Publisher User Manual

Getting Started

A manual on how to use the TradeDoubler
performance based marketing interface

CONTENT

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1. Introduction

Welcome to TradeDoubler! Start earning money from your website today, it's quick, it's easy and it's free.

TradeDoubler partners with all types of website owners, to successfully increase the value of their traffic. Through TradeDoubler's platform you can monitor and evaluate the traffic to your website and convert it into revenue. Access our network of leading brand advertisers and build profitable partnerships. Select the best deals that suit your business model. Offer your website visitors well-targeted compelling advertising to boost the appeal of your content. Work with TradeDoubler's expert teams and gain a virtual workforce committed to growing your online revenues and partnerships with top advertisers on your behalf. Optimize the advertising space on your website by measuring the effectiveness of ads. TradeDoubler administer all payments and ensure you are paid reliably and on time.
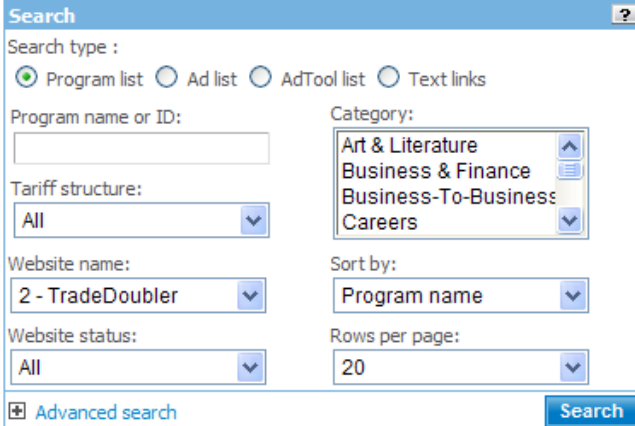
The following guide will help you get started. Follow the easy steps below to link to advertisers and start earning commission.

2. Apply to Program

Search Program

The first thing you need to do is to search for and apply to all the programs you would like to work with. There is no limit on applications. Featured and new programs are presented on the first page of the interface and it is possible to apply directly by clicking the program logo.

You can also use the search functionality on the first page of the interface or the Search page accessed from the left hand menu:

There are several ways of searching for programs, these are a few:

1. Tick **Program list** as Search type.
   - Search for **all available programs** by leaving the field Program name or ID empty. Change Rows per page to a high number e.g. 500.
   - Search for a **specific program** by entering a full or partial program name in the Program name or ID field.
   - Search by **category**, select one or more categories that fit your website and search for programs in those categories. To search for multiple categories hold Ctrl down and click each category to include.
2. If you have multiple websites registered with TradeDoubler make sure you select the website that you want to apply with from the **Site Name** dropdown list.
3. Click **Search**.

Join Program

To apply to a program, either click the program name and select **Apply** or click the **Overview** link in the right hand column to go to Program settings and apply from there.

Program Settings/Overview

1. If you have multiple websites registered with TradeDoubler select **Site Name** in the dropdown list.
2. Click the link **Important! Read the TradeDoubler Publisher Agreement**
3. Read the agreement and tick the checkbox **I have read the agreement and accepted the terms therein**.
4. Click **Apply for this program**.
5. You will instantly receive an email notifying you that you are under consideration for the program.

