account Setup

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## Sign Up via Impact.com

1. Begin the process using the link provided via email
2. Select "Sign up"



The image shows a screenshot of the Sommsation partner program sign-up page. At the top, the Sommsation logo is displayed next to a dropdown menu showing the United States flag. Below the logo is a photograph of a man and a woman standing on a rooftop at sunset, holding glasses of red wine. To their left is a small table with a bottle of wine, glasses, and some fruit. The text on the page reads: "Join Sommsation's partner program powered by impact.com". A red arrow points from the text "Select 'Sign up'" in the previous section to the "Sign up" button at the bottom of the page, which is highlighted with a red border. Below the button, the text "5 mins to complete" is visible.

Join Sommsation's partner program  
powered by impact.com

Our Sommsation Ambassador program allows you to share acclaimed independent wines with your audience while earning a commission on sales. We welcome all wine experts and enthusiasts, who either hold sommelier certifications or have ample experience in sales, entrepreneurship, and wine tastings, to join our community.

5 mins to complete

Sign up



## Review & Accept Terms

- Review the terms
- Further down, you will find a downloadable copy of the agreement for review
- Review the contract
- Select “Accept” at the bottom of the page

The image displays two side-by-side screenshots of the Sommsation platform's contract review interface.

**Left Screenshot: Contract Terms for Sommsation**

- Payout Details:** Default Payout. Note: bonus payout increases will be paid in the form of a monthly performance bonus.
- Payout Adjustments:** A table with columns "CONDITION" and "PAYOUT".
- Bonus Tiers:** Increase payout for all actions based on revenue for each month. A table with columns "TIER", "REVENUE RANGE", and "BONUS RATE".

| TIER | REVENUE RANGE | BONUS RATE |
|------|---------------|------------|
| 1    |               |            |
| 2    |               |            |
| 3    |               |            |
- Payout Restrictions:** A table with columns "CONDITION" and "PAYOUT".

**Right Screenshot: MVP Agreement 8.24**

MCA (found at [Impact Master Campaign Agreement](#)) does not apply if the parties have a separate agreement in place governing this Partner Contract.

A red arrow points from the text above to the "Accept" button at the bottom right of the screen.

By clicking "Accept" I confirm that I have read, understand, acknowledge, and accept the terms and I agree to be bound by them. **Accept**



## Log In

- Select your preferred method to log in
- If you already have an impact.com account, you can link your Sommsation connection by selecting the “Sign in with impact.com” option

The image shows the Sommsation sign-up and log-in page. At the top right is a logo with a small circular arrow icon containing the letter 'S'. To its right is a dropdown menu showing the United States flag. Below the logo is a large "sommsation" text. On the left, there's a "Sign up and start earning" button. Below it, a message says "To get started, please sign up and create an account". A "Sign up with email" button is highlighted in grey. In the center, there are five social media sign-in options: Apple (with the Apple logo), Facebook (with the 'f' logo), Google (with the 'G' logo), X (with the 'X' logo), and LinkedIn (with the 'in' logo). Each option is preceded by its respective logo. Below these is another "Sign in with impact.com" button.

Sign up and start earning

To get started, please sign up and create an account

Sign up with email

OR

Apple

Facebook

Google

X

LinkedIn

OR

Already have an account on impact.com?

Sign in with impact.com



## Complete Signup Page

- Complete your signup based on your selected login method
- Select “Get started” at the bottom of the page

Now complete your signup

First name

Last name

Email address

Mobile number

I have read and accept the [Partner User Agreement](#) and the [Master Campaign Agreement](#)

I would like to receive the latest partnership news via email, from [impact.com](#).

Get started



# Categorize Your Business

- Select an option that best describes the way you conduct your business.
- If none of these options apply, select the “Network” option and enter “SAMPLE” in the following screen requesting additional information
- Scroll to the bottom and select “Continue”
- Note you must make at least one selection in order to continue to the next page



**How would you categorize your business?**

Select the option that best describes how you interact with your audience and what they come to you for. This helps brands learn more about your business.

**Social Influencer**

My audience follows me for entertainment, education and community, and they engage with social-native content that we produce.

**Content/Reviews**

My audience comes to my properties to learn more about specific products or product categories, find gift ideas, read reviews, and make informed purchasing decisions.

**Loyalty/Rewards**

My audience receives compensation (monetary or otherwise) when they make purchases and I help connect them to those rewards.

