



PARTYLITE



Awin & PartyLite  
Working together



# WHO ARE AWIN?

The Awin group consists of **Awin**, Commission Factory and ShareASale. The group is owned by Axel Springer and United Internet



Awin is a specialist **affiliate marketing** platform. They connect advertisers like PartyLite and many other businesses with a network of publishers (*us*) from a variety of sectors - price comparison, blogs, social networks, communities and email marketing both locally and internationally.

Awin's role is to position itself as a trusted third party between advertisers and publishers, providing account management, strategy and technology.



# WHAT IS THE DIFFERENCE BETWEEN AN ADVERTISER AND PUBLISHER?

An **advertiser** is an online retailer with a transactional website. Advertisers can set up an affiliate programme in order to promote products or services on Publishers' social media platforms who will then drive traffic to their website to increase sales.

A **publisher** promotes transactional websites and drives traffic to them through text links and banners placed on their own websites, social media, Facebook page or groups.

They are awarded a commission once a customer makes a purchase on an advertiser's site via their Awin link.





# HOW DO AWIN AND PARTYLITE WORK TOGETHER?



Your Awin link to PartyLite's website allows Awin to track every transaction made. Commission is paid to you, from Awin, on purchases made using your link.

Awin's complete tracking solution allows PartyLite to record and report on an extensive range of data points, including basket value, number of products, product type, new or existing customers, use of a gift certificate and click-to-sale lag time, to help grow our business.



# HOW DO I WORK WITH AWIN AND PARTYLITE?

- Once you are approved by Awin, you can apply to be a publisher for any of the businesses that you wish to. Please note, they may not have the same commission structure as PartyLite and any brands you choose to publish for are your responsibility.
- You do not have to work with any other brands if you do not want to.
- You can continue to run your PartyLite business just the way you do now. We will be providing training in the future of how to maximise your income opportunities by being an influencer and promoting your business on different social channels.

