



PARTYLITE

Finding and creating your new shopping link



Finding and creating your new shopping link

- Once approved you will receive an email from Awin to confirm your acceptance in the PartyLite programme.
- It will say your commission is 15% - this is the standard commission for non-legacy Brand Ambassadors (BA). Those that are legacy BA are being manually adjusted and you will be able to see your actual commission in your Awin account.
- Your commission was confirmed in an email on Friday 3 May.
- **This email will have your new shopping link TO BE USED & SHARED FROM 1st JUNE AND NOT BEFORE!**



Hello Helen Sykes,

Thanks for signing up to promote PartyLite, the world's brightest and best candles! We're looking forward to working with you.

Our affiliate program offers a standard, 15% commission on the value of each sale you generate, and operate on a 30 day cookie window.

The default tracking link for you to use to send traffic to our page is:

<https://www.awin1.com/cread.php?awinmid=82077&awinaffid=1616802>

You will find our promotional banners and links by logging into Awin.com, viewing your merchants and clicking "Toolbox".

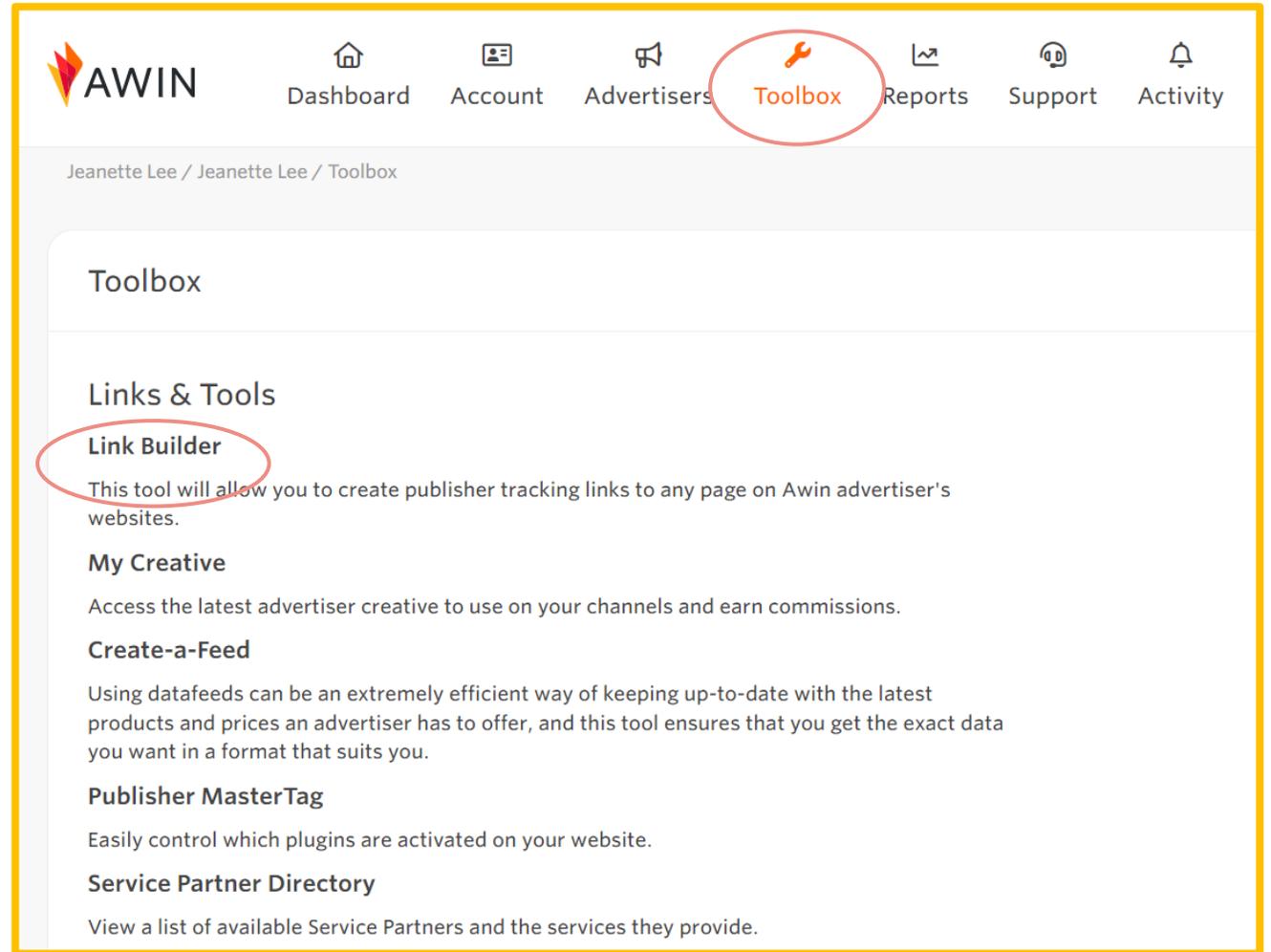
~~Be sure to install Awin's Publisher Master Tag in order to access publisher tools that will automatically convert your product links into trackable links, improve tracking accuracy, and automatically disclose monetized links on your pages. Access all available plugins under Toolbox>Publisher Master Tag.~~

