Partnerize

Quick start guide:

# Partnerize for Partners



Partnerize is the industry's only fully-integrated partner management platform to ensure that partners like you are equitably rewarded for the value they provide. **Join today to begin.**

## What is Partner Marketing?

Partner marketing, commonly referred to as affiliate marketing, is a performance-based marketing strategy that allows publishers to earn commissions by promoting products or services from their favorite brands. Publishers that join brands' partner programs gain access to unique tracking links to be shared on their websites, social media channels, email and more. When a consumer clicks on a publisher's affiliate link and makes a purchase, the partner earns a pre-determined commission on that transaction.

**$15B Industry**

**16% of ecommerce sales**

**81% of brands utilize the channel**

**75% of world trade flows indirectly**

Partnership marketing is a $15B industry representing 16% of all ecommerce sales. The channel's ability to find and convert target audiences at scale incent 81% of brands and 84% of partners to take advantage of the channel as an acquisition and monetization vehicle–benefits that support testing new markets, regional expansions and reaching high-intent audiences at a controlled cost.

## Partnerize enables mutually beneficial relationships for leading brands and their partners.

Partnerize is the only platform of its kind to deliver a fully integrated, comprehensive suite of discovery, recruitment, optimization, payment, brand safety and fraud prevention capabilities in a single destination for leading marketers to maximize the benefits of their partnerships. By providing brands with the software innovation necessary to drive profitable growth, partners can gain access to the world's leading affiliate and partnership programs across retail, travel, financial services, D2C and subscription verticals.

# Getting started is easy:



## 1 Join

Create a partner account with Partnerize—signing up is free! If you have an existing account with Partnerize, navigate to Campaigns>Join Campaigns to find and apply to leading brands' programs.



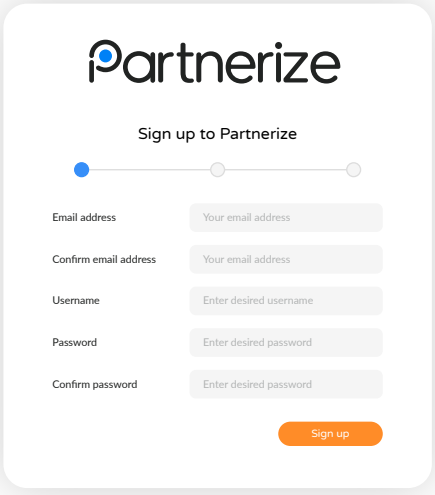
## 2 Promote

Access tracking links from your Partnerize account to share promotions and messaging from your favorite brands with your audience.



## 3 Earn

When a consumer completes a transaction through your tracking link, you'll earn a predetermined commission from brands that you are partnered with.




## Set up your Partnerize account

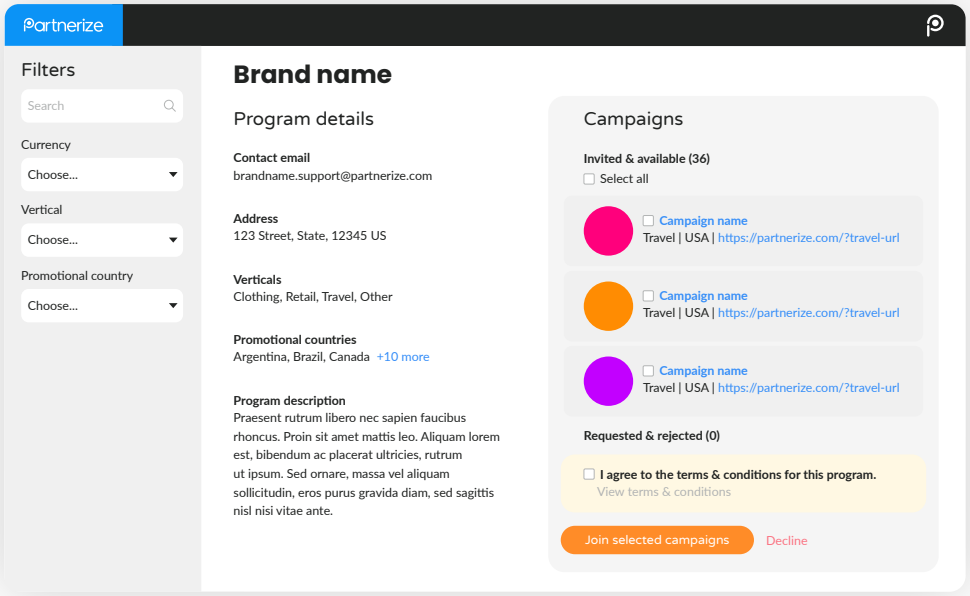
Begin earning commission for promoting your favorite brands by signing to be a Partnerize partner.

**Sign up here.**

# Complete account setup

Once you've completed the sign up form, verify your account via email by following the prompt sent to your inbox. The next step will be discovery and apply to campaigns. Complete this action by following the steps below:

1. Log in to Partnerize by inputting your unique credentials. We recommend bookmarking the login page on your primary browser for easy access.
2. Click the "Campaigns" tab at the top of the page.
3. Select the "Join Campaigns" tab.
4. Search for brand names or keywords to populate campaigns available for application via Partnerize.
5. Once displayed, select the campaigns you're interested in applying to and check the box to select the individual campaigns you want to join.




6. Review Terms and Conditions and check the box to agree.
7. Press "Join Selected Campaigns" to complete your application. From here, your application will be reviewed by the brands' team for approval.

Once your application(s) is approved, you can begin promoting brands that you are partnered with. Review this article for more information on discovering brands to work with and applying to campaigns: https://help.phgsupport.com/hc/en-us/articles/360048585832-Campaigns

# Start earning!

After you've activated your account, it's time to begin promoting brands that you have been approved to work with. Familiarize yourself with Partnerize by taking the guided tour that appears at your first login, or check out our Knowledge Base content below for everything you need to know about maximizing the benefits of the platform:

**Getting Started Guide.**

Gain insight into the must-know platform functionality to make the most of your partnerships.

**Create tracking links.**

Get a step-by-step guide for creating tracking links that are unique to you.

**Promote branded content.**

Easily promote content from your brand partners to your audience with these steps.

**Track performance.**

Gain insight into your performance with Partnerize's integrated reporting suite.

**Get paid.**

Ensure that you get paid for the value you provided by following these simple steps.



If you have any questions, connect with Partnerize's dedicated partner team.