



Advertiser guide to Q4: Are you ready?

As the “shop until you drop” mentality of the holiday season approaches, make sure you’re prepared for the biggest spend days of the year. Awin’s Q4 readiness guide for retailers ensures our partners are equipped with tips for maximizing your program, ensuring an understanding of key dates, deadlines, exposure, measurement and overall management.

If, at any time, you have questions, please don’t hesitate to contact your account manager.

Wishing you successful holidays!

Program launch checklist








| Prep & plan | |
|--------------------------|--|
| <input type="checkbox"/> | <div>Review Q4 2016 strategy/results to shape Q4 2017 campaign</div> <div>Identify top publishers, sale periods, successful placements, etc.</div> <div>Conduct internal SWOT analysis to highlight strengths/weaknesses</div> |
| <input type="checkbox"/> | Define goals/expectations for Q4 (KPI, ROI, ROAS, etc.) |
| <input type="checkbox"/> | Identify specific Q4 holidays to participate in (see our calendar on the next page for Awin recommendations) |
| <input type="checkbox"/> | <div>Plan your promotional calendar and communicate to your Awin account manager by <u>Oct. 1</u></div> <div>Start date</div> <div>End date</div> <div>Creative</div> <div>Landing pages</div> |
| <input type="checkbox"/> | Determine placement budget |
| | <i>Pro tip: Consider negotiating TM+ rights with search partners for maximum reach</i> |
| <input type="checkbox"/> | Ensure your website is optimized on both mobile and desktop for increased Q4 traffic (no Q4 development work!) |
| <input type="checkbox"/> | <div>Complete all new publisher recruitment by <u>Oct. 1</u></div> <div><i>Pro tip: Most publishers will not accept new partners in Q4</i></div> |
| Review account | |
| <input type="checkbox"/> | Check that your program overview is current and relevant with 2017 statistics and details |
| <input type="checkbox"/> | Update/confirm profile image and brand logo (88 x 31) |
| <input type="checkbox"/> | Update/confirm T&C's and PPC policy |
| <input type="checkbox"/> | Update/confirm promotional categories to ensure relevant publishers can find you |
| <input type="checkbox"/> | Update/confirm key search terms to be monitored by your account manager for compliance |
| <input type="checkbox"/> | Update/confirm all relevant users have access to your account |
| <input type="checkbox"/> | Update/confirm datafeed is seasonally relevant and accurate |
| <input type="checkbox"/> | Review pending validations every 15 days |
| <input type="checkbox"/> | Review creative report to identify top-performing banners/sizes |
| Communicate | |
| <input type="checkbox"/> | Schedule September call with account manager to align goals |
| <input type="checkbox"/> | <div>Update 'My Creative' under the Links & Tools tab</div> <div>Add seasonally-relevant banners</div> <div>Remove old banners</div> <div>Update click thrus and landing page URLs</div> |
| <input type="checkbox"/> | Update new affiliate sign up email under the Account tab to quickly-activate new publishers |
| <input type="checkbox"/> | Review pending publisher applications |
| <input type="checkbox"/> | Consider contacting inactive affiliates to re-engage prior to Q4 |
| <input type="checkbox"/> | <div>Compile contact information for top publisher "hit list"</div> <div>Top 10 publishers YTD</div> <div>Top 10 publishers in Q4 2016</div> <div>Top 5 new publishers</div> |

Get in touch

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November

| Sunday | Monday | Tuesday | Wednesday | Thursday | Friday | Saturday |
|---|--|--|-----------|--|--|--|
| | | | 1 | 2 | 3 | 4 |
| 5 | *** 6 | 7 | 8 | 9 | 10 | 11 Veteran's Day Singles' Day  |
| 12 | 13 | 14 | 15 | 16 | 17 | 18 |
| 19 | *** 20 | 21 | 22 | 23 Thanksgiving  | 24 Black Friday  | 25 Small Business Saturday Cyber Weekend  |
| 26 Cyber Weekend  | 27 Cyber Monday  | 28 Giving Tuesday  | 29 | 30 | | |

*** Suggested promotional campaign dates

Events

Singles Day

Largest e-commerce shopping day in the world to celebrate China's observation of being "single and proud." Great way to reach Chinese consumers

Giving Tuesday

Holiday season kickoff event; consumers "give back" and donate to an organization/charity

Black Friday to Cyber Monday

Retailers celebrate the official start of the US holiday shopping season by offering special promotions and discounts







Green Monday

"Cyber Monday" of December; best online sales day of the month

Small Business Saturday

Consumers are encouraged to shop small and local during the holiday season

December

| Sunday | Monday | Tuesday | Wednesday | Thursday | Friday | Saturday |
|---|---|--|--------------------|----------|---------------------------------|--|
| | | | | | 1 | 2 |
| 3 | 4 | *** 5 | 6 | 7 | 8 | 9 |
| 10 | 11 Green Monday  | 12 Hanukkah begins  | 13 | 14 | 15 Free Shipping Day USPS | 16 |
| 17 FedEx | 18 UPS | 19 | 20 FedEx UPS | 21 | 22 FedEx UPS | 23 FedEx UPS USPS |
| 24 Christmas Eve  | 25 Christmas Day  | 26 Boxing Day Kwanzaa begins  | 27 | 28 | 29 | 30 |
| | | | | | | 31 New Year's Eve  |