Please reach out to PartyLite at csuk@partylite.com

Thanks,
The PartyLite Team

You can ignore the 'Master Tag' section on the email

- Log into your Awin account and go to Toolbox.
- From the dropdown, click Link Builder.



The screenshot shows the Awin dashboard with the 'Toolbox' menu item circled in red. Below the 'Toolbox' header, the 'Link Builder' option is also circled in red. The 'Link Builder' description reads: 'This tool will allow you to create publisher tracking links to any page on Awin advertiser's websites.' Other visible options include 'My Creative', 'Create-a-Feed', 'Publisher MasterTag', and 'Service Partner Directory'.

AWIN Dashboard Account Advertisers **Toolbox** Reports Support Activity

Jeanette Lee / Jeanette Lee / Toolbox

Toolbox

Links & Tools

Link Builder
This tool will allow you to create publisher tracking links to any page on Awin advertiser's websites.

My Creative

Access the latest advertiser creative to use on your channels and earn commissions.

Create-a-Feed

Using datafeeds can be an extremely efficient way of keeping up-to-date with the latest products and prices an advertiser has to offer, and this tool ensures that you get the exact data you want in a format that suits you.

Publisher MasterTag

Easily control which plugins are activated on your website.

Service Partner Directory

View a list of available Service Partners and the services they provide.



Creating your new shopping link

The next step is to generate your new shopping link. This is the same as in your acceptance email.

- In the Advertiser dropdown section ensure 'Joined' is selected and you have PartyLite UK showing. If you have joined other Brands, these will also show here.
- The link you are creating is only for PartyLite UK.
- **CLICK** 'Generate Link'

The screenshot shows the AWIN Link Builder interface. At the top, there's a navigation bar with 'AWIN' logo and links for Dashboard, Account, Advertisers, Toolbox (highlighted), Reports, Support, and Activity. Below this, the user's name 'Jeanette Lee' and the current page 'Toolbox' are displayed. The main section is titled 'Link Builder' and contains a brief description: 'The Link Builder allows you to create links to specific product pages, even if you aren't partnered with the advertiser. For support, visit the [Partner Success Center](#).' Below this is the 'Create Deep Link' section, which includes a form with the following fields: 'Advertiser' (a dropdown menu with 'Joined' selected and 'PartyLite UK' displayed, circled in red), 'Destination URL' (an empty text input field), and 'Click Parameters' (a dropdown menu). At the bottom right of the form, there is a 'Find out more.' link and a prominent orange 'Generate Link' button, which is pointed to by a red arrow.

Shortening your new shopping link

Your Deep Link

URL

HTML

QR Code

Your Link (URL) will include PartyLite ID **82077** and your Awin ID number.

Example: 1620011

```
https://www.awin1.com/cread.php?awinmid=82077&awinaffid=1620011
```

Shorten Link

Copy Link



- This link will direct you to the main page of the PartyLite website.
- You can **copy** the link and add to all social channels, bio's, groups and pages.
- You can also **shorten** the link. This is called a Tiddly link

```
https://tidd.ly/4aFuleB
```

Shorten Link

Copy Link



Using 'Parameters' to personalise your new shopping link

Link Builder

The Link Builder allows you to create links to specific product pages, even if you aren't partnered with the advertiser. For support, visit the [Partner Success Center](#).

Create Deep Link

Advertiser: Joined PartyLite UK [Profile](#)

Destination URL:

Click Parameters:

[Find out more.](#)

[Generate Link](#)

Parameters are a great way to add your name or anything that your customers will recognise and trust when you share your link. This is optional.

