

PARTNER PROFILE

Best Practice Guide

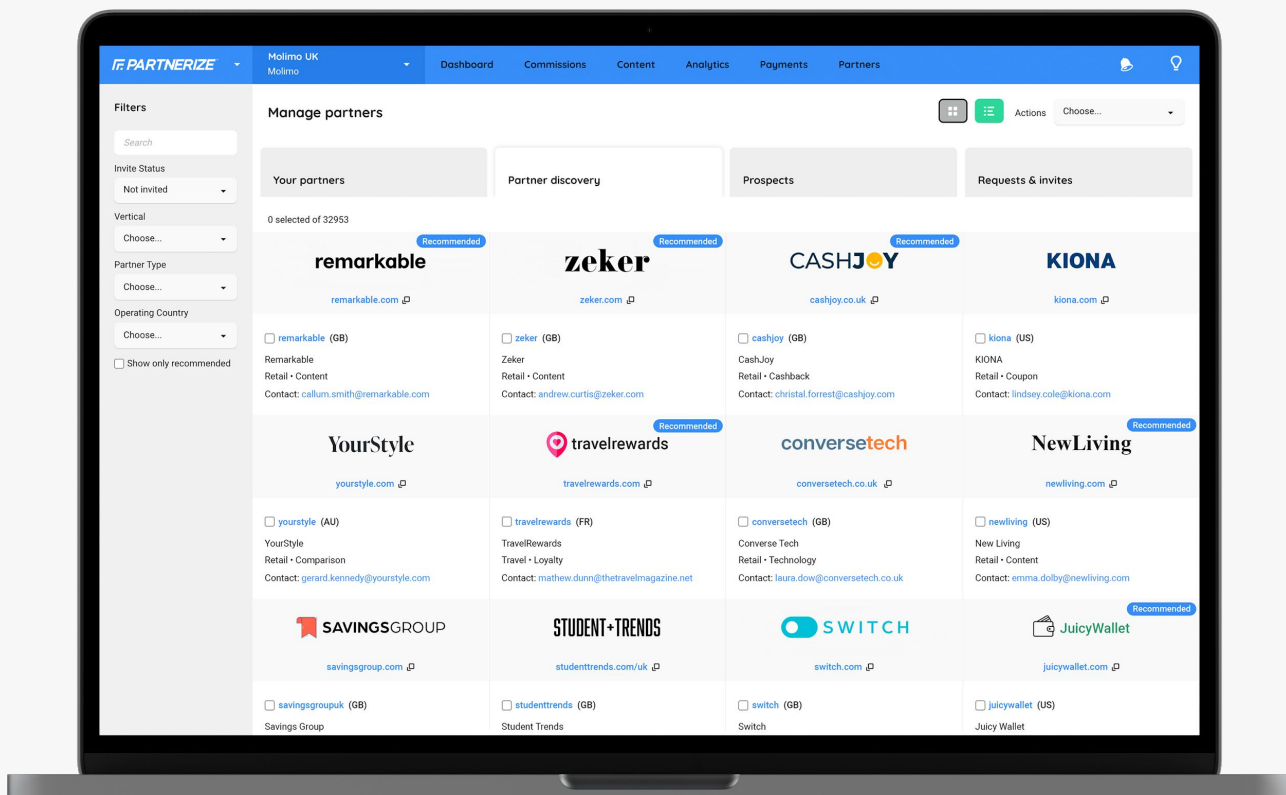
INTRODUCTION

Brands on Partnerize are always looking to grow their partner program, which means new partners are an essential ingredient for success. Similar to how partners can discover new brands and connection opportunities in the Partnerize platform, Brands can also discover new partners (just like you) and invite them to their campaigns.

Your partner profile is your business card on Partnerize. Your partner profile is viewed by brands when you apply to their campaign or they have found you in Discovery. They will review your partner profile to help them understand who you are and what you do, to ultimately decide if you would be the right fit for their campaign. When reviewing the partner profile, brands can view information such as your websites, description, type, vertical and contact details. If a brand invites you to their campaigns, you are able to accept or reject their invites.

