



Affiliate Programmes With ImpactTag

Background

In January 2013 ImpactTag launched as a proprietary digital tracking solution, designed for clients to track their advertising spend and to look at the customer buying path.

Roll on nearly 5 years and ImpactTag now sees almost 200 million visitor clicks through the system each month from a variety of brand name clients, SME and start-up businesses. Several clients have cleared over £1bn in sales tracked through ImpactTag.

The Affiliate Channel

Affiliate marketing is one of the most talked about elements of a digital marketing strategy and when run correctly will drive 10-20% of client revenue. Affiliate marketing is simply a way to advertise on a website paying for the media space on a performance basis – cost per sale or cost per lead.

ImpactTag can now provide a number of solutions to facilitate affiliate activity for ImpactTag Analytics clients or as a standalone service.

Merchant Solutions

1. ImpactTag Partners

A traditional network interface for affiliates where you can add your programme to our growing portfolio of affiliate programmes.

ImpactTag's Proprietary Tracking

No Set-up Fee

No Monthly Fee

£1 per transactions with affiliate payment services

Please note programmes can be hidden and made available for selected affiliates.

2. Private Partners

The Private Partners system gives merchants full access to the ImpactTag Partners system without the programme being published to affiliates and without the billing system.

No Set-Up Fee

No Monthly Fee

£0.50 per transaction

3. Direct Partners

Direct Partners provides the same service levels as ImpactTag Partners except your affiliates join a private network under your own white-label urls.

Set-up Fee - £250

£1.25 per transaction including payment services

£0.65 per transaction without affiliate payment services

Please note your programme can be also be added to ImpactTag partners either as a full programme or as a hidden programme for selected affiliates.

4. Shopify Merchants

A solution for retail business operating on the Shopify platform that is billed via the Shopify platform.

Base Package

No Set-up Fee

\$18.99 per month

\$0.50 per transaction (first 15 transactions a month free)

Advanced Package

No Set-up Fee

\$50.00 per month

\$0.75 per transaction

Affiliate payment services available on request

Agency/Network Solution

As an agency you have the ability to run multiple clients on the ImpactTag network.

1. Agency Login – allowing your agency to run multiple programmes ImpactTag partners. Dedicated ImpactTag Partners area for all your programme

Cost £100 per month + ImpactTag package charges

2. Branded Agency Network – rebranded version of ImpactTag Partners for your affiliates. Campaigns can also be pushed to ImpactTag Partners as a full programme or to selected affiliates.

Set-up Fee - £499

Monthly Fee - £250 + Private Partner package costs

Features

- Percentage Commissions (gross or net)
- Flat Fee Commissions
- Product Specific Commissions
- Location Specific Commissions
- Affiliate Specific Commissions
- Exclude Commissions
- Affiliate De-duping
- Time Based Commission
- Multi-currency
- Affiliate Deep-linking
- Local Tracking Compatible via pre and post appends
- Creative serving
- Affiliate sign-up communication
- Bespoke sign-up links
- Bespoke sign-up communication
- Validations
- User level account access
- Affiliate APIs
- Affiliate Postbacks
- Conversion Pixels

Please note the Shopify base package includes a restricted number of features.

Additional Services at additional rates

- On Site Tag Management
- Offer Postbacks
- Attribution Reporting
- Cross Channel Attribution
- Account Management
- Affiliate Management
- Consultancy
- Revenue Share
- Data Warehouse Connectors

Infrastructure

ImpactTag is built on Amazon Web Services, which means the solution is a very scalable on demand product. We take advantage of a number of their cloud based offers to make our solution very cost effective.

We have had the system independently pen tested to ensure that the system is safe and secure.

Please Note

- Prices exclude appropriate sales taxes.
- The same solutions are available billed in US\$ from our US entity.
- All packages have fair use limits for non-billable activities such as clicks, and creative impressions.
- Any monthly billing products require a 30 day cancellation.
- All commissions accrued on your cookie windows after cancellation must be honoured
- Affiliate payments must be made as agreed and some clients may be required to pre-pay their account.