



**PUBLISHER
GUIDE –**
AWIN
INTERFACE

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1. Account Login

1.1. How to log into your Awin account?

Login to your publisher account at <http://ui.awin.com> using your email address and password.

1.2. Completing your profile – Account details

- The Overview Tab
 - Adding a summary description of your business
 - Adding a full business description
 - Uploading a profile picture
 - Adding Links
 - Adding contact details
- The Documents Tab
 - Uploading a document to your profile
 - The Promotional Tab
 - Adding promotional types
 - Adding a URL to your profile

Find more information here:

http://wiki.awin.com/index.php/Creating_a_Publisher_Profile#Performance_Tab

1.3. Publisher personal details

- Updating Address Details
- Upload your Company logo to your account
- Updating Payment Details

Find more information here:

http://wiki.awin.com/index.php/Creating_a_Publisher_Profile#Additional_Functions

- Personal Settings
 - User Details
 - User Password
 - Manage Accounts

Find more here:

http://wiki.awin.com/index.php/Publisher_Profile_Settings#Personal_Settings

1.4. Promotional details

- Promotional
 - Promotional Type

Find more information here:

http://wiki.awin.com/index.php/Publisher_Profile_Settings#Promotional_Type

1.5. Account permission & privacy settings

- Permissions/Privacy
 - Account Permission
 - Account Users
 - Account Contact Details
 - Invite User

Find more information here:

http://wiki.awin.com/index.php/Publisher_Profile_Settings#Permissions.2FPrivacy

2. Advertiser Information

2.1. Partnerships with Advertisers

- How do I join an advertiser?
 - Why have I been rejected from an advertiser programme?
 - How do I Re-apply to an advertiser after rejection?

Find more information here:

http://wiki.awin.com/index.php/FAQ_Publisher_Interface#How_do_I_join_an_advertiser.3F

3. Links, Tools & Features

3.1. Linking

- Linking Methods
 - How do I generate a deeplink?
 - How do I create a 'tidd.ly' short link?
 - How do I add banners to my site?

Find more information here:

http://wiki.awin.com/index.php/FAQ_Publisher_Interface#Linking_Methods

- Linking
 - How do I make links open in a new window?
 - How do I use Click Ref?
 - Example Links
 - Default Text Link
 - Deeplink
 - Datafeed Link
 - Banner Link

Find more information here:

http://wiki.awin.com/index.php/FAQ_Publisher_Technical#Linking

3.2. Convert-a-link

Awin's Convert-A-Link plug-in for publishers is an application for your website to help ease the task of converting your product links into track-able affiliate links.

The application works by automating the process and is offered to only aid in converting the links for the Awin advertisers whose programmes you are joined to.

Find more information here:

<http://wiki.awin.com/index.php/Convert-a-link>

3.3. Create-a-Feed

The Create-a-Feed tool allows you to put together a datafeed based on a variety of criteria:

- Category
- Advertiser
- Brand

Find more information here:

http://wiki.awin.com/index.php/Downloading_A_Feed

3.4. My Offers

The 'My Offers' page allows you to search for vouchers or offers.

Find more information here:

http://wiki.awin.com/index.php/Promotions_and_offers_for_publishers

3.5. My Creative

Our platform offers publishers various options of linking to advertiser products and offers in order to maximise their earnings.

Under the new My Creative section you can find creative tools like banners and html links to help you offer more and more content to your users.

Find more information here:

http://wiki.awin.com/index.php/My_Creative_-_Publisher_Guide

3.6. API

- APIs
 - Getting started
 - Publisher Service API

Find more information here:

http://wiki.awin.com/index.php/FAQ_Publisher_Technical#APIs

3.7. Transaction Notification

- Transaction Notification
 - Setting Up
 - Request Types
 - GET Request
 - POST Request (JSON)

Find more information here:

http://wiki.awin.com/index.php/Transaction_Notification

3.8. Click Ref

By using click references it allows you to add a tracking reference to a link. Any clicks or transactions that occur through a link with a click reference can then be monitored through the various reports on the Awin platform.

Find more information here:

http://wiki.awin.com/index.php/Publisher_Click_Ref

4. Reporting

4.1. Advertiser Performance report

The Advertiser Performance Report allows publishers to generate a report detailing the performance of the advertisers that they are promoting. It allows publishers to discover who their top performing advertisers were over certain time periods.

Find more information here:

http://wiki.awin.com/index.php/Publisher_Advertiser_Performance

4.2. Performance over Time

The Performance over Time report details a publisher's performance over a set time period. The information and graph generated are useful for identifying long-term trends in performance as well as assessing the results of any short-term trials and promotions that have been run. The report can be manipulated in many ways, which includes showing information for a particular advertiser(s).

Find more information here:

http://wiki.awin.com/index.php/Publisher_Performance_Over_Time

4.3. Transaction Report

The Transaction report details your individual generated sales and the commission you earn from them.

Find more information here:

http://wiki.awin.com/index.php/Publisher_Commission_Details

4.4. Payment

Please select '*Reports > Payment Overview*' which will direct you to a page containing current and previous invoices along with details of when your next payment is due.

The Payment History link within your account will show data on your current and previous invoices. This will detail the following:

- Date
- Period of which the commission amounts relate to

- Payment method - this can be BACS or Cheque
- Amount which you are due to be paid
- Payment frequency - can choose monthly or twice monthly

On the right hand side you will also see a snapshot of dates/amounts of when your next payment date is scheduled.

Find more information here:

http://wiki.awin.com/index.php/Affiliate_Window_Payment_details