To help you stand out and get connected to more brands on Partnerize, we have created this Partner Profile Best Practice Guide, inclusive of:

- **Profile Examples** - How to present your opportunity to brands
- **Company Settings** - How to populate the required fields for your Partner Profile
- **Content Example** - Partner Description + what to include



BEST PRACTICE

Partner Discovery

PARTNER LOGO

Adding a logo to your Partner Profile helps you to stand out amongst other partners, this is displayed to brands in Discovery.

In the example below, you will see how your logo displays to brands.

PARTNER TYPE & VERTICAL

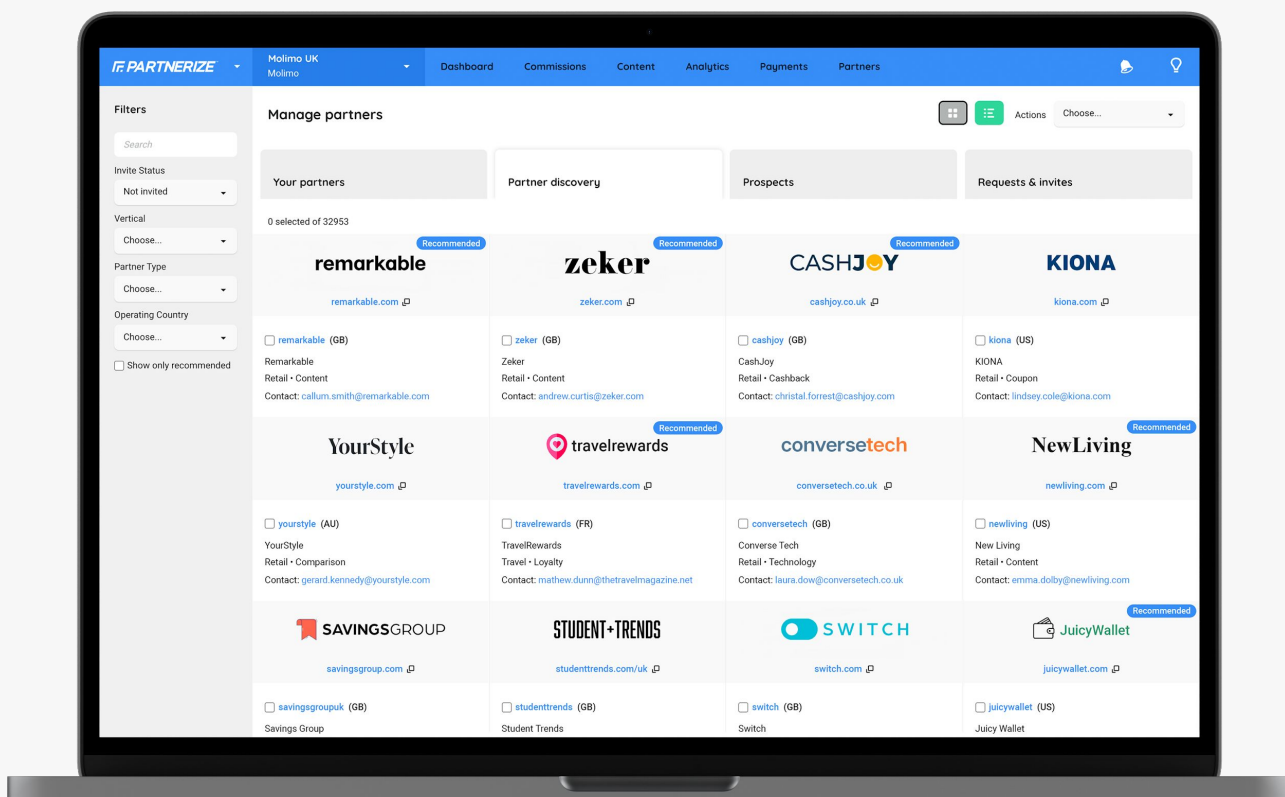
Accurately selecting your Type and Vertical helps a brand quickly identify you. **Type** refers to what do you do, for example, are you an influencer, blogger, or editorial site. **Vertical** refers to your audience's interest, for example Retail, Finance, Travel or Services.

