



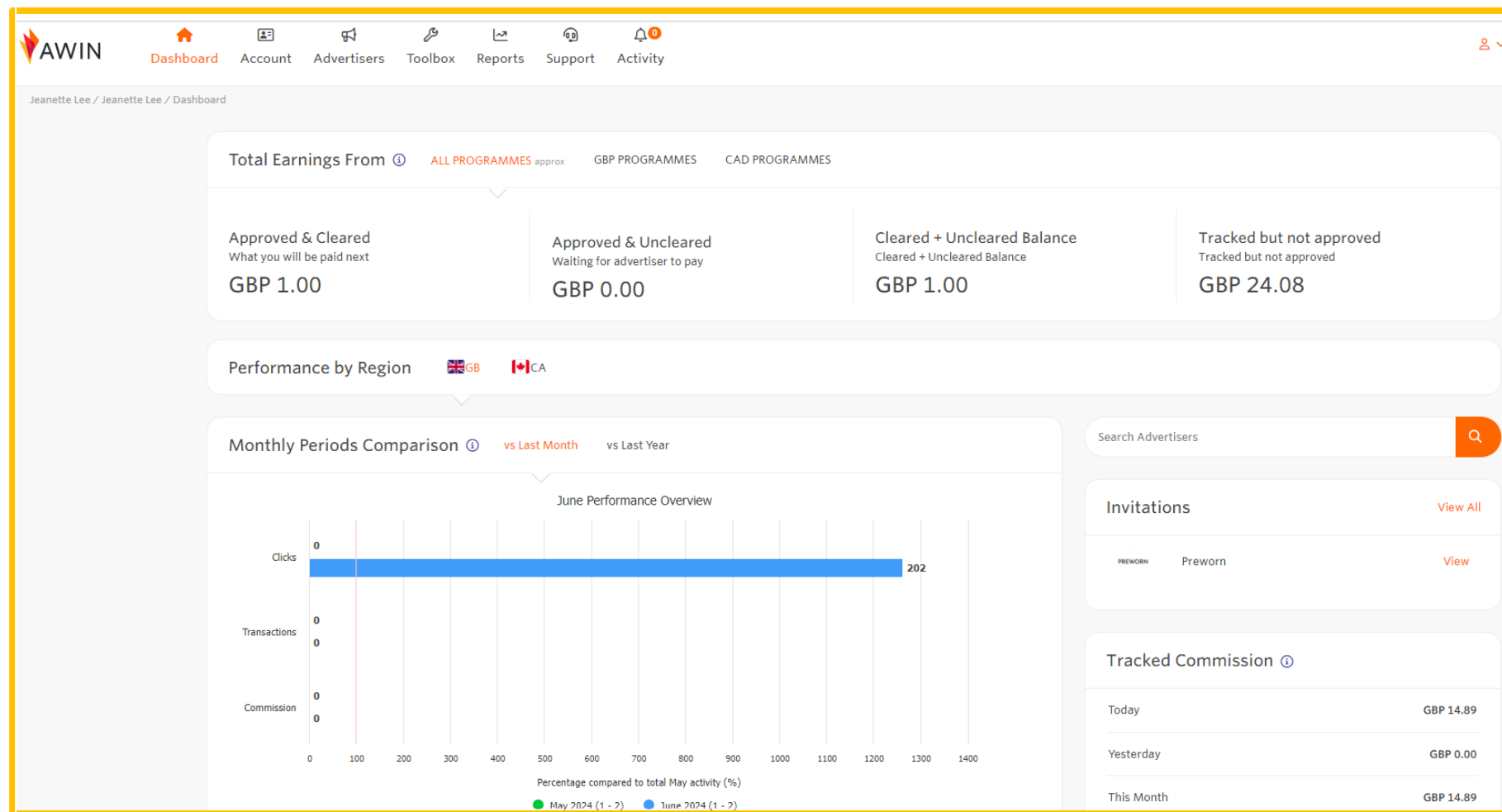
PARTYLITE

Navigating around your Awin Account



Dashboard Overview

- **Dashboard** = overview
- **Account** = Personal information
- **Advertiser** = List of businesses on Awin looking for Publishers to work with them.
- **Toolbox** = tools to help your business including your SHOPPING LINK & CREATIVE ASSETS.
- **Reports** = where you will find all sales and order information.
- **Support** = Awin support & help centre
- **Activity** = most recent Awin news and updates, which includes information on your accounts / activities.





