

New Partner Getting Started Guide



RevResponse

Powered by NetLine Corporation

WELCOME TO REVRESPONSE

Congratulations! You just joined 15,000+ digital publishers including bloggers, social media influencers, site owners and more. You help make RevResponse the #1 B2B Publisher Network. Developing your new monetization program will be simple. Follow this step-by-step guide to monetization success.

GETTING STARTED

New to RevResponse? Start here. Walk through these basic steps to completing your account and exploring RevResponse.

1. Complete Your RevResponse Account

To ensure you can access your account at any time and get paid for your promotions, please take a minute to complete your account.

- **Login:** You should have received an email from RevResponse “Congratulations! Your request has been approved.” This email contains your login credentials. [Click here](#) to log into RevResponse in a new window. If you have not received this email please check your spam or junk folder, then contact the [Partner Services Team](#).
- **Change Your Password:** For your security and 24/7 access to your RevResponse account we recommend that you change your temporary password immediately.
How: Go to “My Account” (in the top navigation of any logged in page) > click “Edit Profile”
- **Upload an Avatar:** In this same section of your account you can also add a profile photo. This photo will display alongside your public blog comments and forum posts.
- **Complete and Verify Your Payment Information:** There are three sections to be completed: Payment Information, Contact Information, and W9 Information. The W9 section is only required for Partners residing in the United States. Without complete and accurate Payment Information RevResponse cannot send payment for your earnings.
How: Go to “My Account” > click to edit each section
- **Important Notes:**
Payments are processed the 1st of every month and changes made after the first of the month will be effective on the next processing date. Changes made to the W9 section will need to go through your Account Manager. Please contact them directly to make changes. Without complete and accurate information you will not receive payment for your promotions.

2. Using Your Partner URL

The Partner URL tracks the activity of your audience back to your RevResponse account. You are required to use this base URL for all promotions to ensure that you are compensated for your efforts. This is a custom URL created for your brand and applies your brand name as a sub-domain to TradePub.com; for example: <http://blogger123.tradepub.com>. Learn more about the Partner URL and how to use it...

- **Where to Find My Partner URL:** Your Partner URL is located on your RevResponse “My Account” page. You will find the URL(s) listed at the top of the page. If you have multiple properties within your account, each URL will be listed here.
- **How to Use the Partner URL:** There are a variety of ways to use your Partner URL for promotions; most importantly you must remember to include the URL in all promotions.

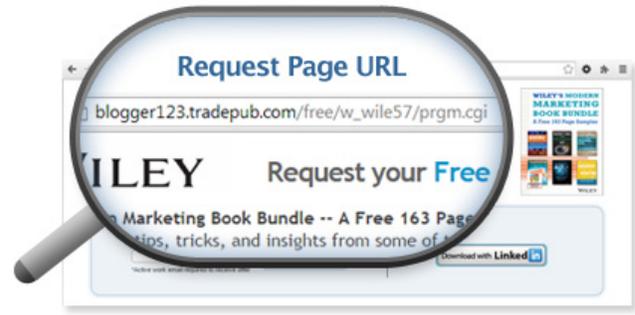
Resource Library: Think of your Partner URL as the hub of your account and your “Resource Library”...everything is connected to it. Your Partner URL is the main destination for all TradePub.com offers targeted for your audience. This URL can be used for broad promotions; some Partners choose to add this URL to their site or blog navigation as a “Resources” section that can be visited anytime, see example of (<http://blogger123.tradepub.com>):



Category Pages: You can also navigate to category targeted pages through the left navigation of your Resource Library. Deep-linking a URLs from your Partner URL can also be used for broad promotions. For example, if “blogger123” was focused on career topics the Partner could navigate from the Resource Library (main Partner URL) to “Career” in the left navigation: <http://blogger123.tradepub.com/category/career..>



Offer Pages: Finally, the most popular destination for Partner promotions are “Offer Pages”. Deep-linking from the Resource Library directly to a specific offer is a very successful form of promotion. Partners can choose between two offer page types: Offer Detail Page or Offer Request Page. We will go into further detail regarding the Offer Page types next. Here is an example of the Partner URL deep-linking to a specific offer Detail Page: http://blogger123.tradepub.com/free/w_lynd12/prgm.cgi



Important Note: Do not promote without your Partner URL. URLs that do not include your sub-domain will not be tracked back to your account, therefore you will not get paid.

3. Explore the Offer Catalog

The offer catalog lists the entire inventory of free professional offers available for promotion. The catalog is a great resource to regularly check-in with as new offers are getting released every day and the inventory is changing. The offer catalog can be filtered by the offer category, type, or keyword; sorting options are also available by the lead criteria. In this section learn how to search and locate offers for your audience.