6. The advertiser reviews your website and will decide whether to accept or deny your application. This can take up to 14 days. You can in most cases start earning commission from that program immediately by placing ads on your website, however, if you are subsequently denied on the program you will lose any commission that might have been earned during the application process.
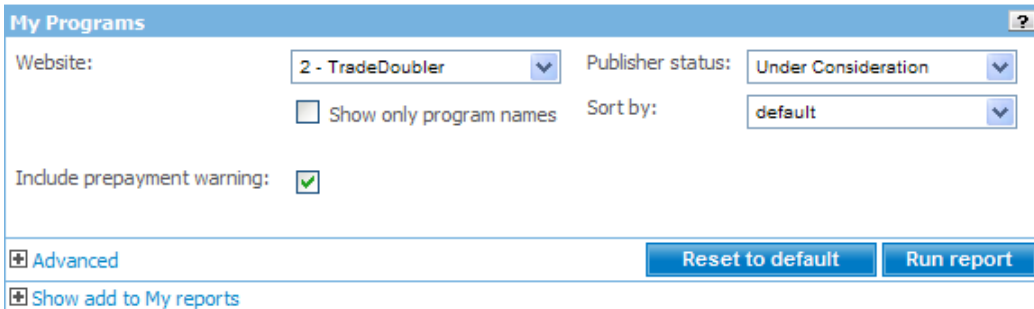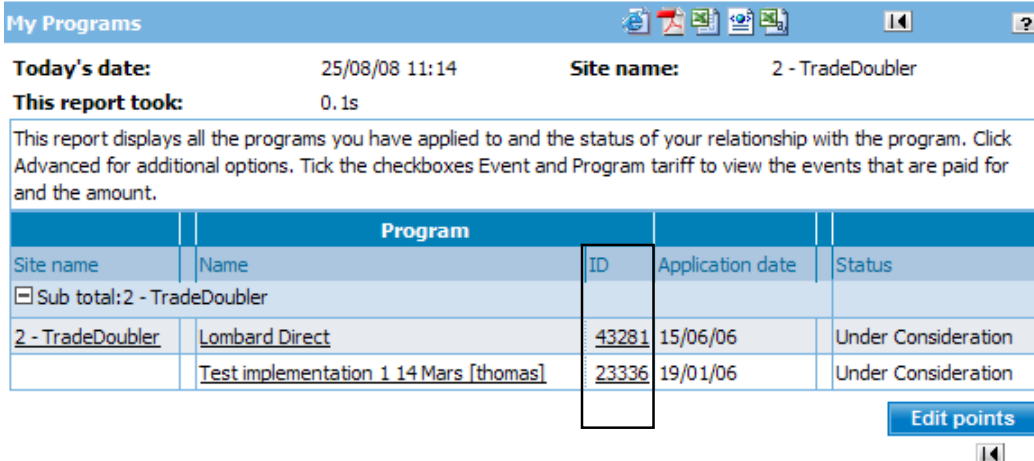
TIP: You should apply to programs that are relevant to your website content in order to increase your conversions.

3. Select Ads

Find Program Ads

You can now start adding ads to your website. You should select a program that you have applied to or are accepted on and then choose an ad from that program. You can search for ads in a program in different ways:

1. Search for the program by clicking the link **My Programs** on the first page of the interface under the search box.
   - If you have multiple websites select website.
   - Enter **Under Consideration** or **Accepted** in the Website status dropdown list.
   - Click **Run report**.
   - Click the **ID** of the program that you want to add ads from (in the 3rd column).
   - Select the **Links** tab

2. You can also search for the program using the search box.
   - Tick **Program list** as search type.
   - If you have multiple websites select website.
   - Enter **Under Consideration** or **Accepted** in the Website status dropdown list.
   - Click **Search**.
   - Click the program name in the search result and choose **Links**.

3. It is also possible to Search for ads in a specific program using the search box.
   - Tick **Ad list** as search type.
   - Enter the name or ID of the program
   - Select website.
   - Click **Search**.
   - Click the program name in the search result and choose **Links**.

| Program name | Category | Ad type | Ad name | Ad size | Tariffs | | | | Performance | | Last updated | TD info | Website status |
					UV	Click	Leads	Sales	90th EPM	Avg paid EPM			
zooplus.co.uk	Lifestyle & Fashion,Home & ...ing	JPG/GIF	Full Banner Zooplus	468x60				X	0.00	0.00	29/08/07		Accepted

Show co...
zooplus.co.uk
Overview
Add to p... Links
Info
Preview destination URL

Links Tab

You have now been redirected to the Links tab in Program settings.

1. Click **Graphical elements** to view available ads, or click a suitable category.
2. The **Available sizes** section displays a breakdown of the available ad sizes for the program based on the most common banner dimensions. Click a size to view all available ads in that size.

Get ads	Available sizes	Product database
List all availible ads	468x60 (10)	*Product feeds not available for this program*
Graphical Element Categories	120x60 (7)	
Car Insurance (6)	120x600 (3)	
Credit Cards (10)	125x125 (7)	
Home Insurance (6)	728x90 (0)	
Life Insurance (9)	234x60 (0)	
Mortgages (13)	300x250 (0)	
Personal Loans (9)	160x600 (0)	
Secured Loans (5)	Text links (28)	
	HTML banners (0)	
	⊞ Other sizes (3)	

Select Ad

The list of ads includes different types of ads; Text Links, JPG/GIF, HTML Banners and Flash ads.

