



HOW TO BECOME A MERCHANT PARTNER OF BONUSWAY.DK

- Partnership with CPA model

ADVANTAGES OF USING CASHBACK MODEL

- ✓ Cashback is an additional loyalty program for your store
- ✓ Using cashback increases purchase value up to 40 %
- ✓ Cashback increases the value of your customer
- ✓ A cashback site is an additional marketing channel to attract new consumers and sustain current customers

BONUSWAY: FIGURES AND FACTS

450 000

Average number of purchases per month

2011

Bonusway was launched in 2011, and today it is the most popular cashback website in Scandinavia

25-34

Target audience: men and women aged 25-34 who have a permanent workplace and family

4200

4200 partner shops

70M

Sales generated for advertisers

4M

Registered users worldwide

WHAT IS CPA?

CPA = Cost per Action

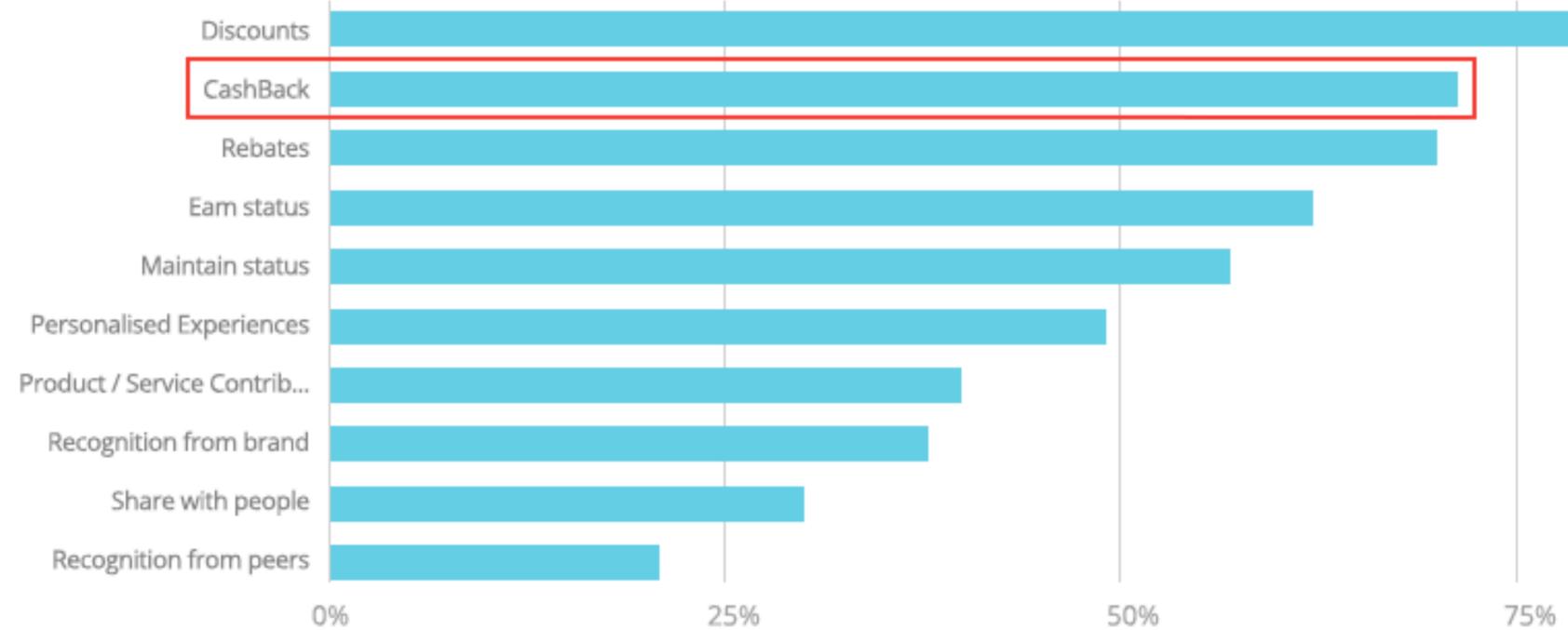
You pay only for customers who have made a target action on your website
(purchase, form submit, application etc.)

