

zanox.

**PUBLISHER
BEGINNER'S
GUIDE**

**GETTING STARTED IN THE
ZANOX MARKETPLACE**

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6 STEPS TO SUCCESS

Welcome to the zanox marketplace! Congratulations, you have successfully registered your publisher account.

This guide will help publishers to get started in the zanox marketplace. Just follow the steps below to set up your publisher account for success.

1

Create a publisher profile

Your publisher profile gives you the unique opportunity to present your comprehensive business profile to encourage advertisers to work with you.

2

Manage your website

Provide advertisers with insights into your website. Prove that you are a high-quality publisher by verifying your site.

3

Join advertiser programmes

Search the Programme Directory to find the best programmes and send join requests to advertisers.

4

Get banners and links

Download banners and links and place them on your website to earn commissions.

5

Monitor your performance

Run performance reports to see how your programmes are performing.

6

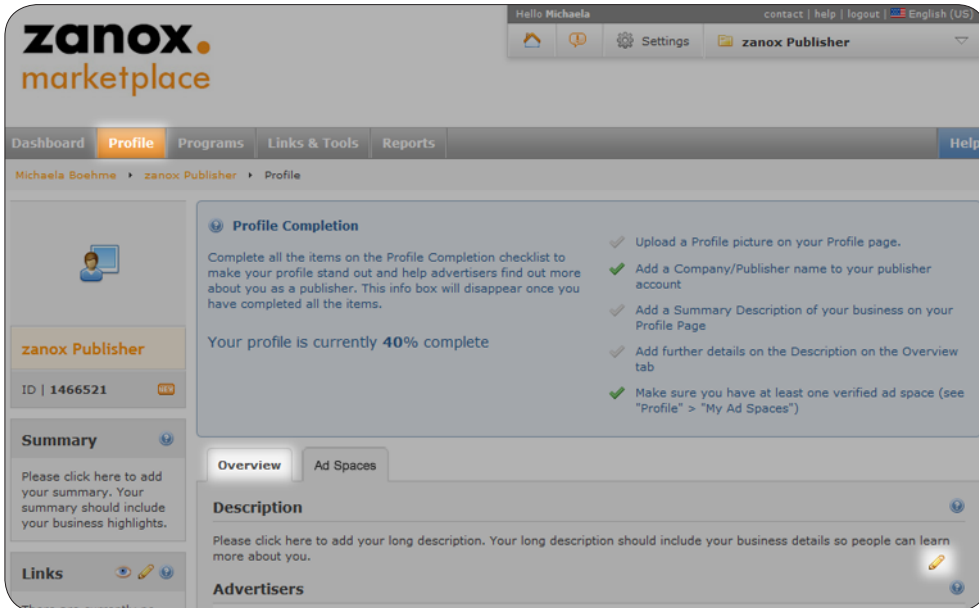
Manage your payments

Authorise your credit notes to receive your commissions.

CREATE A PROFILE

In order to improve communication, foster collaboration and business relationships between publishers, advertisers and agencies we created publisher profiles.