**Deal/Coupons**

My audience relies on us for to save money and make savvy purchasing decisions. We present coupons, vouchers and/or discounts on this property.

**Email/Newsletter**

My audience subscribes to regular communications bringing together valuable content, discounts, and other information.

**Search/Comparison**

My audience uses our platform to discover and compare products, services, or prices across multiple vendors, helping them find the best options and make informed decisions based on their specific needs and preferences.

**Network**

We bring together a range of publishers to allow advertisers access to the audiences they are looking for.

**Technology Solution**

We provide innovative technological solutions that enhance the customer experience and drive conversions through various touchpoints, including (but not limited to) banking integrations, post-checkout offers, retargeting tools, or embedded software solutions.

**Cross Audience Monetization**

My audience purchases my products and I link them to similar, noncompeting products for other brands.



## Business Promotion Information

- Select the method most commonly used to promote your business
- **Note: if selecting “Add Social” and using a Facebook or Instagram account, the Instagram or Facebook account must be connected to a Facebook Business Page (must be a business page and not just a regular profile) in order to be connected.**
- If none of these options apply, select the “Add Offline” option and enter “SAMPLE” in the following screen requesting additional information
- Scroll to the bottom and select “Continue”
- Note you must make at least one selection in order to continue to the next page

Which methods do you use to promote? Choose all that apply.

Add Website

Add Social

Add Mobile App

Add Podcast

Add Email/Newsletter

Add Offline

Continue



# Personal Information

- Complete your personal information
- Display name can be your name or your business name
- This completes your signup!

The image shows a screenshot of the Sommsation sign-up form under the "Personal Information" section. The form is titled "Tell us about yourself". It includes fields for "I am a/an" (with "Individual" selected), "Account display name" (containing the letter "I"), "Country / Region" (set to "United States"), and "Mailing address" (with two input fields for street addresses and a dropdown for state/city/tin). The "Individual" option is checked, while "Company" is unselected.

**Tell us about yourself**

I am a/an

Individual  I'm an individual or creator who promotes brands across my own media properties

Company  I'm a member of/represent a company who promotes brands across its media properties