Bonusway.dk is a web service where you can place advertisement and pay only for customers who have been attracted by Bonusway.dk and have bought something from your site.

Cost per action (CPA) is an online advertising pricing model where the advertiser pays for each specified action.

For example, we attract a customer to your website. The customer makes a purchase of 500 DKK. If we come to 10 % CPA-rate, you will pay 50 DKK for this customer's action. We as a cashback service will pay part of this sum to the customer.

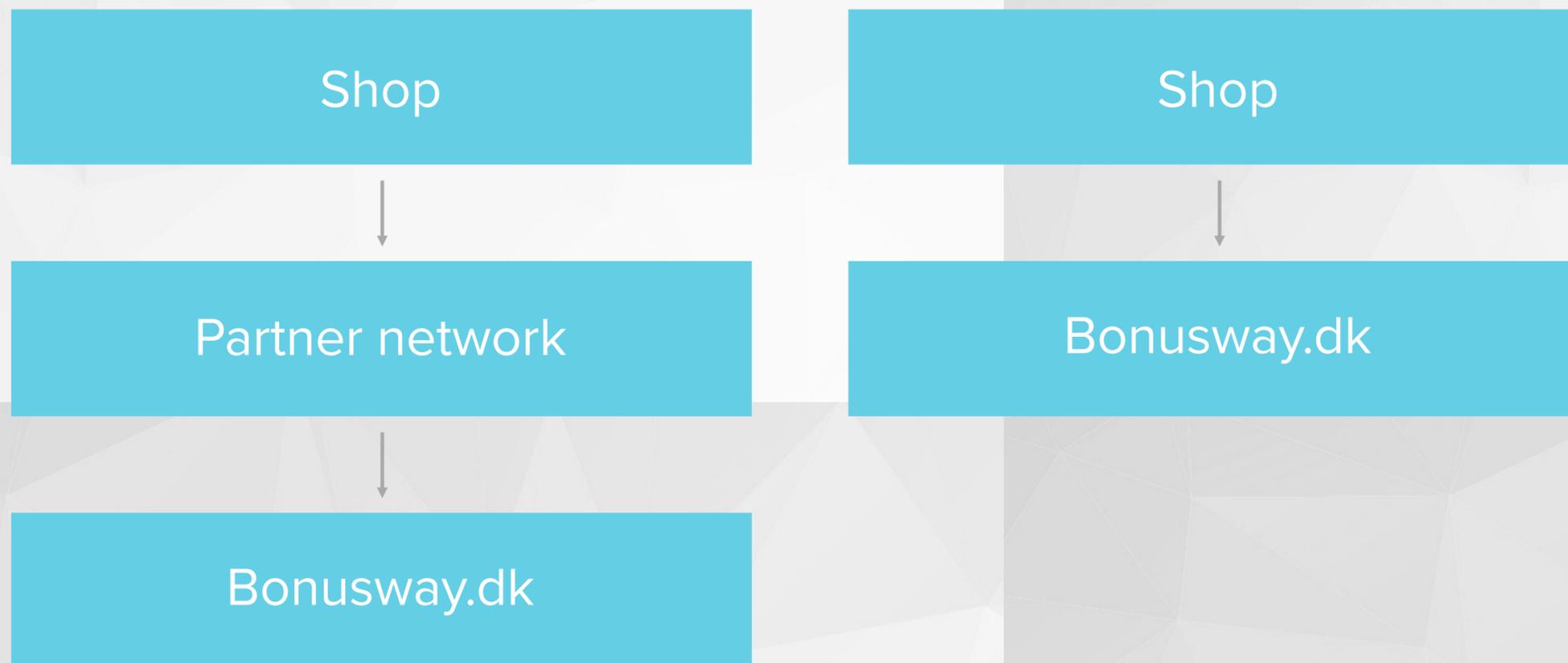
CASHBACK IS AN IMPORTANT FACTOR IN THE BUYING DECISION PROCESS



*Research in the USA, November 2013: factors influencing Customer Loyalty

HOW DOES BONUSWAY.DK WORK?