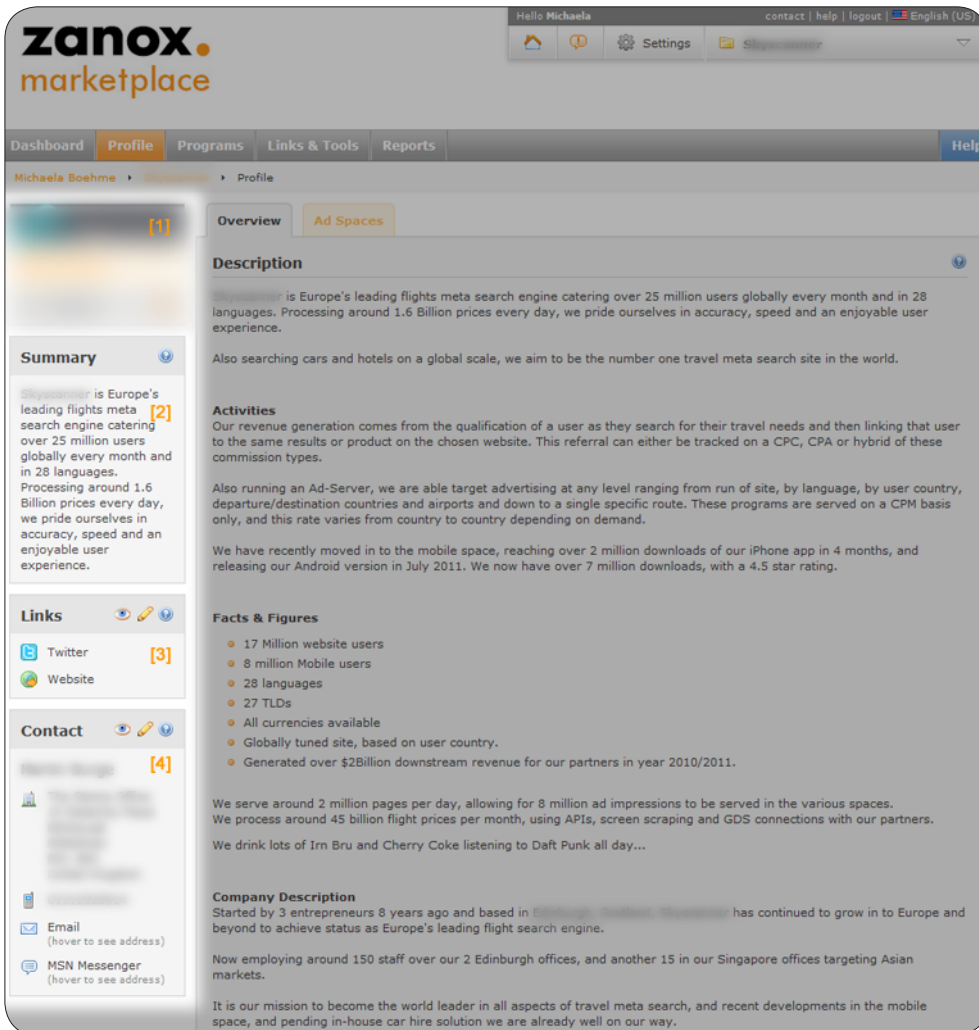
The publisher profile gives you the unique opportunity to present your comprehensive business profile to encourage advertisers to work with you. Each publisher with a complete publisher profile will be presented to advertisers in the Publisher Directory.



NOTE: It is important to fully complete your profile as only 100% completed profiles are visible to advertisers on the Publisher Directory. Refer to the profile completion box on top of the profile page to see which items are still missing from your profile.

Each profile is made up of a left-hand panel and the **Overview** tab. Find an example of a high-quality profile on the following pages.

Profile left-hand panel



(1) Publisher logo

(2) Short summary of your publisher business

(3) Links to your website or blog

(4) Contact details

Profile Overview tab

The screenshot shows the ZanoX marketplace interface. The top navigation bar includes 'Dashboard', 'Profile', 'Programs', 'Links & Tools', 'Reports', and 'Help'. The user is logged in as 'Michaela Boehme'. The 'Profile' tab is selected, and the 'Overview' sub-tab is active. The page is divided into several sections:

- Summary:** A short summary of the publisher's business, mentioning that it is Europe's leading flights meta search engine catering over 25 million users globally every month and in 28 languages.
- Description:** A detailed description of the publisher's business, mentioning that it is Europe's leading flights meta search engine catering over 25 million users globally every month and in 28 languages.
- Activities:** A detailed description of the publisher's marketing activities, mentioning that the revenue generation comes from the qualification of a user as they search for their travel needs and then linking that user to the same results or product on the chosen website.
- Facts & Figures:** A list of key figures such as conversion rate, traffic type, number of unique visitors, etc.
- Company Description:** A detailed description of the publisher's company, mentioning that it is Europe's leading flights meta search engine catering over 25 million users globally every month and in 28 languages.