- **Offer Search Tips:** When selecting offers to promote think first about the most compelling content for your audience. First, you can narrow down your search by category and “active” offers. Secondly, refine the search with keywords.

Category Country Offer Type

Sort By Show Only Keyword

(Note: The 'Sort By' dropdown menu is open, showing options: Earning Potential, Payout Per Lead, Popularity)

- **Sort by:** This feature includes three sorting options: earning potential, popularity, and payout per lead. It’s important to use these only as indicators. While certain offers may be rated with a high payout per lead, the demand or “popularity” of the offer could be very low - meaning you will most likely generate very few leads. It is all about finding a balance that works for both your earning expectations and your audience’s interests. Each indicator is detailed below:

Earning Potential: The thermometer displays three settings - warm, hot, on fire. “Earning Potential” analyzes the payout for a qualified lead combined with the ease of attaining the said lead. An offer marked “on fire” has a high payout and a low reject rate (meaning a higher probability of generating qualified leads).



Popularity: The star rating represents the popularity of an offer. The more stars you see, the easier it will be for you to generate a qualified lead for that offer. We recommend keeping an eye on this as it will impact your earnings more than the “Payout per Lead”, listed next.

Payout per Lead: The dollar signs represent the payout range. The more dollars showing, the more money you stand to earn for generating a qualified lead. Based on that range, you can assume that one ‘\$’ is at the lower end of that range, three ‘\$\$\$’ is at the higher end of the range, and that two ‘\$\$’ falls in the middle. Remember that the minimum for any lead is \$1.50 and the highest payout is \$20.

- **Offer Assets:** After selecting an offer for promotion, click on the offer to access the offer details.

Publisher: Wiley

Publisher Logo URL: http://img.tradepub.com/free/w_wile57/images/w_wile57.gif

Offer Splash Page URL: http://www.tradepub.com/c/pubRD.mpl?sr=oc& t=oc:&pc=w_wile57

Offer Form URL: http://www.tradepub.com/c/pubRD.mpl?sr=oc& t=oc:&qf=w_wile57

Large Image URL: http://img.tradepub.com/free/w_wile57/images/w_wile57c.gif

Small Image URL: http://img.tradepub.com/free/w_wile57/images/w_wile57c2.gif

[Check current availability!](#)

Copy Points: A title, short description and long description are provided for every offer. We recommend including your own context, opinions, or facts to add authenticity for your audience when using the offer in a blog post, newsletter, or social media post.

Selecting a Destination Page: The offer catalog applies your main Partner URL to each offer for you. (If you have multiple properties you will need to modify the URL to the appropriate sub-domain before promotion). It is important that you copy the Offer URL directly from the Offer Catalog so that your promotion can be tracked accurately. Custom “channel code” tags can be added for additional reporting, see the “Tracking Your Campaign” section below in **Beyond the Basics**. You may choose to direct your promotion to the Offer “Splash Page” or “Request Page”.

The **Splash Page** displays the most information about the offer for your audience including short and long description, author logo, and cover image.

[Marketing](#) > [Advertising and Promotion](#) > [Marketing](#)

WILEY

[REQUEST NOW](#)



Receive Your Complimentary eBook NOW!

"Wiley's Modern Marketing Book Bundle -- A Free 163 Page Sampler"

A diverse collection of Modern Marketing tips, tricks, and insights from some of today's leading authors

This Wiley e-book bundle includes selected materials from 6 recently published titles in Wiley's expansive catalog of titles. That is included for each selection is the book's full Table of Contents as well as a full sample chapter for your enjoyment.

Titles Include:

- Inbound Marketing: Get Found Using Google, Social Media, and Blogs
- Audience: Marketing in the Age of Subscribers, Fans and Followers
- Big Data Marketing: Engage Your Customers More Effectively and Drive Value
- The Passion Conversation: Understanding, Sparking, and Sustaining Word of Mouth Marketing
- Engagement Marketing: How Small Business Wins in a Socially Connected World
- Marketing in the Participation Age: A Guide to Motivating People to Join, Share, Take Part, Connect, and Engage

Splash Page

The **Request Page** (for new requesters) begins with a social sign-in option, then directs users to the full request form. This page does not display the long description of the offer.

WILEY

Request your Free eBook!

"Wiley's Modern Marketing Book Bundle -- A Free 163 Page Sampler" - A diverse collection of Modern Marketing tips, tricks, and insights from some of today's leading authors [Detailed Description](#)



Connect with Email or LinkedIn

Work Email *

[DOWNLOAD](#) Or [Download with LinkedIn](#)

*Active work email required to receive offer

By submitting a request, your information is subject to TradePub.com's [Privacy Policy](#).
Resources: [Community Support](#) | [FAQ](#) | [Legal Notices](#)

Copyright © 2014 NetLine Corporation. All Rights Reserved.
750 University Avenue | Suite 200 | Los Gatos, CA 95032

Request Page

Tip: If you are including a lengthy description in your post, you may have more success directing your traffic directly to the Request Page, eliminating duplicative messaging and a multi-page flow. We recommend testing this for your audience.