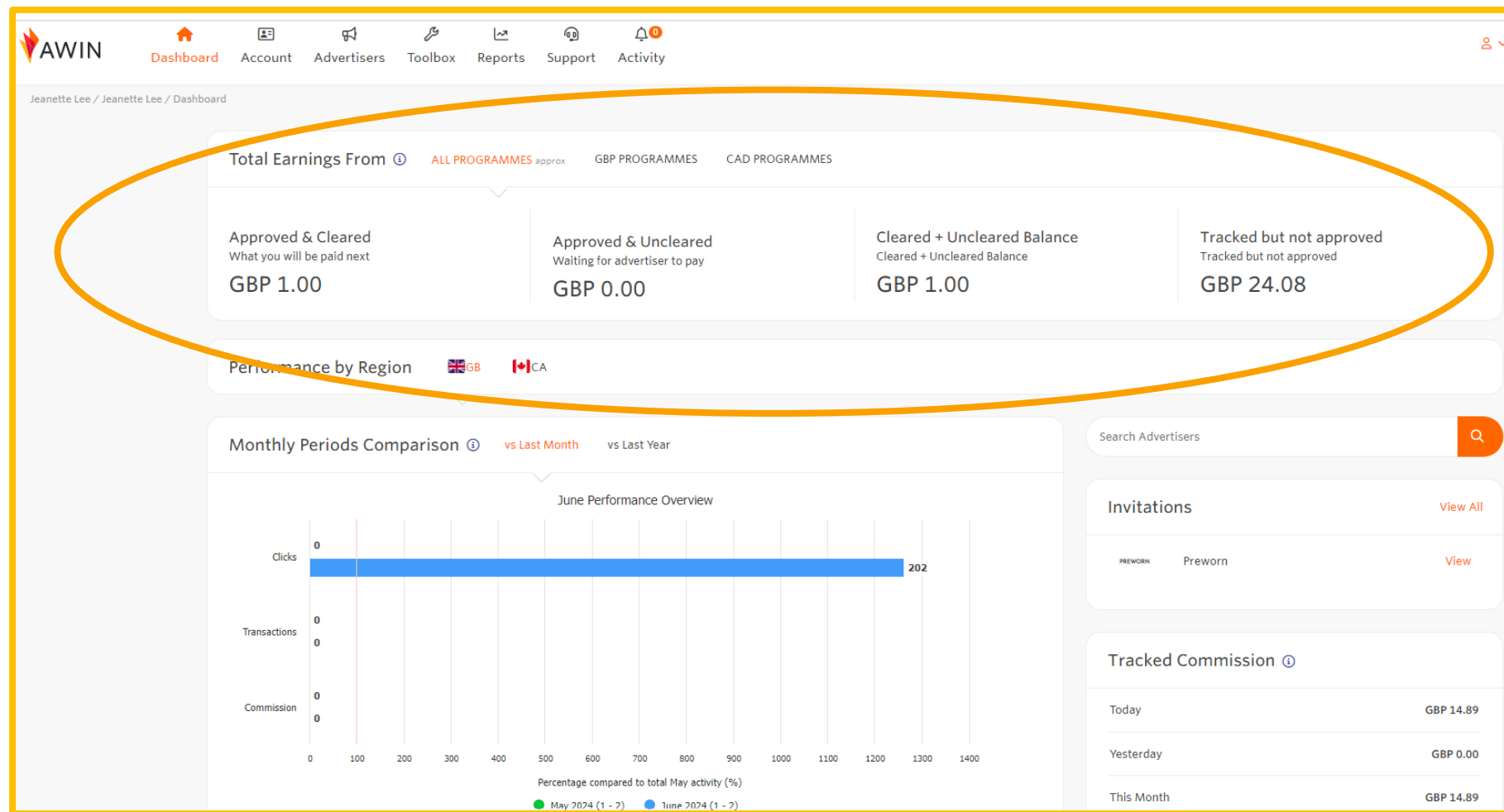
Tracking your earnings via your dashboard

New transactions are displayed in the Awin User Interface (UI) with the status **'Tracked but not approved'** until it is approved by PartyLite.

When transactions are approved (after 30 days in line with the customer returns policy), they will show in **'Approved & Uncleared'**.

Once commission is ready to be paid for the transactions, the status changes to **'Approved & Cleared'** and Awin pays you on their next payment day.