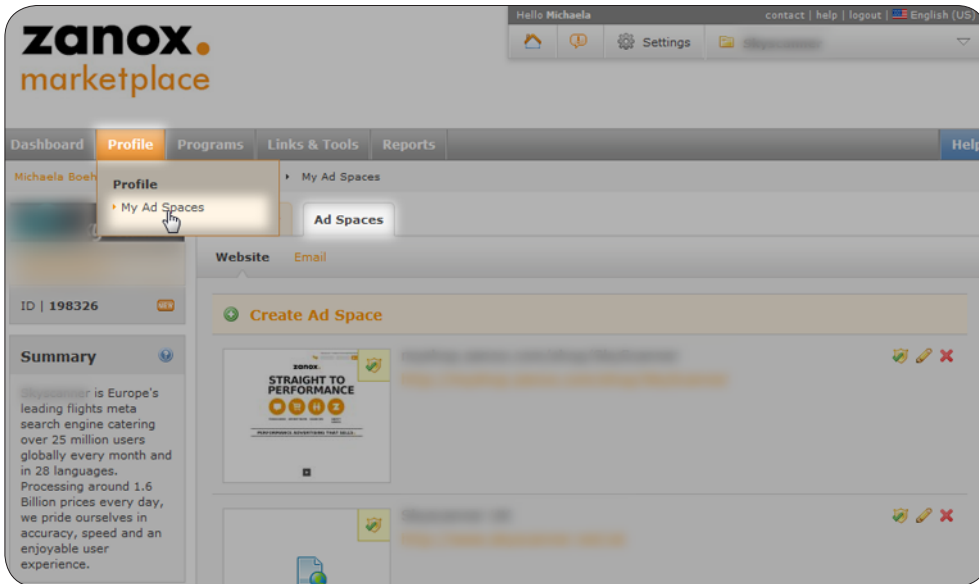


Want to know more?
Read the [marketplace tip](#) or the [FAQ](#).

- (1) Short summary of your publisher business
- (2) Detailed description of your marketing activities
- (3) Key figures such as conversion rate, traffic type, number of unique visitors, etc.
- (4) Company description, if you run your publisher business as company

MANAGE YOUR WEBSITE

Your website is the most important asset in your publisher business. A high quality site will help you motivate advertisers to work with you and build long-term success in the performance advertising industry.



Want to know more?
Read the [marketplace tip](#) or the [FAQ](#).

Promoting your site

Add more information about your website to help advertisers understand your publisher activities :

Website description

Give a high-level overview of your business activities.

Reference list of advertisers

Add the advertiser whose products and services you are promoting on your website to make your site more attractive to other advertisers on the network.

Industry tagging

Add up to three advertiser industries that you promote on your website to facilitate website matching for advertisers.