Program name	Category	Ad type	Ad name	Ad size	Tariffs				Performance		Last updated	TD info	Website status
					UV	Click	Leads	Sales	90th EPM	Avg paid EPM			
zooplus.co.uk	Lifestyle & Fashion,Home & Garden,Shopping	JPG/GIF	Small Rectangle (105 x 42) Dog	105x42				X	0.00	0.00	13/08/07		Accepted
Show code													
Add to pools													
Preview destination URL													

1. Select ad and click the link **Show Code**.

Show Code

When you click Show code a pop up opens with the HTML Code. Now all you need to do is to select options for the code and copy and paste onto your Website. The Show code popup displays different options depending on the type of ad. The example below is the code for a Text link.

1. Choose the website where the ad is to be published. You can only choose between websites with the status Accepted or Under consideration.

2. Tick the checkbox to select:
    *   JavaScript
    *   Custom

3. **Use cache prevention**: Tick to enable, cache prevention is used to make sure that the browser does not cache the link and thus guarantees that all impressions are accounted for.

4. Copy the code and paste it in the HTML code of the website. The code is complete and has been prepared with your ID. It might take up to 15 minutes before images appear on the website.

Text links and Deep Linking

Text Links are used to link directly to the advertiser's website. Deep linking is a text link that directs the visitor to a specific page on the advertiser's website rather than to the home page. As the target URL contains content connected to the advert, Deep linking results in much more targeted linking.

You can search for links available in a program by using the search box as for programs and ads, select **Text links** as the search type. Or, go to Ad Management in the left hand menu and choose **My text links**.

1. Select you ad and click the link titled **Text link** or **Deep link**. If the ad is not available as a Deep link, the link is replaced by a No in the column.

Program name	Program ID	Category	Prepayment	Keywords	Product feeds	Website status	Text links	Deep linking
Gatwick Express - (Closed 31/10/06)	23158	Cars and Transport	No	Closed	No	Under Consideration	Text links	Deep link
Lombard Direct	43281	Cars and Transport, Shopping, Travel & Holidays, Business & Finance	No	Restricted	No	Under Consideration	Text links	No
Moneysupermarket.com (Closed)	18073	Shopping, Business & Finance	No		No	Under Consideration	Text links	No
Test implementation 1 14 Mars [thomas]	23336		No		No	Under Consideration	Text links	Deep link

2. Select Text link format
   - Full Anchor Tag
   - Plain URL
3. Enter Target URL (Deep linking only)
4. Enter Anchor text
5. Test your Text link
6. Copy and paste the code onto your website.

Text Link

Text Link Generator for Gatwick Express - (Closed 31/10/06)

Select Text Link Format: ⦿ Full Anchor Tag ◯ Plain URL

Anchor text: My Anchor Text

Text link code:
```
<a href="http://clkuk.tradedoubler.com/click?p(23158)a(407311)g(1080942)"
title="My Anchor Text" target="_blank">My Anchor Text</a><img
src="http://impgb.tradedoubler.com/imp?type(inv)g(1080942)a(407311)" />
```

Test your Text Link: **My Anchor Text**

4. Reporting

Once you have the ads and links up on your website you can check the performance of your ads and your account in several reports. You access reports in the left hand menu, **Reports**. Statistics can also be viewed in the publisher Account Snapshot on the first page of the interface where the account balance is also displayed.
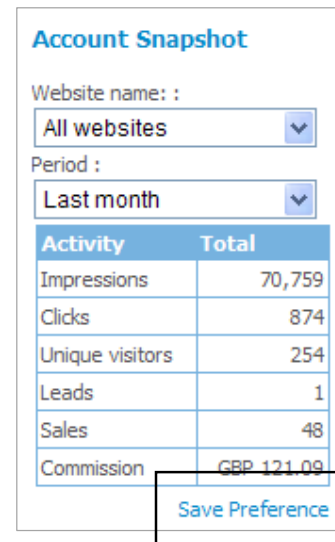
Account Balance

The account balance displayed on the first page of the interface is the amount generated since the last payment and is funds owed to you. Click the account balance for a breakdown of events.

Account balance

GBP **8,526.85**
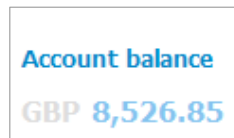
Account Snapshot

The Account Snapshot provides a quick overview of website statistics. It allows you to review the performance of your account overall or for specific websites over a given time period. You can select a specific website and specify a time period. Click **Save Preference** to keep those settings for each time you log in.