In the example below, you will see how the type and vertical can be used by brands.

RECOMMENDED PARTNERS

Brands are able to see partners who are recommended for their campaign. This is takes into account your performance on similar brands to them.

In the example below, you will see the Recommended flag in blue.



BEST PRACTICE

Partner Profile

CONTACT INFORMATION

Up to date contact details are an essential part of your Partner Profile. Brands may reach out to you to discuss available opportunities, so make sure you're contactable!

In the example below, you will see where a brand can view the Contact Email.

PARTNER DESCRIPTION

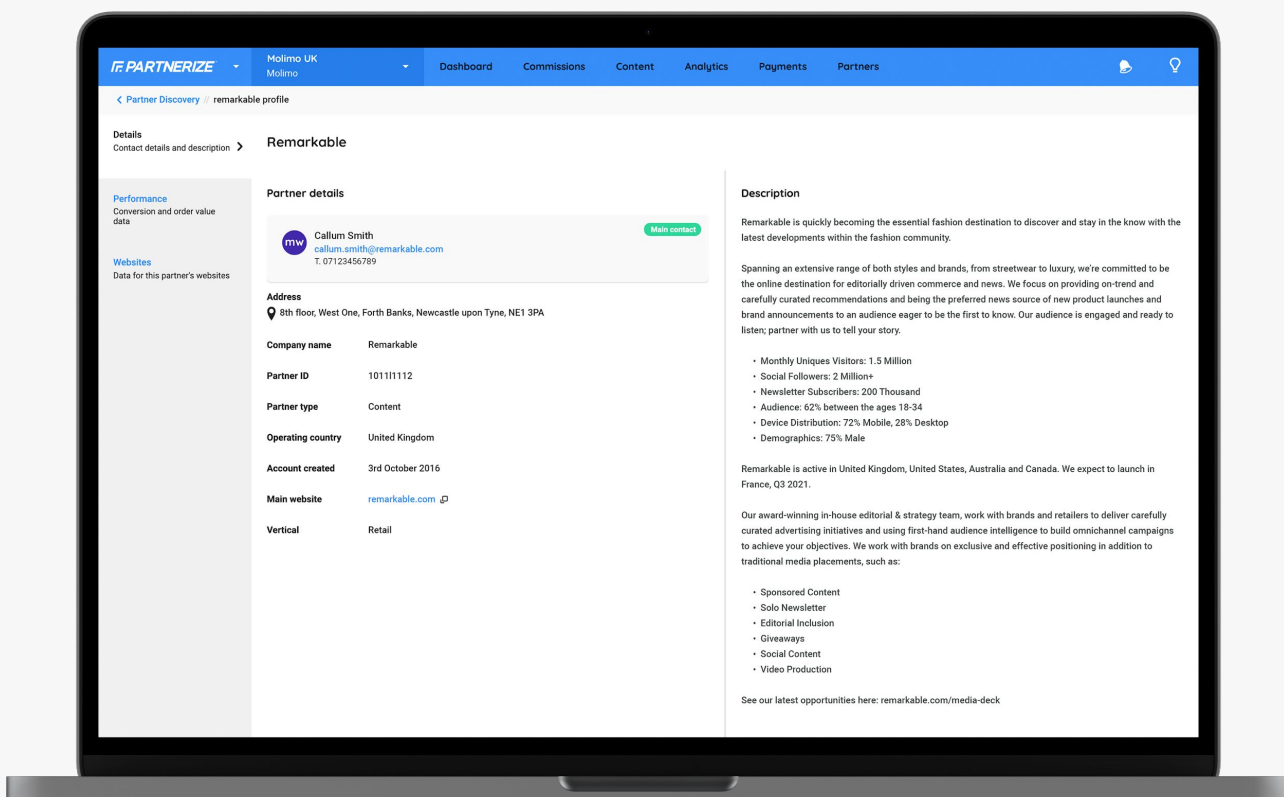
The Partner Description is key to helping a brand understand the opportunity available by working with you. Example content on page 7.