Sales region

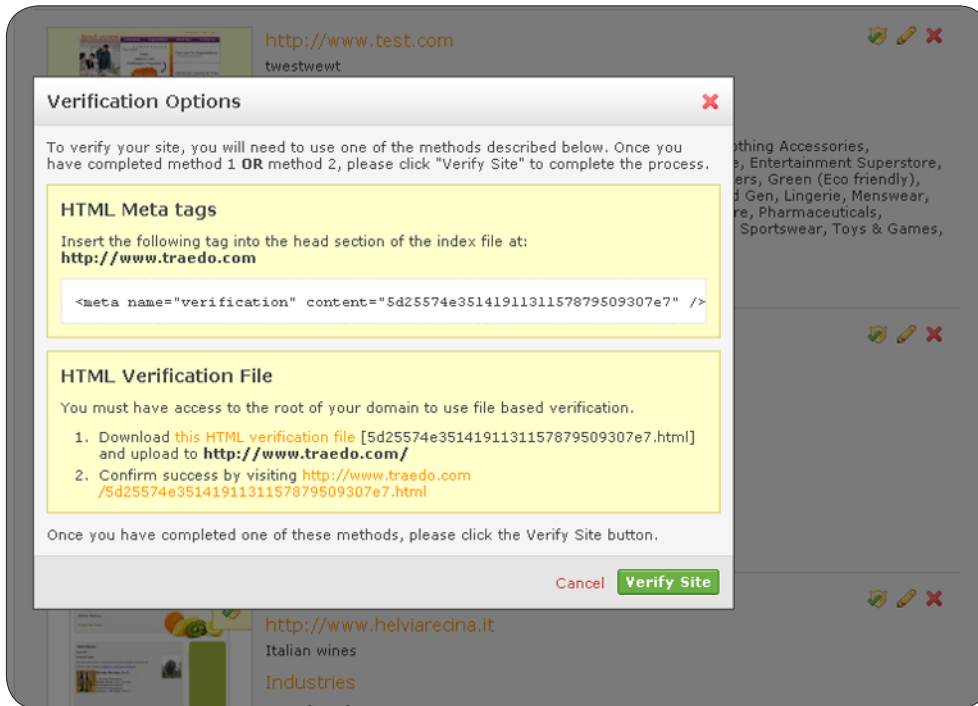
Change the default sales region, if needed.

Website screenshot

When you enter your website URL zanox will create an auto-thumbnail image that offers advertisers a sneak preview of your site.

Verifying your website

To prove that you are a quality publisher, you now have the ability to verify ownership of your websites by including a meta tag or uploading a HTML file. Just click the shield icon  and follow the instructions in the verification window.



The verification status of your website will be shown to advertisers and will make your site especially attractive to your partners on the zanox network.

Adding more websites

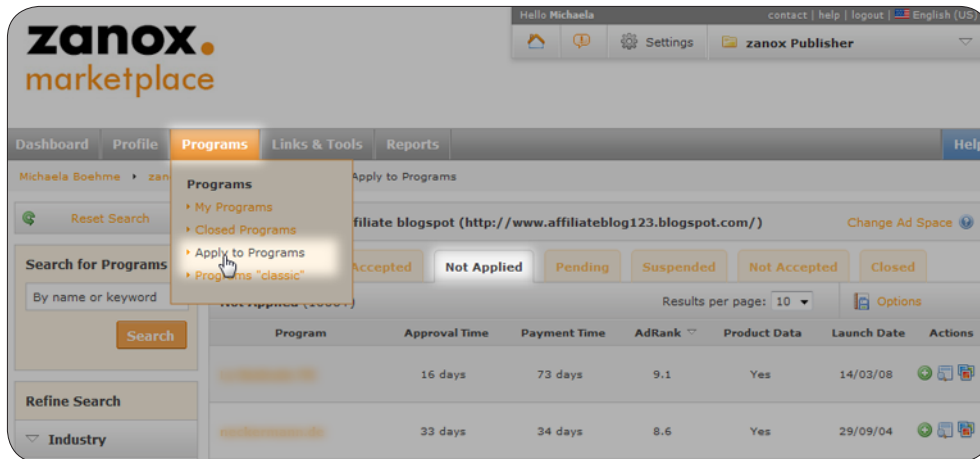
Feel free to add more websites, if needed. Note that you will always apply with one website to programme.



NOTE: You will need to verify your website first before you can join programmes. Please also note that only your verified websites will be listed in the Publisher Directory.