We work with more than 500 stores worldwide. There are two ways of integration: a partner network or directly. You can choose the most convenient way to join us: directly or when you are part of a partner network, through them.



INTEGRATION VIA PARTNER NETWORK

You can choose any partner network existing in Denmark and make out a contract. This allows the partner network to add your offer in its catalog. You may then inform us, and we will add your store to our site the same day.

Disadvantages:

- The process of connecting to a partner network can take some time.
- You have to pay a part of the commission to the partner network.

Partner networks:

partner-ads

Adtraction

TradeTracker.com[®]
performance marketing

Tradedoubler

AWIN

Adservice™

Bonusway+

CONNECTING DIRECTLY

Connection in our system directly,
passing partner networks:

- ✓ More beneficial: commission is divided only between the cashback website and the customer, passing the partner network.
- ✓ Quicker: additional document flow is excluded.

The integration process is fast and takes approximately 2 days. On your part, it takes the minimum effort.

5 STEPS OF INTEGRATION

1

Define the
commission

2

We create a
profile for you

3

Set up a
Tracking pixel

4

Send us
advertising
materials

5

Hold testing

STEP 1. COMMISSION

Define the commission, which you are ready to pay us on CPA-model for customers.

Fashion*	Health and beauty	Travel
8%	10%	7%
Home	Children	Average commission for all offers
10%	10%	10%