In the example below, you will see the Partner Description on the right.

PARTNER DETAILS

It's beneficial to keep your details up to date. Details including operating country, description, website and contacts are displayed to brands so they can assess the opportunity with you.

In the example below, you will see how the Partner Details are presented to brands.



BEST PRACTICE

Partner Websites

WEBSITE INFORMATION

Brands can view third party data on any of the websites in your Partner Profile. This insight is essential to assessing how you fit into a brands requirements. Data includes monthly visits, traffic share, and demographics.

In the example below, you can see the type of third party data available.

MULTIPLE WEBSITES

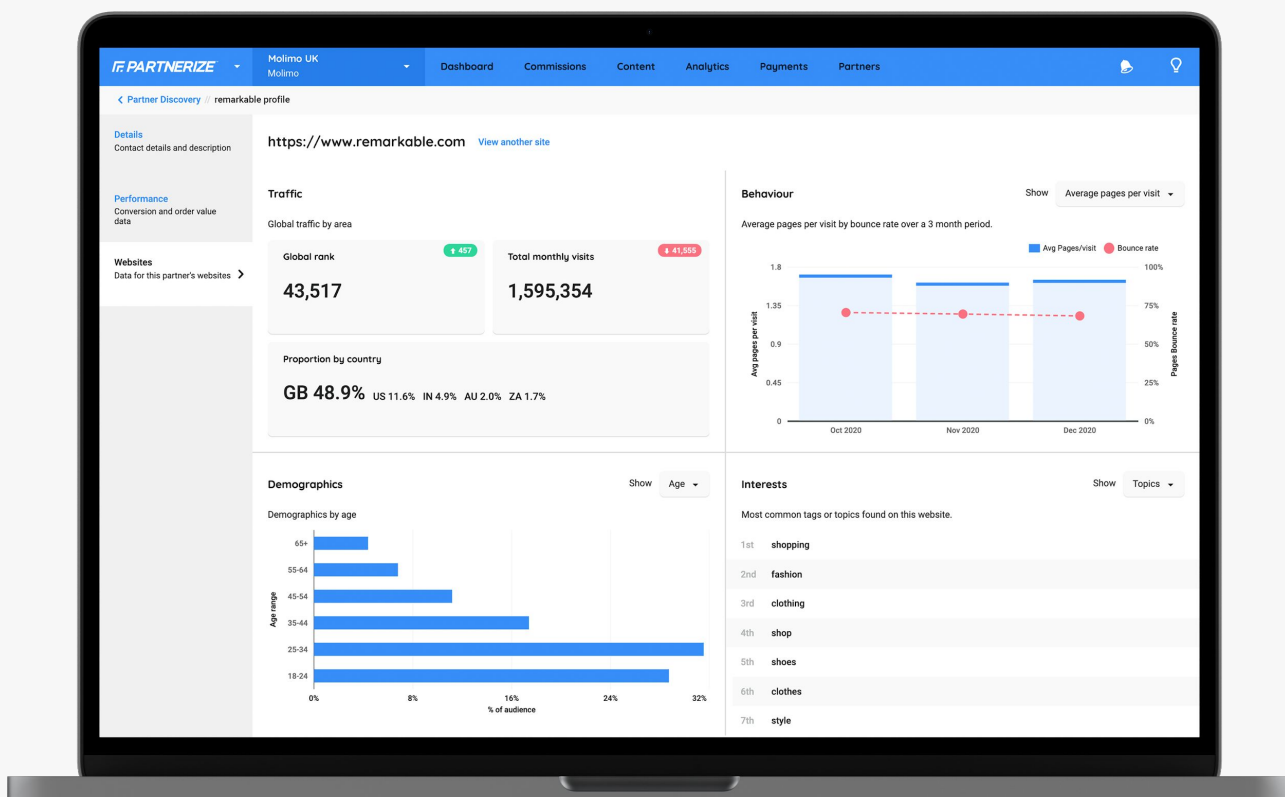
If you have multiple domains, make sure to add them to your Partner Profile. This helps give brands a full view of where their content could be promoted.