Account display name

I

Country / Region

United States

Mailing address

Street address 1

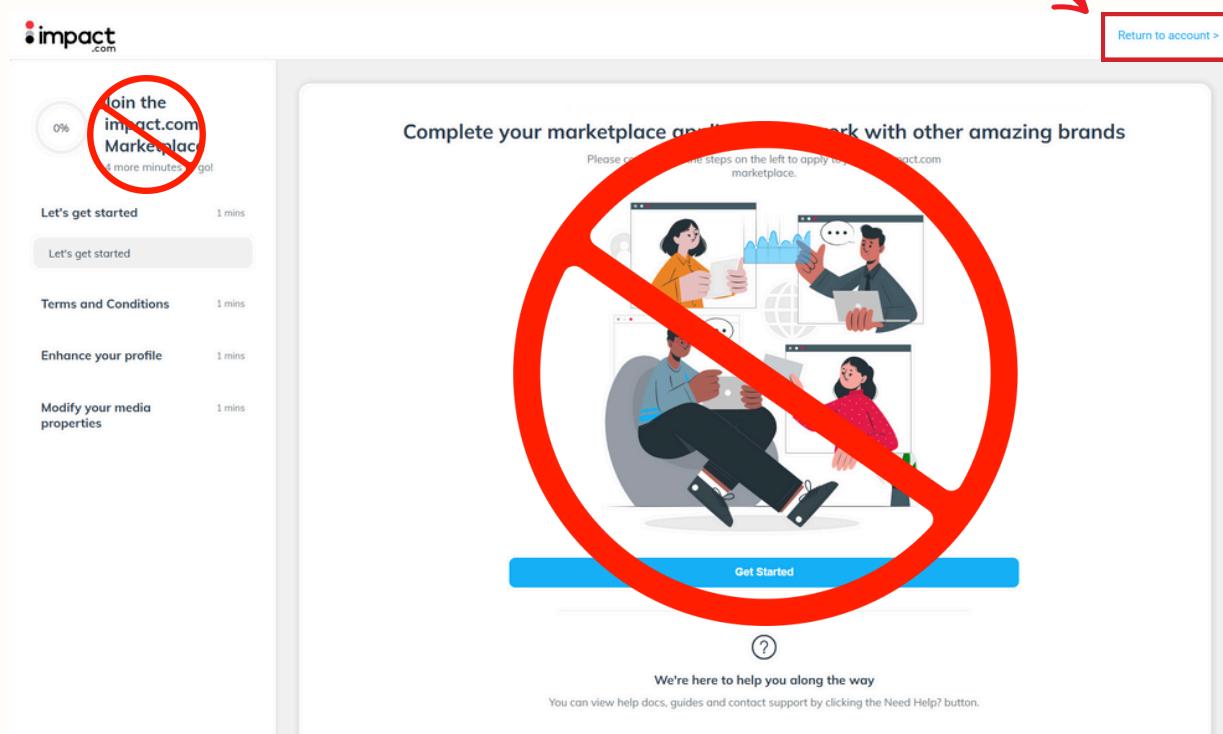
Street address 2

City Alabama Zip



## Impact Marketplace & Public Profile

Please note that you are NOT required to complete the Impact.com marketplace application in order to receive commissions for your Sommsation sales. You can skip this page & public profile page by selecting “Return to account” in the upper right corner.



# Impact

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# Create Your Shareable Link

- From your dashboard, you can create your shareable link to begin selling!
- Navigate to the “Create and Share Link” section > Select “Create” > Copy link and paste it into a fresh browser or share with others to purchase directly from you
  - You can customize your link before sharing by selecting the pencil “edit” icon at the right of the box with your link. Once you have it set to your preferences, select the green checkmark to save and then copy the link and share

Alternatively,  
you can select  
the “link” icon  
on the left side  
of the screen  
to access your  
shareable link

The screenshot shows the Sommsation dashboard for a user named 'KU Sample Account'. The top navigation bar includes 'Home', 'Reports', 'Content', and a balance of '\$0.00'. On the left, there's a sidebar with a 'Marketplace Sales' tab, which has a red arrow pointing to its icon. The main content area features a 'SNAPSHOT' section with various metrics like Clicks (0), Actions (0), Payouts (\$0), Sale Amount (\$0), Conversion Rate (NA), and EPC (\$0.00). To the right, there's an 'APPLICATION STATUS' section and a 'CREATE AND SHARE LINK' section. The 'CREATE AND SHARE LINK' section is highlighted with a red box. It contains fields for 'Promote any brand with a simple link' (set to 'Sommsation'), 'Landing Page' (left empty), and a 'Create' button. Below these is a note: 'Use this link to promote Sommsation. Link updates may take up to 5 minutes to propagate.' A red box surrounds the URL input field, which contains 'https://sommsation.pxf.io/GKgyRL'. To the right of the URL is an 'Edit' icon (pencil) and a 'Share' button with social media icons. At the bottom of this section is a 'View All' button.



# Set Your Deposit Details

- You must update your Bank Account and Tax Documents in order to access your monthly commissions payouts
- **IMPORTANT NOTE:** The name listed on your bank account must exactly match the name listed on your tax forms, or else Impact will withhold funds
- Navigate to the three dots in the lower left corner of your screen > Select “Settings” > Scroll down until you get to the “Finance” section
  - You will be given prompts on exactly what information is needed in each section

The screenshot shows the 'Market' tab selected in the top navigation bar. On the left, there are sections for 'BRANDS TO WORK WITH INSTANTLY' and 'FIND AN AD TO PROMOTE'. A red arrow points to the 'Settings' button in the 'FIND AN AD TO PROMOTE' section. On the right, under the 'FINANCE' heading, two sections are highlighted with a red border: 'Bank Account' (with the sub-instruction 'Select your preferred payment method') and 'Tax Documents' (with the sub-instruction 'Submit tax documents needed for payment').

BRANDS TO WORK WITH INSTANTLY  
You are pre-qualified to partner with these brands and will be approved instantly.  
[View All](#)

FIND AN AD TO PROMOTE  
Preview Name  
Sommsation Soiree  
2026888  
[Landing Page](#)

Market

Event Notifications  
Setup server to server postbacks based on specific events

Connections  
Connect to other platforms to get or post data

FINANCE

Bank Account  
Select your preferred payment method

Tax Documents  
Submit tax documents needed for payment

<https://app.impact.com/secure/mediapartner/account-settings-flow.html> Page 2

A close-up photograph of a glass of red wine and a bottle of Barolo wine. The glass is in the foreground, tilted slightly, showing the red wine inside. The bottle is behind it, partially visible, with its label clearly showing the word "BAROLO" and "DENOMINAZIONE DI ORIGINE CONTROLLATA E GARANTITA".

sommsation

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THE WINE COMPANY

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