*** Suggested promotional campaign dates

Shipping Dates

FedEx

Dec. 17: Deadline for Home Delivery and Ground Delivery
Dec. 20: Deadline for Express Save
Dec. 22: Deadline for 2-Day and 2-Day A.M.
Dec. 23: Deadline for Overnight, Priority Overnight, First Overnight

Free Shipping Day

Large and small online merchants offer free shipping with guaranteed delivery by Christmas Eve

UPS

Dec. 18: Deadline for 3 Day Select
Dec. 22: Deadline for 2nd Day Air
Dec. 23: Deadline for Next Day Air

USPS

Dec. 15: Deadline for Standard Mail
Dec. 20: Deadline for First Class Mail and Priority Mail
Dec. 23: Deadline for Priority Mail



You've planned and prepped your Q4 strategy, now it's time to execute and track performance with our program exposure and program maintenance checklists.

Program exposure checklist

| Promotion & deals | |
|--------------------------|--|
| <input type="checkbox"/> | Add evergreen promotions to 'My Offers' under the Links & Tools tab |
| <input type="checkbox"/> | Consider exclusive coupons (work with your account manager to determine strategy) <i>Pro tip: Ask your account manager how to manage codes not permitted in the affiliate channel</i> |
| <input type="checkbox"/> | For each promotion added, brainstorm a creative title |
| <input type="checkbox"/> | Ensure offers have a call to action and link to the relevant page <i>Pro tip: Create landing pages for specific promos and deals</i> |
| <input type="checkbox"/> | Post on TheHub and discuss additional exposure methods with your account manager |
| <input type="checkbox"/> | Communicate promotions and deals directly to top 20 publishers |
| Placement planning | |
| <input type="checkbox"/> | Book all exposure by Oct. 1 <i>Pro tip: Placements can be paid for via Awin. Ask your account manager for details</i> |
| <input type="checkbox"/> | Under the Publishers tab, review 'Opportunity Marketplace' for niche placements |
| <input type="checkbox"/> | Request Q4 media decks from your top publisher "hit list" |
| <input type="checkbox"/> | Request exposure proposals from top publishers (\$, sales, etc.) |
| <input type="checkbox"/> | Compile list of all required assets for booked exposure and dates <i>Pro tip: Schedule bonuses or commission changes ahead of time</i> |
| <input type="checkbox"/> | Take screenshots of placements and request copies of newsletters |

Program maintenance checklist

| Review | | | | | | | | | | | |
|--|--|----------------------|---|-----------------------|---|--------------|---|---------------------|---|----------------------|--|
| <input type="checkbox"/> | Check monthly period comparison on your dashboard daily for a quick pulse of program performance month over month and year over year | | | | | | | | | | |
| <input type="checkbox"/> | Check top publishers have correct offers, creative and links | | | | | | | | | | |
| <input type="checkbox"/> | Review inventory weekly to avoid affiliates promoting an out of stock product | | | | | | | | | | |
| <input type="checkbox"/> | Review your budget and performance by Nov. 15 to consider booking last minute exposure | | | | | | | | | | |
| <input type="checkbox"/> | Consider running a competitor Q4 promotional analysis | | | | | | | | | | |
| Report (we recommend every affiliate monitor their performance daily, weekly, and monthly) | | | | | | | | | | | |
| <input type="checkbox"/> | <table><tr><td>Performance Overtime</td><td>General view of total metrics per day, month or year across your program. Useful when looking at how specific sales or placements performed</td></tr><tr><td>Publisher Performance</td><td>Overall performance per publisher for a given time period to see which publishers are driving higher sales, AOV or conversions and who you could look to optimize</td></tr><tr><td>Transactions</td><td>Closer look at individual transactions for a given time period to better understand time between click to transaction, device type, coupon code used, referring URL, etc.</td></tr><tr><td>Product Performance</td><td>Individual product and category performance through the affiliate channel, optimizing more strategic promotions and sales</td></tr><tr><td>Creative Performance</td><td>Insight to which publishers are utilizing your creative, and which specific banners or links are driving clicks, impression, sales, etc.</td></tr></table> | Performance Overtime | General view of total metrics per day, month or year across your program. Useful when looking at how specific sales or placements performed | Publisher Performance | Overall performance per publisher for a given time period to see which publishers are driving higher sales, AOV or conversions and who you could look to optimize | Transactions | Closer look at individual transactions for a given time period to better understand time between click to transaction, device type, coupon code used, referring URL, etc. | Product Performance | Individual product and category performance through the affiliate channel, optimizing more strategic promotions and sales | Creative Performance | Insight to which publishers are utilizing your creative, and which specific banners or links are driving clicks, impression, sales, etc. |
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Pro tip: All Awin reports are exportable as an Excel or CSV, making your results easy to share. For even more insights export your individual reports

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