- Select 'Click Ref 1' from the dropdown.
- Enter the '*personalisation*' in the 'Click Ref 1' box. e.g. 'JeanetteLee' or 'Newshoppinglink'

Advertiser: Joined PartyLite UK [Profile](#)

Destination URL:

Click Parameters: Click Ref 1

[Find out more.](#)

Click Ref 1: Jeanettelee [Trash](#)

[Generate Link](#)

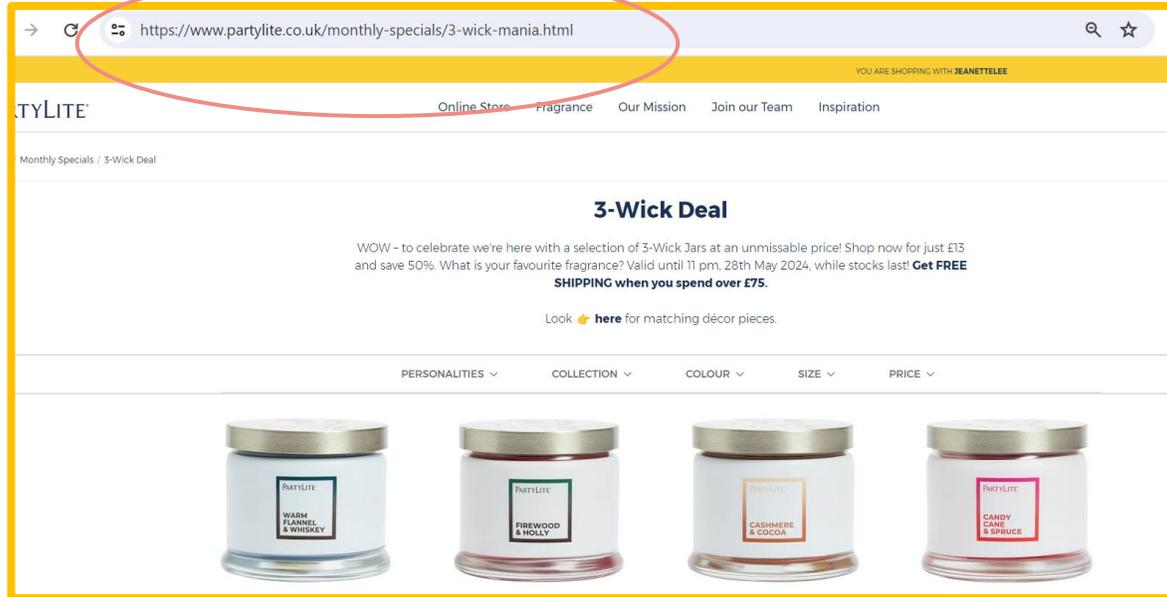
Your Deep Link

URL HTML QR Code

<https://www.awin1.com/cread.php?awinmid=82077&awinaffid=1610011&clickref=Jeanettelee>



Directing customers to a specific page with your new shopping link



- You can also create a link to 'deep link' to a certain product or offer.
- **COPY AND PASTE** the link from the address bar on the PartyLite.co.uk website into the DESTINATION URL BOX and **generate link**.
 - Your Awin ID will show in this link.
 - You can also shorten this link.
- Finally, **Copy** link and share with your customers.



Creating a QR code for your new shopping link

You can create a QR code in the same way.

- Ensure you have selected 'Joined' & 'PartyLite UK'.
- UNDER your deep link Select 'QR code'
- Click [Generate QR code](#)
- A QR code is generated in PNG format, which is printable and scannable.
- Ideal for business cards!



Create Deep Link

Advertiser: Joined PartyLite UK [Profile](#)

Destination URL:

Click Parameters: [Find out more.](#)

[Generate Link](#)

Your Deep Link

URL	HTML	QR Code
		Generate QR Code



Sharing your new shopping link



- Once a customer clicks your shopping link or QR code they will be directed to the PartyLite website to shop as normal. All orders will be attached to you that are placed using your Awin shopping link.
- For 60/30 days after the initial visit the cookies will remember the customer has shopped with you before.
- After 60/30 days the cookie will expire. If customers search for PartyLite and click on www.partylite.co.uk they will no longer be shopping with you.

Top Tip! **Re-share** your LINK every 60/30 days at least. The cookie resets and starts counting again every time customers click on your link.

STARTING 1/6/24

CHRISTINE'S CANDLE CLUBHOUSE

NEW
PARTYLITE
SHOPPING
LINK