In the example below, brands can review data on all your websites.

PARTNER PERFORMANCE

Brands are able to get insight into your average performance against similar partners. Combining details from the Partner Profile and performance means a brand will have the best idea of your potential on their campaign(s).

In the example below, you will see the Performance tab on the left.



COMPANY SETTINGS

In the Partnerize platform, brands have access to Discovery, this allows them to find new partners just like you that are the right fit for their Campaigns, and then easily invite partners to join those campaigns. The information shown in your partner profile is populated in Company Settings. Click on the Partnerize drop down on the left-hand side of the main menu. Select the Company settings option to be taken to the page. Company settings are split into three sections, Account details, Contact details and Settings.

Operating Country:

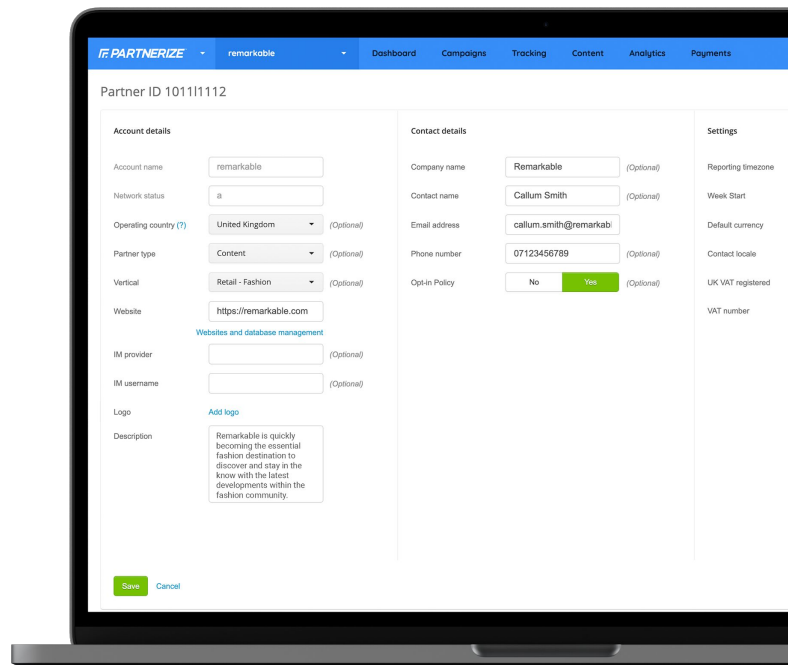
Within the Account Details column, you can add your Operating Country, this also is required for tax purposes.

Partner Type and Vertical:

You can add your Partner Type, for example coupon, cashback or content. You can add your Vertical, for example Retail, Travel, Finance or Services.

