

EFFECTIVE APPROACHES FOR ONBOARDING NEW PUBLISHERS

There are several effective approaches to ensure a seamless onboarding process, but identifying the right one depends on the complexity of your affiliate network.

In listening to our clients, we've identified some key steps to ensuring onboarding goes smoothly:

1. Set up a kick-off call

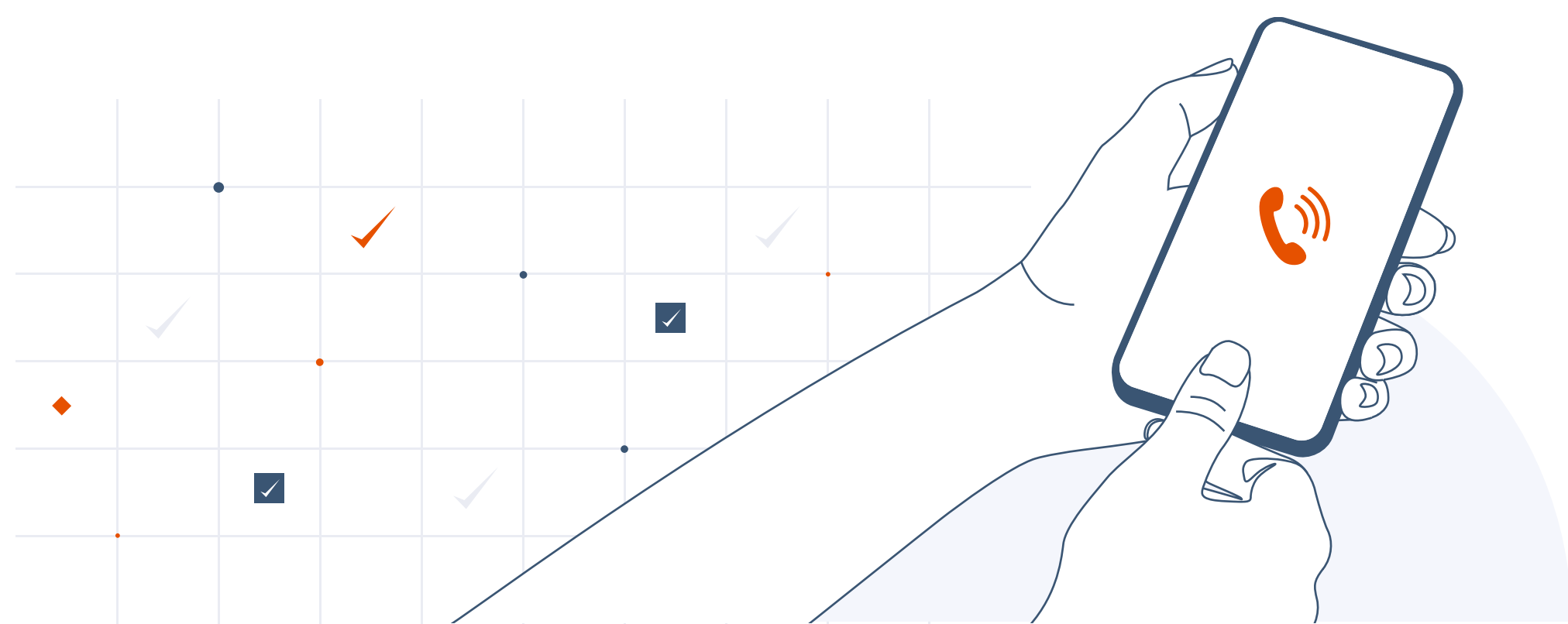
Introduce yourself and the affiliate network

Explain your onboarding process and what new publishers can expect

Ask what they hope to achieve through the affiliate network to gauge their expectations

Explain the objectives and benefits of the affiliate network and how they can maximize commissions

