



PARTYLITE

How cookies work with your NEW shopping link



How cookies work with your NEW shopping link

- You can earn money through affiliate marketing by promoting products or services with your **unique Awin link** on your social channels or website.
 - When customers make purchases through this link, you receive a commission.
- You can become an Affiliate for any Awin advertiser.
- Your **Awin link** and/or your **Awin QR code** is what you will use to place orders yourself AND share with your customers.
- Cookies will play a part in staying connected with customers.





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- **Cookies** are small files of information that a *web server* (website) generates and sends to a *web browser* (e.g. Safari, Chrome, Google Edge, Internet Explorer).
- **Web browsers** store the **cookies** on the device used for a predetermined period of time, or for the length of a user's session on a website on that device.





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Legacy Brand Ambassador cookies

- You will have a 60-day cookie for the first 90 days, which will be June, July and August
- From September onwards this will be a 30-day cookie.
- Awin standard cookie time is 15 days.





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- Once a customer clicks your **new Awin shopping link**, they will be directed to the PartyLite website. All orders placed this way will be attached to you.
- After the initial visit to the website, the **cookie** will remember the customer's device **for 60 days** when they re-click the **Awin shopping link**.
- All sales placed via your Awin shopping link will be attached to your AWIN account and commission earned.





Candle Connection emails

- Candle Connection emails will continue to be sent to all customers from PartyLite, as they are now.
- If a customer clicks a **SHOP NOW** prompt in the email this will **not** link to your Awin account for commission.
- It is important you explain this to your customers and plan follow up actions, after Candle Connections have been sent.





Helping your customers shop with your shopping link

TOP TIPS

- Encourage all your customers to click your link each month. Further training on how you can do this is coming.
- Follow up after each Candle Connection with a message to customers with your **new Awin shopping link.**
- Download all customer details from your dashboard 'RETAIL CUSTOMER' **by 6th June 2024.** You will not be able to access when the new website launches.