JOIN ADVERTISER PROGRAMMES

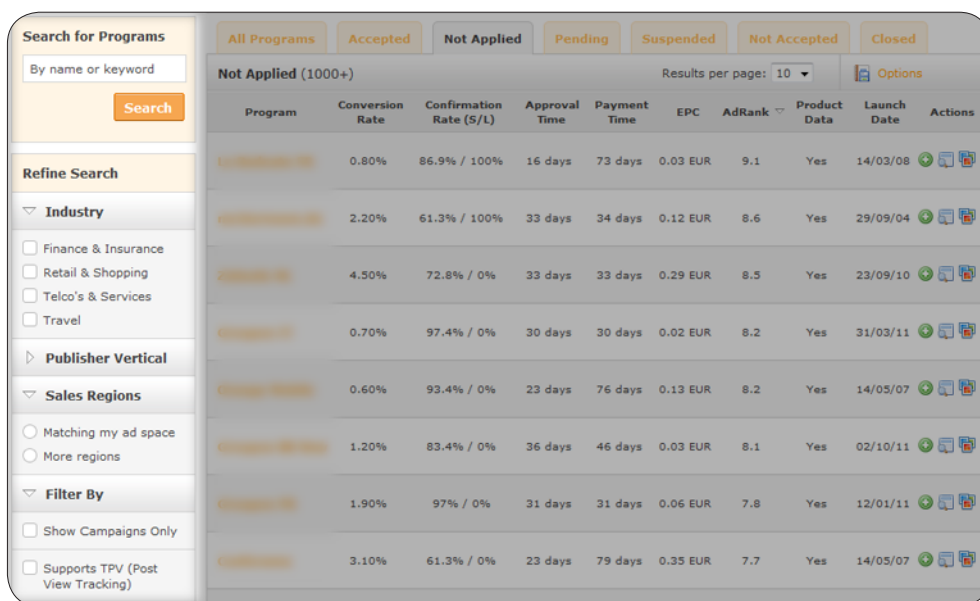
Now you are ready to apply to programmes you want to work with. Use the Programme Directory to find the most attractive programmes.



Search filters

You can search the directory by programme name, or a specific keyword contained in the programme profile. In addition, you can search the directory by advertiser **Industry** and **Sales Region**. For instance, you could search for all Retail & Shopping programmes that are active in the UK market. **Special filters** allow you to find campaigns and programmes supporting zanox True Post View Tracking.

To see the commissions you can earn with a programme, click on **Options > Detailed View**. You can also click on the  icon to access the programme profile where you will find more details about the programme, terms and conditions, and the commissions you can earn.



Programme KPIs

The zanox marketplace aims at creating the highest level of transparency for all partners on the zanox network. By displaying key performance indicators (KPIs) for each programme listed on the Programme Directory, the marketplace shows you at a glance which programme performs best in your publisher segment.

Selected Ad Space: Reisevogel (<http://www.reisevogel.de>)

Change Ad Space

Search for Programs

By name or keyword

Search

Refine Search

Industry

Publisher Vertical

☒ Content

☐ Display

☐ E-mail

☐ Search

☐ Uncategorized

Not Applied (1000+)

Results per page: 10

Options

Program	Conversion Rate	Confirmation Rate (S/L)	Approval Time	Payment Time	EPC	AdRank	Product Data	Launch Date	Actions
Program 1	0.80%	86.9% / 100%	16 days	73 days	0.03 EUR	9.1	Yes	14/03/08	
Program 2	2.20%	61.3% / 100%	33 days	34 days	0.12 EUR	8.6	Yes	29/09/04	
Program 3	4.50%	72.8% / 0%	33 days	33 days	0.29 EUR	8.5	Yes	23/09/10	
Program 4	0.70%	97.4% / 0%	30 days	30 days	0.02 EUR	8.2	Yes	31/03/11	
Program 5	0.60%	93.4% / 0%	23 days	76 days	0.13 EUR	8.2	Yes	14/05/07	



TIP: Programme KPIs may change considerably depending on the publisher vertical. A programme that's performing well for Content publishers might have less attractive KPIs for Search publishers. Use the sort box on the left-hand side to display the KPIs relevant to your publisher vertical.



Want to know more? Read the [marketplace tip](#) or the [FAQ](#).

Joining a programme

When you've identified the best-performing programme, simply click the icon in the **Actions** column to send a join request.


The advertiser will be notified about your application. You can view your pending programme applications on the **Pending** tab until the advertiser either allows you into the programme or rejects your application.