Answer questions they have to alleviate any concerns



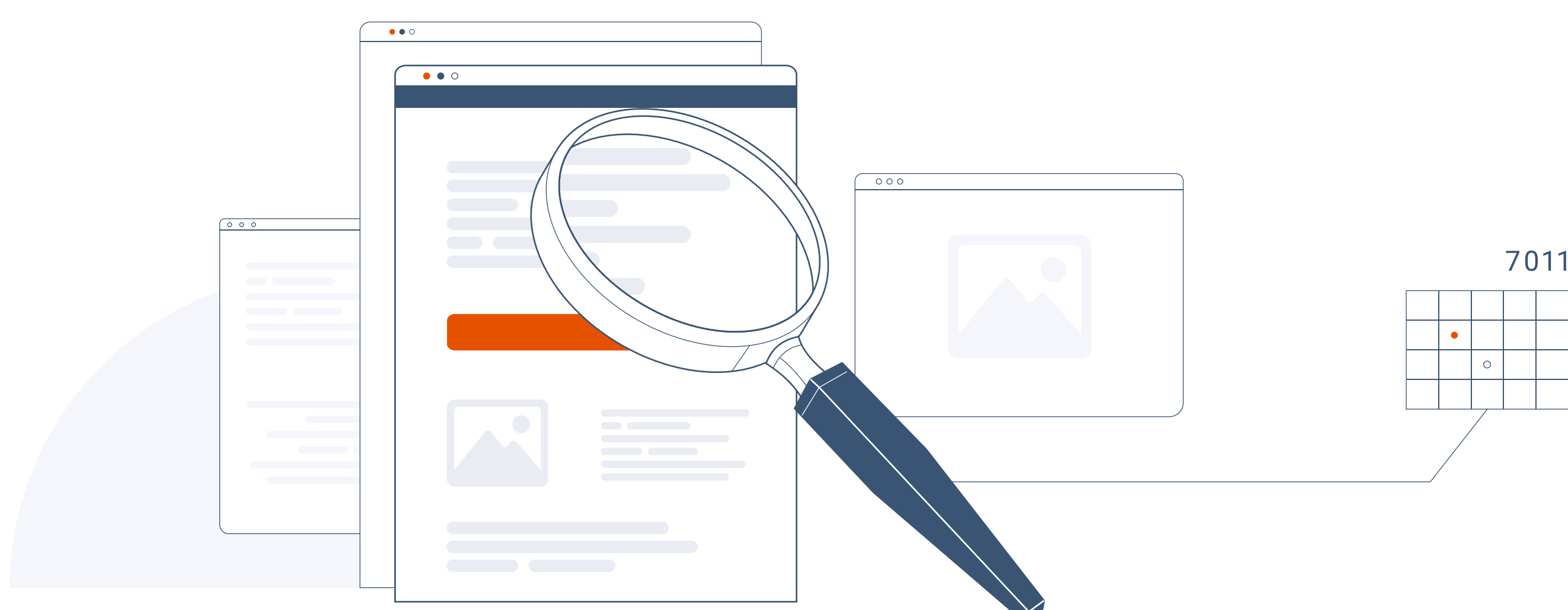
2. Conduct a full site review

Evaluate the publisher's website to determine if it meets the network's standards and requirements

Verify that their website is mobile responsive, loads quickly, and is user-friendly

Look for quality content, attractive design, and relevant traffic

Suggest improvements if needed



3. Set them up in your publisher management solution

Guide the publisher through the setup process to ensure they understand how to use the platform

Provide them with marketing materials such as banner ads, email templates, promotional offers, and other creatives

Explain how to leverage the marketing materials and creatives to promote offers effectively