Websites:

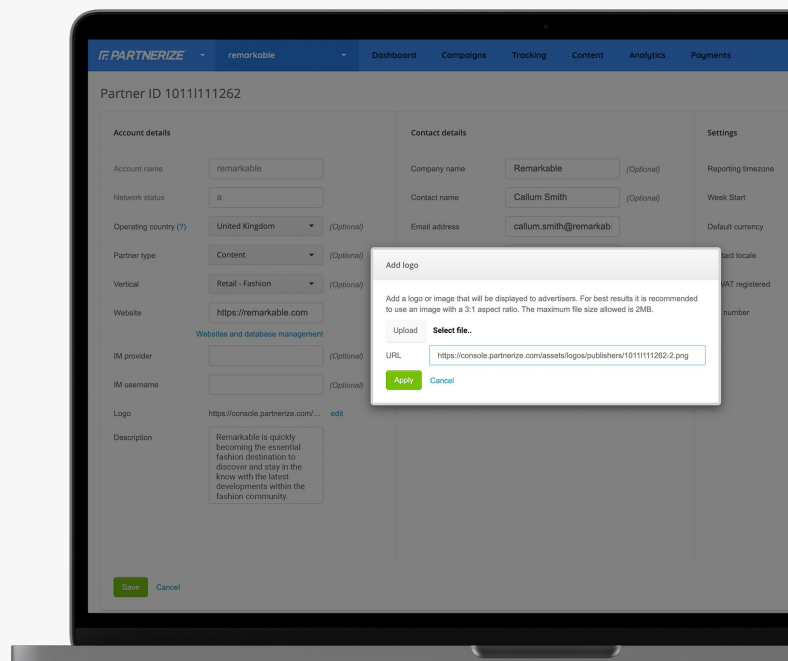
Make sure you add your website here. If you manage multiple websites, you can enter their details by clicking on 'Websites and database management'.



Partner Logo:

Add your logo by clicking 'Add logo' in the Account Details column. This will be visible to brands in Discovery, when looking for new partners.

For best results it is recommended to use an image with a 3:1 aspect ratio. The maximum file size allowed is 2MB.

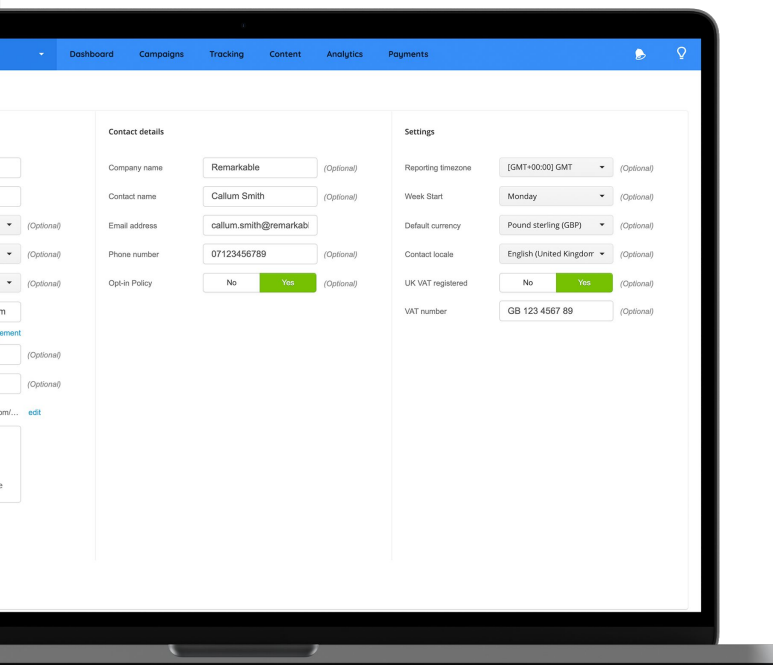
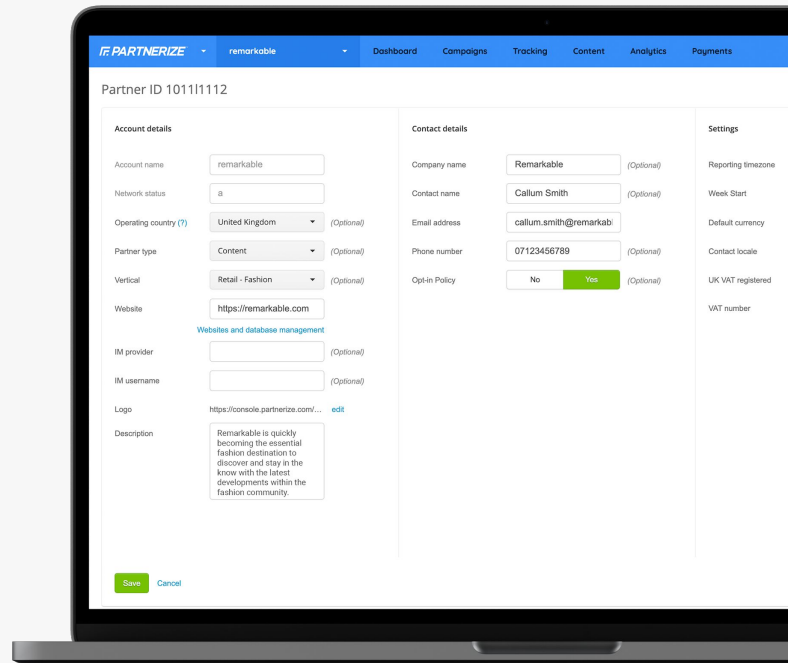