Account Snapshot

Website name: :
All websites
Period :
Last month

Activity	Total
Impressions	70,759
Clicks	874
Unique visitors	254
Leads	1
Sales	48
Commission	GBP 121.09

Save Preference

Account Balance Breakdown

This report gives an overview of the commissions you have earned but yet not been paid for. It will give you information on the next payment date and the minimum payment threshold needed in order to generate payment from TradeDoubler. This report has three sections, Transactions not yet qualified for payment, Transactions to be paid in the next payment and Rejected payments.

Transactions not yet qualified for payment:

- **Transactions in pending status**: Commission that an advertiser owes you on sales that are awaiting acceptance by the advertiser.
- **Transactions in status under consideration**: Lists commission earned on programs that you are under consideration for, these will not be paid until you have been accepted on the program.

- **In payment period, but unpaid by Advertiser**: TradeDoubler has not yet been paid and can therefore not pay out commission. Invoices are sent by TradeDoubler to the advertisers on a regular basis. If the advertiser is late paying an invoice the name of the advertiser is highlighted in red.
- **Prepaid Transactions**: These are payments from advertisers that use the prepayment feature. Approved transactions are automatically paid for in the next possible payment.
- **Transactions not yet invoiced to Advertisers**: The advertiser has not yet been invoiced for these transactions.

Transactions to be paid in the next payment:

Transactions in this section have been earned after the cut off point for the last payment period and are not due yet. Payments are made monthly, but are two months in arrears. This is TradeDoubler standard two-month lag, which allows us to invoice and collect payments from advertisers. We have to allow time for advertisers to review sales and leads in the case of returns, invalid credit cards or fraud.

Rejected payments:

These are payments rejected by your bank. Make sure that you have entered your bank details correctly. If your details are not correct, payment will not go through and you will have to wait until the next payment period.

My Programs

This report displays all the programs you have applied to and the status of your relationship with the program. Click **Advanced** for additional options to include in the report. Tick the checkboxes **Event** and **Program tariff** to view the events that are paid for and the amount.

Payment

The payment report displays transactions that have been paid into your account in the related payment run. Click the sum in the **Sum converted** column for a breakdown of transactions where each transaction has its own row with detailed information. Commissions for sales and leads are broken down per transaction while clicks and impressions are aggregated per day. EPI information is also included, allowing you to attribute specific sales to specific custom events.

Site name	Program	Transaction name		Sum in currency		Sum converted		Local currency
2 - TradeDoubler	Blinddater	Leads	GBP	28.00	GBP	28.00	GBP	28.00
		Sales	GBP	18.60	GBP	18.60	GBP	18.60

Program Overview

This report gives you an overview of all activities in one of your websites or a summary of all your websites. It gives a precise description on the transactions that you have generated, broken down per registered website, program and specified time period. After running the report, you can click the double arrow in the **Link** column to select other reports for that program.

Program Overview Report																				
Today's date:			25/10/07 11:20			**Report period:**				25/10/07 - 25/10/07										
Currency:			GBP			**Site name:**				2 - TradeDoubler										
Last updated:			Read more			**Update frequency:**				Live										
This report took:			0.3s																	

	Program		**Impressions**	**Unique impression**		**Clicks**		**Unique visitors**		**Leads**		**Sales**			**Click2call**	**Order value**	**Digital wallet**		**Commission**
Link	Name	ID	#	#	#	CTR	#	UVR	#	LR	#	GBP	CR	#	Total	Deposits	Withdraws	Publisher
»	Books Direct	1324	5	0	0	0.00%	0	0.00%	0	0.00%	0	0.00	0.00%	0	0.00	0.00	0.00	0.00
»	Countrybookshop	15658	0	0	70	0.00%	0	0.00%	0	0.00%	0	0.00	0.00%	0	0.00	0.00	0.00	0.00
Total:			**5**		**0**	**70**	**1,400.00%**	**0**	**0.00%**	**0**	**0.00%**	**0**	**0.00**	**0.00%**	**0**	**0.00**	**0.00**	**0.00**	**0.00**