**Average values of the commission on all shops, which are in this category.

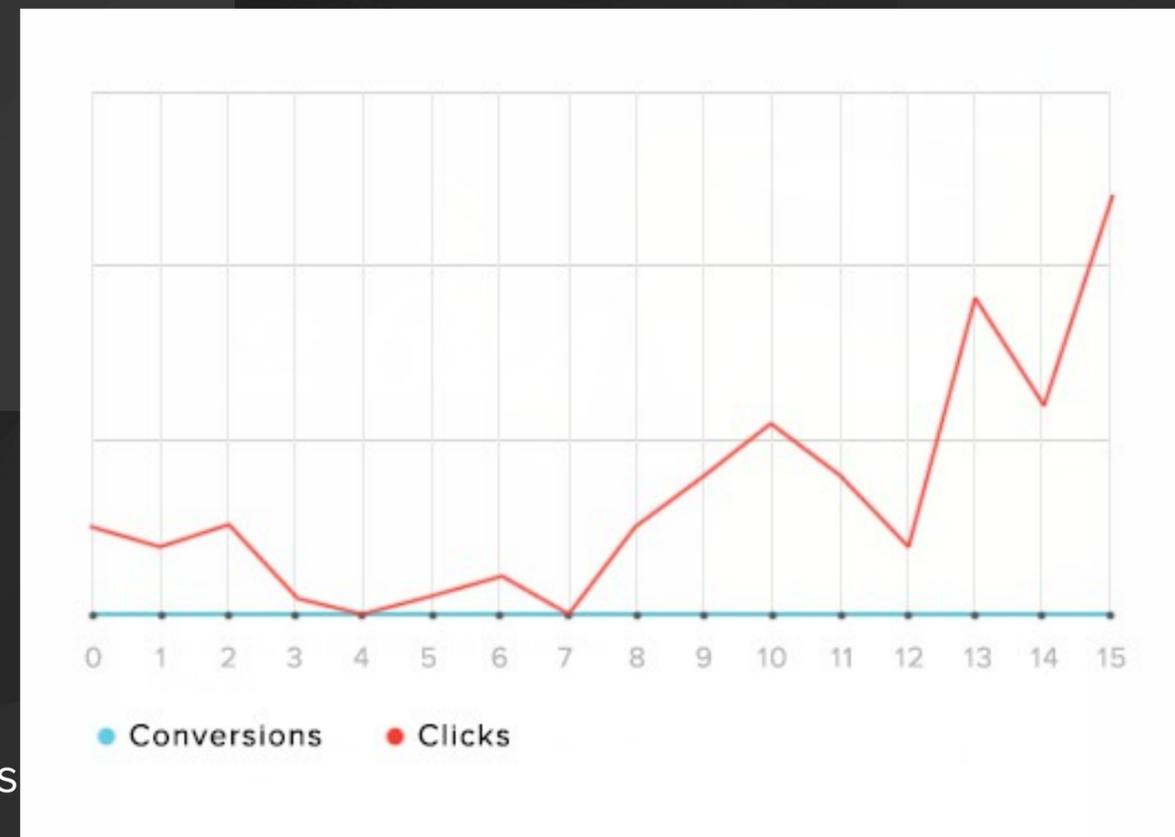
STEP 2. PERSONAL ACCOUNT

To register a personal account in our partner program. We do it by ourselves and provide you information for sign in. Then you should add information to your profile: address of the company, full name of your manager and contact.

Having added banking details of your company, you will be able to receive accurate bills to pay for advertising services of Bonusway.dk through accounting department.

You also can pay by our e-wallets: PayPal.

The interface of our partner program is simple and convenient to use: you can track the number of clicks, sum of purchase and check the daily statistics .



STEP 4. PROMOTIONAL MATERIALS

We create a page of your store in the catalog on Bonusway.dk. The following is required to be sent to us:

- ✓ Company logo and banner (optional and any size)
- ✓ Store description (what you sell, what is special about it, brand names, delivery terms)
- ✓ Promo codes (optional)

You can skip this step and we will find this information by ourselves. You may then check it later.

Skønhed og Sundhed, Kosmetik, Hår

NiceHair ♥ ★★★★★

Bonus op til

5,00 %

nice hair

Få bonus

Gennemsnitlig tid for udbetaling af bonus
9 - 18 uger

Seneste betaling af bonus fra denne butik

**Bonus senest udbetalt i april 2018
(for køb gennemført i marts 2018)**

Beskrivelse af butikken ▾

Her finder du Danmarks absolut største online udvalg af skønhedsprodukter til supergode priser. NiceHair.dk sælger alt indenfor hudpleje, hårpleje, makeup, elektronik og parfume –

