







- 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.









- 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.

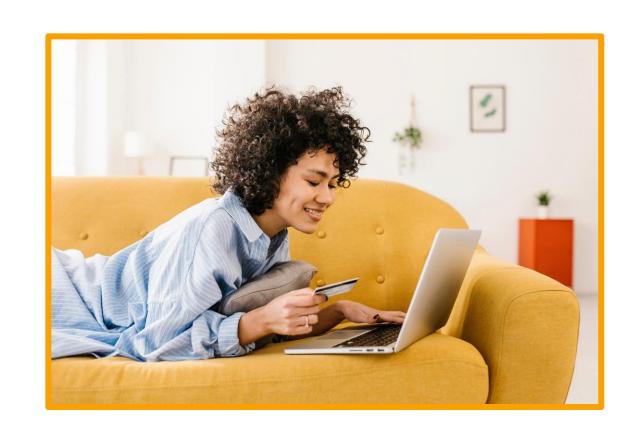






#### **Legacy Brand Ambassador cookies**

- 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.







- 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.

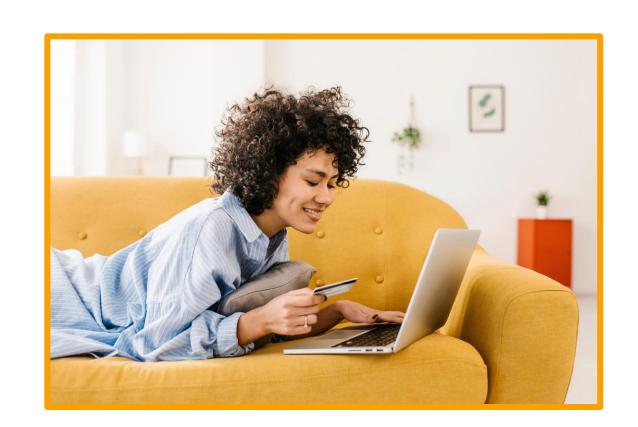




#### Candle Connection emails



- 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 <u>not</u> 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 6<sup>th</sup> June 2024. You will not be able to access when the new website launches.