- **Impressions**: The number of times ads on your website have been viewed in that program.
- **Unique impressions**: Number of responses to page requests from a visitor's browser within a predefined time period (most advertisers do not track this event).
- **Clicks**:
  - Number of times ads on your website were clicked on in that program.
  - CTR (Click Through Rate): Clicks divided by Impressions times 100.
- **Unique visitors** (UV):
  - One click per visitor per predefined time period, for example; if the same user clicks on an ad 10 times in one hour that will register 10 clicks but only one unique UV.
  - UVR (Unique Visitor Rate): UV divided by Impressions times 100.
- **Leads**:
  - The number of leads generated from the website in that program. Leads are generally completed actions without a sale, for example an application.
  - LR (Lead Rate): Leads divided by Impressions times 100.
- **Sales**:
  - The number of Sales generated from your website in that program.
  - GBP (or other currency): Generated commission.
  - CR (Conversion Rate): Sales divided by Clicks.
- **Order value**: The total basket value of goods purchased via the website.
- **Digital wallet**: Deposits and Withdrawals. Manual transactions that have been paid or removed by TradeDoubler or by the advertiser.
- **Commission:** The total commission earned from your website.

Ad report

This report shows how each ad has performed. Make sure to update those ads that are not so effective. The report accumulates all traffic for one program and breaks it down per ad.

- **Impressions** and **Unique impressions**: Number of impressions/unique impressions the ad has generated. A Unique impression is a page requests from a visitor's browser within a predefined time period.
- **Clicks** and **CTR** (Click Trough Rate): Number of generated clicks, and CTR, the higher percentage the better the ad is performing.
- **Unique visitors** (UV) and **UVR** (Unique Visitor Rate): Number of generated UV and the UVR.
- **Leads**: Number of generated leads, the value of leads and **LR** (Lead Rate), the higher percentage the better the ad is performing.
- **Sales**: Number of generated sales, the value of sales and **CR** (Sales Rate), the higher percentage the better the ad is performing.
- **Order value**: Basket value of the sale made via the ad.
- **Commission:** The commission generated from the ad.
- **Key metrics**: eCPM (earnings per 1000 impression), how much commission you earn for every 1000 impression. eCPC (earnings per click), how much you earn each time the ad is clicked.

Monthly Overview

This report provides a monthly summary of your activities and can give a precise description on the data of your choice. You can run the report on all your websites or choose a specific website and to select a specific program. Select the information that you want to see in the report using the checkboxes in **Advanced**. Click the doubler arrow in the Links column for other report options or to run a drill down **Day by day**.
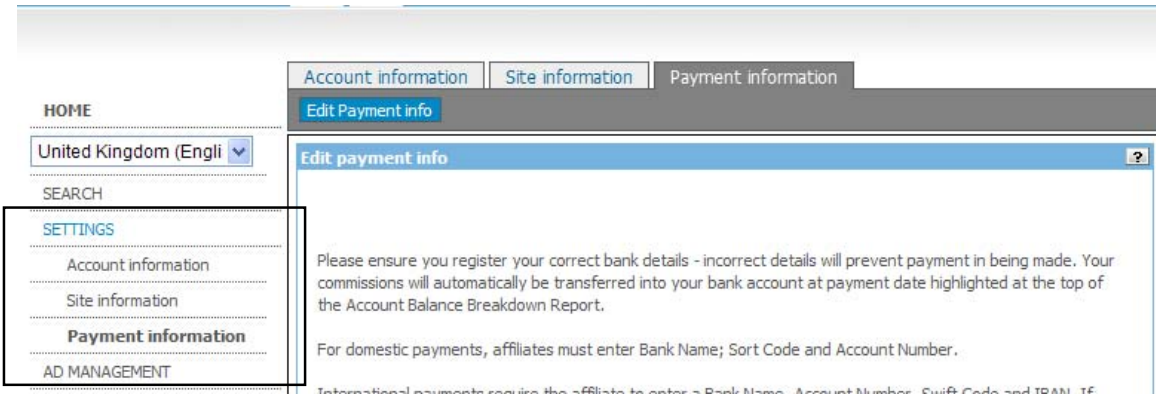
5. Payment Information

You enter your bank details in the interface.

Go to **Settings** and select **Payment information**.

If you have further queries please visit our FAQ, **Information**, **FAQ**, **Payment**.

TradeDoubler makes payments to publishers once a month (usually mid month), if the payment is above the payment threshold. You can check the Account Balance Breakdown report to see the next payment date.