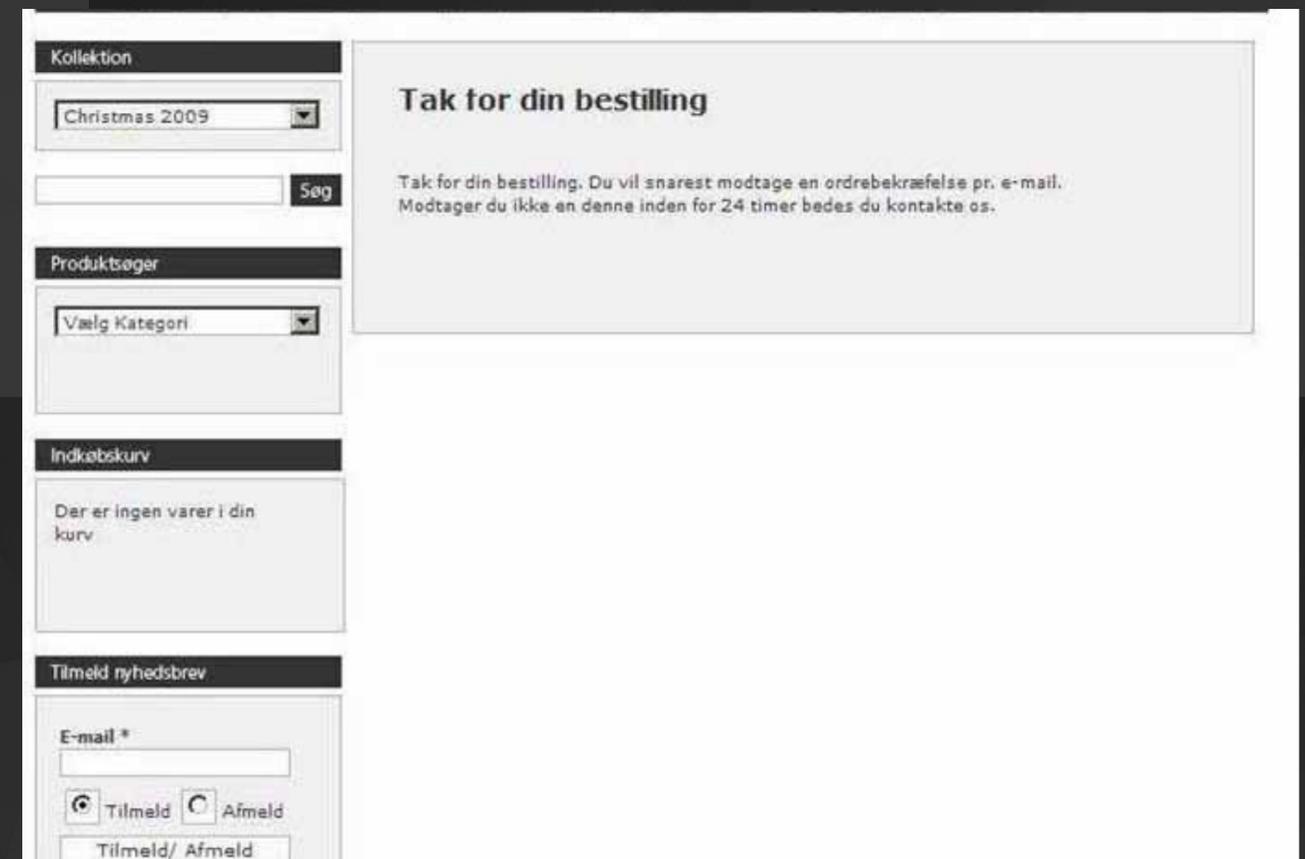
STEP 3. TRACKING PIXEL

To install a tracking pixel. This is a special code which we will send you to install into the order confirmation or thank you page.

Our system needs this code to display the data about every customer from Bonusway and to sum their purchase correctly. It is necessary to calculate the commission in the proper way.

The code does not send us any information except data about the order of «our» user through your website.

Please ask your programmer to install the code on the «Thank you» page. Every programmer can do this easily.



The screenshot shows a web page with a sidebar on the left and a main content area on the right. The sidebar contains several sections: 'Kollektion' with a dropdown menu set to 'Christmas 2009' and a 'Søg' button; 'Produktsøger' with a dropdown menu set to 'Vælg Kategori'; 'Indkøbskurv' with the text 'Der er ingen varer i din kurv'; and 'Tilmeld nyhedsbrev' with an 'E-mail' input field, radio buttons for 'Tilmeld' (selected) and 'Afmeld', and a 'Tilmeld/ Afmeld' button. The main content area features a large box titled 'Tak for din bestilling' with the text: 'Tak for din bestilling. Du vil snarest modtage en ordrebekræftelse pr. e-mail. Modtager du ikke en denne inden for 24 timer bedes du kontakte os.'

STEP 5. TESTING

Checking the integration

Make a test purchase to check if the conversion pixel is working correctly.

[Web Version](#)



Ny bonus på din konto

Der er en ny bonusaktivitet på din konto:

35.88 kr.
Booking.com

Din bonus er under evaluering. Når Booking.com har betalt vores salgsprovision, vil din bonus kunne udbetales.

Gennemsnitlig tid for udbetaling af bonus: 2 - 7 uger efter du har tjekket ud. Bonus senest udbetalt i februar 2018 (for køb gennemført i november 2017)

Venlig hilsen
Vivian fra Bonusway



JOIN BONUSWAY.DK AND INCREASE YOUR SALES!

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