



Once you're set up as a publisher on AWIN, you're just a few simple steps away from earning a commission on any sales you generate through your platform.

To make life easier, we've collated all of resources you'll need in one document.

- 1. Joining a program:** To join a program, a quick search will return the brand you're looking for provided they're on AWIN. When you apply, ensure you've updated your information including links to your site and contact email.
- 2. Creating tracking links:** Once you've joined a program, you'll want to get earning right away. To do so, you need to create tracking links so that you can earn a commission. As well as using tracking links for all future content, it's a good idea to backdate any evergreen content that still gets views (e.g. blog posts).

If you haven't created a deeplink correctly, you won't earn a commission. So, familiarise yourself with the process [here](#).

You can also download a chrome extension that will allow you to generate a deeplink that will direct to the page you're on within seconds.

- 3. Optimising partnerships:** If you're driving a decent amount of sales for a brand, there might be an opportunity for a partnership moving forward. From increased commission and exclusive discount codes to gifted products to paid placements, there are plenty of options.

As with all affiliate networks, to get the best out of it as a publisher, you should take the time to familiarise yourself with its features. From brands uploading exclusive offers to ensuring you're receiving all communications, you need to be pro-active to drive sales. Below is a link to the **AWIN wiki** which walks you through all aspects of the site.

If you can't find what you're looking for, email: clientsupport@converziondigital.co.uk.

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