Using the Offer Cover Image: Including the cover image with your promotion is proven to increase user engagement. “Blog posts with images receive +94% views than plain text,” reported by professional blogger Jeff Bullas. Plus, the RevResponse offer catalog provides multiple sizes to choose from for your post. Don’t leave out the images! Read more about the [Offer Catalog](#)

Tip: All offer pages are optimized for social media sharing. By promoting an offer page, the cover image, title, and short description will automatically display in your preview. Try it! Learn more about [Open Graph Tags](#).

BEYOND THE BASICS

Now that your account is setup (you can get paid!) and you are familiar with the free offers and assets available to you, let’s start monetizing.

1. Create Your Own Kick-Off Plan

Developing a kick-off plan is the best way to build a new program with RevResponse. The key components of a successful kick-off plan are: offer selection, post frequency and consistency, tracking and analysis. [Get the free RevResponse Kick-Off Template](#).

2. Tracking Your Campaigns

When you begin to kick-off your first promotions you should think about how you want to track their progress. Testing different offer types and promotional tools is the best way to understand what drives the most engagement with your audience. To provide data at this level we recommend that you apply unique “channel codes” to your campaigns.

- **What is a Channel Code?**

A channel code is a short tag that can be added to your promotional tool or offer URL that allows for each to be reported separately within your RevResponse Reports. (Example: the RSS-to-Email ad module could be tagged as “RSSE1” and the weekly Blog Post could be tagged as “Wk_Blog1”) Channel codes will help you optimize your promotions as you continue to test and learn.

- **How Do I Use a Channel Code?**

There are two ways to add a channel code to your promotions.

Assigning Channel Codes with the Tool Wizard

As you create your module, you’ll see a box called “Channel Code.” This is where you assign the description for your promotion. (Example: if you’re creating a blue widget that is 250x250 you might name it “blue250”) The channel code can be up to eight characters long.

Applying Channel Codes Manually to Offer URLs

The other way to add channel codes is to do so manually. This allows you to track promotions that you create for yourself like blog posts, direct links, newsletter inclusions, etc. For this tracking, you'll add a short tag to your links.

Here's how...

An offer URL with a channel code should look like this:

[http://**BRAND**.tradepub.com/c/pubRD.mpl?sr=oc&t=oc:&pc=**OFFERCODE**&ch=**CHANNELCODE**](http://BRAND.tradepub.com/c/pubRD.mpl?sr=oc&t=oc:&pc=OFFERCODE&ch=CHANNELCODE)

Specifically the channel coded is this part of the tag: &ch=CHANNELCODE

When selecting the offer to promote, make sure you copy the Offer URL directly from the Offer Catalog, including your Partner URL, the specific offer code, and then the channel code at the end of the URL.

- **Channel Code Report**

Once you've tagged each of your promotions, you will find an itemized report by channel code in the "Report by Channel". This report details the Requests, Leads, and Earnings you are generating per channel code.

Channel	Requests	Leads	Total Earnings	eEPF
-None-	707	150	\$532.47	\$3.55
config	1	0	\$0.00	\$0.00
sidebar	7	5	\$28.99	\$5.80
oneclk	455	148	\$333.66	\$2.25
thankpg	735	280	\$887.64	\$3.17
newsups	7,505	1,205	\$4,443.18	\$3.69
Total	9,410	1,788	\$6,225.94	\$3.48

3. Using the Tools Wizard

The Tools Wizard provides a variety of monetization tools for Partners to use for offer promotion. Offer targeting is included with each tool setup. Certain tools may require a more advanced developer skillset. Contact your Account Manager with implementation questions.



RSS-to-Email Newsletter



Newsletter



Ad Modules



Resource Library



Subscription Confirmation



LinkedIn Post

4. Select Offers & Try Your First Promotion!

Now that you have gone beyond the basics, learning everything from offer selection to tool implementation you are ready to start promoting. Remember, it may take a few trials to find the most effective offer for your audience...but most importantly, never promote without your Partner URL!

If you have questions regarding your new account, there are many ways you can actively find answers:

[Contact Us](#): Send a message to the Partner Services Team

[Blog](#): Check out the latest blog posts for Partners

[Forum](#): Peruse and post a question

Feel free to directly contact your Account Manager; they will respond during normal business hours.