Ensure the publisher understands the tracking system and how to use it



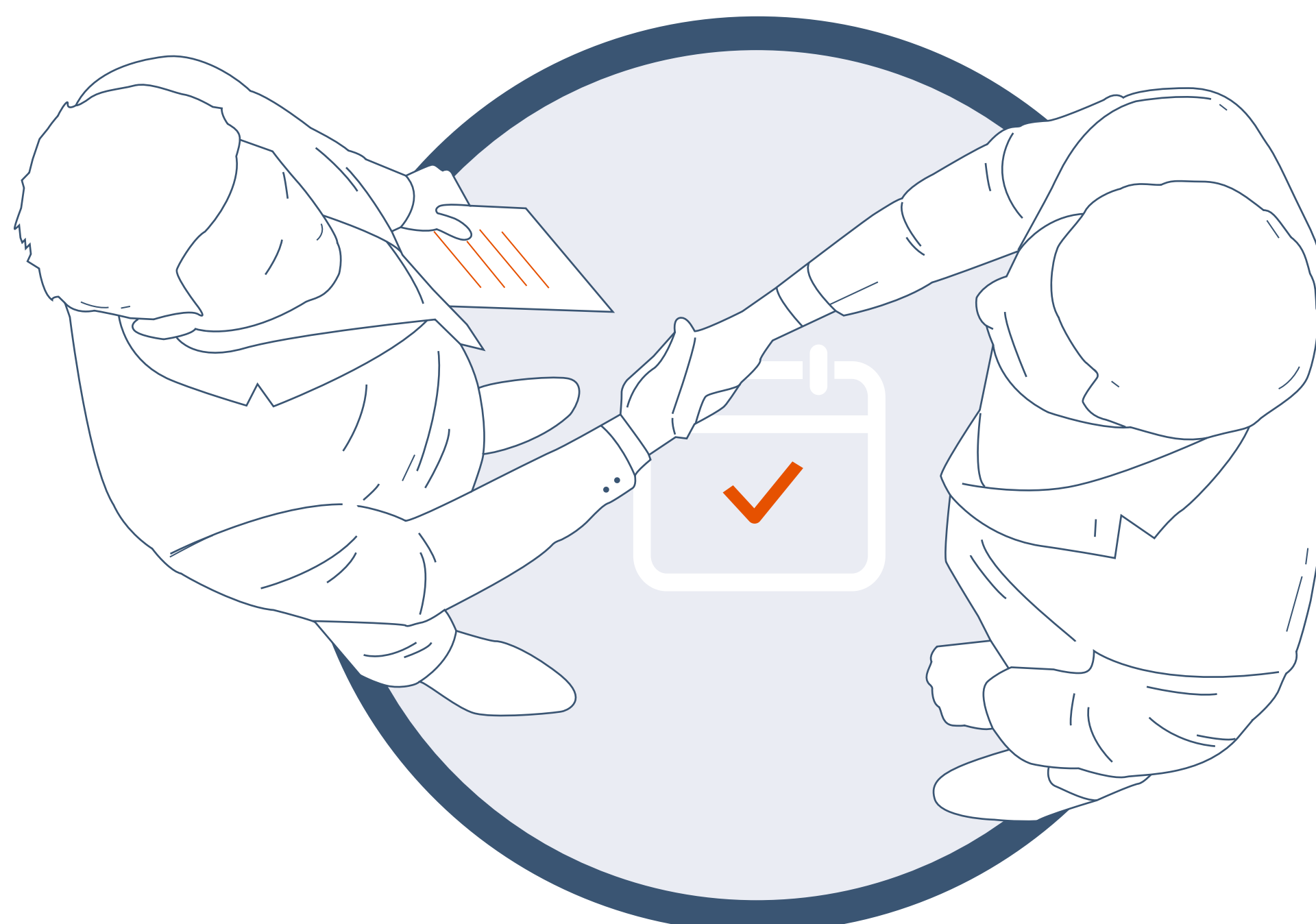
4. Identify the live date for offers and technical configuration

Collaborate with the publisher to pinpoint the best launch date for their campaigns

Ensure technical configuration is complete and accurate, including tracking links and pixels

Verify that offers are set up correctly and that the publisher understands how to promote them

Confirm that the publisher is ready to go live and has everything they need to be successful



5. Regularly monitor the publisher's performance

Analyze their traffic, clicks, and conversions to identify potential areas for improvement

Keep fraudulent data and duplicates top of mind

Advise the publisher on how to optimize their campaigns and improve results

Promptly address any issues that arise

Celebrate their successes to encourage continued growth