COMPANY SETTINGS

Description:

The Partner Description is key to helping brands understand the full opportunity you offer. We recommend including the following information in your description: About Us, Promotional Countries, Promotional Opportunities and Contact Information.

Example description on page 7.



Company Name:

Here you can add your Company Name, which will be displayed in Discovery for brands to view.

Contact details:

We recommend you keep your contact details up to date, to make sure brands always have the correct contact to reach you on. You can add your name, email and phone number.

Once you have navigated to Company Settings and updated your operating country, partner type, vertical, websites, logo, description, company name and contact details they will be pulled into your Partner Profile within Discovery for brands to view.

We recommend you keep this up to date to fuel new partnership when working with brands on Partnerize. Once connected to a campaign, brands can still access this information.

CONTENT EXAMPLE

Partner Description

The Partner Description is key to helping a brand understand the opportunity available when working with you through Partnerize. We recommend including the following in your Partner Description:

- **About** - What you do and why you do it?
- **Promotional Countries** - Where is your audience?
- **Promotional Opportunities** - How do you work with brands, what opportunities are available?
- **Contact** - Who should the brand reach out, to start partnering with you?

PARTNER DESCRIPTION

Remarkable is quickly becoming the essential fashion destination to discover and stay in the know with the latest developments within the fashion community.

Spanning an extensive range of both styles and brands, from streetwear to luxury, we're committed to be the online destination for editorially driven commerce and news. We focus on providing on-trend and carefully curated recommendations and being the preferred news source of new product launches and brand announcements to an audience eager to be the first to know. Our audience is engaged and ready to listen; partner with us to tell your story.

- Monthly Uniques Visitors: 1.5 Million
- Social Followers: 2 Million+
- Newsletter Subscribers: 200 Thousand
- Audience: 62% between the ages 18-34
- Device Distribution: 72% Mobile, 28% Desktop
- Demographics: 75% Male

Remarkable is active in the following markets:

- United Kingdom
- United States
- Australia
- Canada

We expect to launch in France, Q3 2021.

Our award-winning in-house editorial & strategy team, work with brands and retailers to deliver carefully curated advertising initiatives and using first-hand audience intelligence to build omnichannel campaigns to achieve your objectives.

We work with brands on exclusive and effective positioning in addition to traditional media placements, such as:

- Sponsored Content
- Solo Newsletter
- Editorial Inclusion
- Giveaways
- Social Content
- Video Production

See our latest opportunities here: remarkable.com/media-deck

Partnerships Team:

Callum Smith, Director of Partnerships
callum.smith@remarkable.com

Emma Davies, Partnership Manager
emma.davies@remarkable.com

Massimo Zanetti, Partnership Executive
massimo@remarkable.com

We look forward to working with new brands that will resonate with our audience!