NB: The data is updated once daily and on days when payments are processed the data will be temporarily unavailable for the day.





Reports to help your business

Advertiser Performance

The Advertiser Performance Report allows you to generate a report detailing the performance of advertisers that you are promoting.

Today Week Month Year

Performance Over Time

The Performance Over Time Report details your performance on all programmes or particular programmes over a set period of time.

Today Week Month Year

Creative Performance

The Creative Performance Report details the performance of your creatives over a set period of time.

Today Week Month Year

Click References

The Click References Report gives you the ability to track the sale back to the exact link the visitor used to find that advertiser.

Today Week Month Year

Transactions

Affiliate Transactions Report

Today Week Month Year

Product Performance

The Product Performance Report details product level reporting on all relevant programmes over a set period of time.

Today Week Month Year

Commission Group Performance

The Commission Group Report allows you to see how each commission group is performing.

Today Week Month Year

Device Performance

Device Performance Reports allows you to compare the performance of different devices.

Today Week Month Year

Payment

A list to date of all payments received and broken down into self billing invoices.

Overview History

CLICK **reports** to see all available reports



Product Performance Report

Product Performance is ideal to track your bestselling fragrances and products and can be helpful tracking orders.

- Select the day, week month you want to look at when you choose the report.
- Select the 'Advertiser (PartyLite)' from the dropdown list.
- You can also customise the date you search here

A screenshot of a web form for generating a Product Performance Report. The form includes several input fields and a button, all highlighted with yellow circles. The fields are: 'Period' (This Month), 'From' (01/06/2024), 'To' (06/06/2024), 'Region' (United Kingdom), and 'Advertiser' (Select Here). The 'Generate Report' button is orange and located at the bottom right of the form.

Period	This Month	▼
From	01/06/2024	📅
To	06/06/2024	📅
Region	United Kingdom	▼
Advertiser	Select Here	☰

[Generate Report](#)



Product Performance Report



Product Performance

GB	Comm: GBP 37.76 Amt: GBP 107.87 Qty: 3	CA	Comm: CAD 0.00 Amt: CAD 0.00 Qty: 0
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Product Performance, by Total Quantity

Love is Love San...	26.32%
Marshmallow Vani...	15.79%
Iced Snowberries...	10.53%
Fig Fatale Unive...	5.26%
Mulberry Votive ...	5.26%
Others	36.84%

Period: Custom

From: 01/06/2024

To: 04/06/2024

Region: United Kingdom

Advertiser: 1 Selected

[Generate Report](#)

You can view or download the information to a Excel or CSV file in '**Options**'.



Product Performance Report

- You can see your top selling products and fragrances.
- This could be a way to track customer orders and send a thank you.
- Useful customer service tool to help recommend fragrances.

Showing 1 - 4 of 4 Rows per Page: 25 Display: Total Options

Product	CG Code	Category	No. Sales	Amount	Commission
> Love is Love Sangria Sunset 4-Wick Speciality Jar Candle	DEFAULT		5	160.00	56.30
> Marshmallow Vanilla Scent Plus® Heart Wax Melts	DEFAULT		2	22.90	8.02
> ScentGlow® Warmer - Starlight	DEFAULT		1	28.17	9.86
> Capri Limoncello Scent Plus® Heart Wax Melts	DEFAULT		1	11.45	4.01

Grand Totals				
	No. Sales	Amount	Commission	
Pending	9	222.52	78.19	
Approved	0	0.00	0.00	
Total	9	222.52	78.19	
Declined	0	0.00	0.00	



Transactions Report

TRANSACTIONS can be filtered by day, week and status of the sale. Don't forget to generate the report.

The screenshot shows the AWIN dashboard with the 'Reports' menu selected. The breadcrumb trail is 'Jeanette Lee / Jeanette Lee / Reports / TransactionsWeek'. The main heading 'Transactions' is circled in yellow. Below it are several filter sections:

- Period:** This Week (dropdown arrow)
- Based On:** Transaction Date (dropdown arrow)
- Region:** United Kingdom (dropdown arrow)
- Search for:** (empty text input)
- From:** 03/06/2024 (calendar icon)
- Payment Status:** All (dropdown arrow)
- Advertiser:** Select Here (list icon)
- in:** (dropdown arrow)
- To:** 04/06/2024 (calendar icon)
- Transaction Status:** All (dropdown arrow)
- Transaction Type:** 0 Selected (list icon)
- Amended only:**

The 'Generate Report' button is circled in yellow at the bottom right of the form.



Transactions Report

< Previous week

You can view or download the information to an Excel or CSV file in 'Options'.

Showing 1 - 4 of 4 Rows per Page: 25

Options

Advertiser	ID	Click Date	Transaction Date	Validation Date	Payment Progress	Time between Click-Trans	Device	Click Reference	URL	Sale Amount	Commission
PartyLite UK	82077	6/1/2024 9:24 AM	6/4/2024 10:43 AM		III	3 days 1 hour 18 mins	🖥️	Click - Apple Mac Transaction - Apple Mac			

Has tracking information to help you learn how and when the orders were placed. This is to help you know what actions you are taking online, are working.

URL – When the transaction was placed via a social media channel click it would show in the 'URL'.

PartyLite UK	82077	6/3/2024 9:42 PM	6/3/2024 11:06 PM		III	1 hour 24 mins	🖥️			2.50	0.88
PartyLite UK	82077	6/5/2024 10:07 AM	6/5/2024 10:19 AM		III	12 mins	📱		m.facebook.com/	6.58	2.30



Accessing Creative Content

- **Toolbox > My Creative**

The screenshot shows the AWIN dashboard interface. At the top, there is a navigation bar with the following tabs: Dashboard, Account, Advertisers, **Toolbox**, Reports, Support, and Activity. The 'Toolbox' tab is highlighted with a yellow circle. Below the navigation bar, the user's name 'Jeanette Lee' and the current page 'Jeanette Lee / Jeanette Lee / Dashboard' are displayed.

The main content area is divided into several sections:

- Total Earnings From**: This section includes filters for 'ALL PROGRAMMES approx', 'GBP PROGRAMMES', and 'CAD PROGRAMMES'. It contains four summary cards:
 - Approved & Cleared**: What you will be paid next, GBP 1.00
 - Approved & Uncleared**: Waiting for advertiser to pay, GBP 0.00
 - Cleared + Uncleared Balance**: Cleared + Uncleared Balance, GBP 1.00
 - Tracked but not approved**: Tracked but not approved, GBP 24.08
- Performance by Region**: This section shows filters for 'GB' (United Kingdom) and 'CA' (Canada).
- Monthly Periods Comparison**: This section includes filters for 'vs Last Month' and 'vs Last Year'. It features a bar chart titled 'June Performance Overview' comparing performance between May 2024 (1-2) and June 2024 (1-2). The chart shows 'Clicks' at 202, 'Transactions' at 0, and 'Commission' at 0. The x-axis represents 'Percentage compared to total May activity (%)' ranging from 0 to 1400.
- Search Advertisers**: A search bar with a magnifying glass icon.
- Invitations**: A section with a 'View All' link and a table showing an invitation from 'PREWORN' with a 'View' link.
- Tracked Commission**: A section with a 'View All' link and a table showing commission amounts for 'Today' (GBP 14.89), 'Yesterday' (GBP 0.00), and 'This Month' (GBP 14.89).



Accessing Creative Content



RIGHT CLICK ON
IMAGE TO SAVE TO
CAMERA ROLL OR
LAPTOP

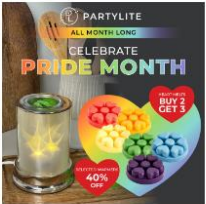



My Creative

Type: All Selected | Dimensions: Type width x height | Advertiser(s): Search for Advertisers | ID: Filter by Creative ID

[Reset](#) [Filter](#)

Showing 1 - 20 of 20 Results per pages: 25

Preview	Type	ID	Advertiser	Title	Tag	Dimensions	Last modified	Copy Code	View Details
	Image Banner	3644613	PartyLite UK	June - Light up the month with Pride offer	june monthly offer	768x768	31/05/2024 23:31	Copy Code	View Details
	Image Banner	3644612	PartyLite UK	June - FREE gift with purchase	june monthly offer	768x768	31/05/2024 23:31	Copy Code	View Details

TOP TIPS

- Encourage all customers to click your link regularly. Every time they click the cookie starts again for another 30/60 days.
- Follow up after each Candle Connection is sent with a message including your shopping link.
- Use the reports to help you analyse your business results.



REMINDER!! Download all customer details from your Affiliate Dashboard 'RETAIL CUSTOMER' by 6th June