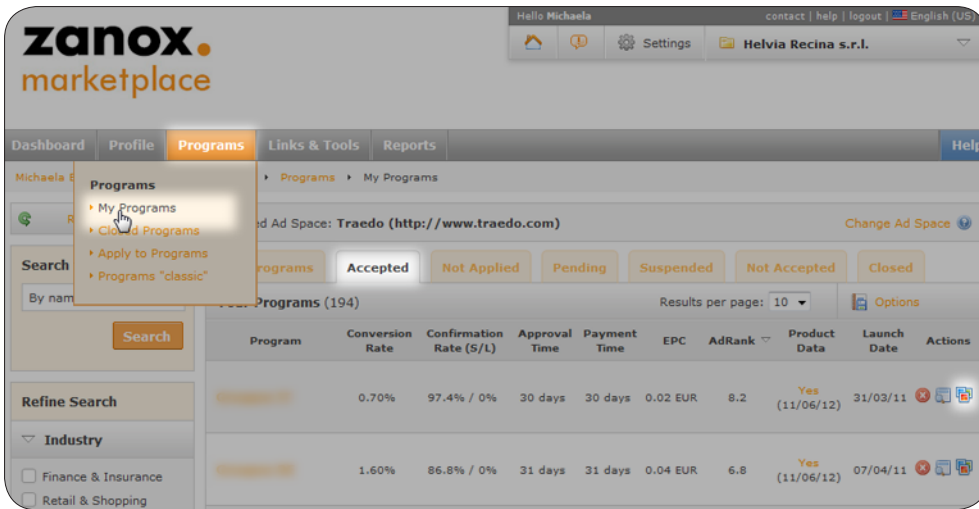


TIP: You can join as many programmes as you wish; however, you should only apply to programmes that are relevant to your site content in order to increase your conversions.

GET BANNERS AND LINKS

Once you've been accepted into a programme, you can put banners and links on your website and start earning commissions by generating leads and sales.

To download banners and links, go to the Programme Directory and view your list of joined programmes. Select a programme, then click the  icon.



Want to know more?
Read the [FAQ](#).

You can now view all banners and links of the selected programme. Use the filters at the top to narrow results.

Available filters:

Ad media categories

Filter banners and links by a specific ad media category.

Link type

Select the type of ad media you wish to use, e.g. text links or image ad media.

Link format

Select a specific ad media size, e.g. skyscraper or billboard.

Deeplinks and standard links

Choose between deeplinks that take visitors to a specific product on the advertiser's site or standard links that link to advertiser's landing page.



NOTE: You can only get ad media for programmes you are already affiliated to. If you want to use the ad media of a programme you haven't joined yet, please apply to the programme first.

Ad Media Categories

Current category path: Werbemittel > _NEU: Angebot der Woche

Quick selection: Werbemittel > _NEU: Angebot der Woche

Category description:

Available sub-categories:

Ad Media Filters

Link type: Alle

Link format: Free Style

Only deeplinks: ☐

Only standard links: ☐

Show

Programme: My zanox programme

Name and Description	HTML Code	Image / Text	Size	Type
International hotel offer of the week	Code	Verbringen Sie ein Wochenende in Dublin - ab €45 pro Nacht im Doppelzimmer		Text
72h Sale	Code	Sale bei Expedia DE - vom 7.2. - 9.2. bis zu 50% Rabatt auf ausgewählte Hotels		Text
Domestic hotel offer of the week	Code	Lernen Sie Dresden kennen - 2 Nächte ab €68 für 2 Personen		Text

Pick your favourite link, copy the code and place it on your website. You can now start earning money for every sale or lead that is tracked after a user clicks on the link.

MONITOR YOUR PERFORMANCE

zanox offers numerous reports to help you monitor the performance activity in your account.

Types of reports

Performance reports

These reports help you analyse your activity over time by presenting aggregated metrics over a defined period of time.

Analysis reports

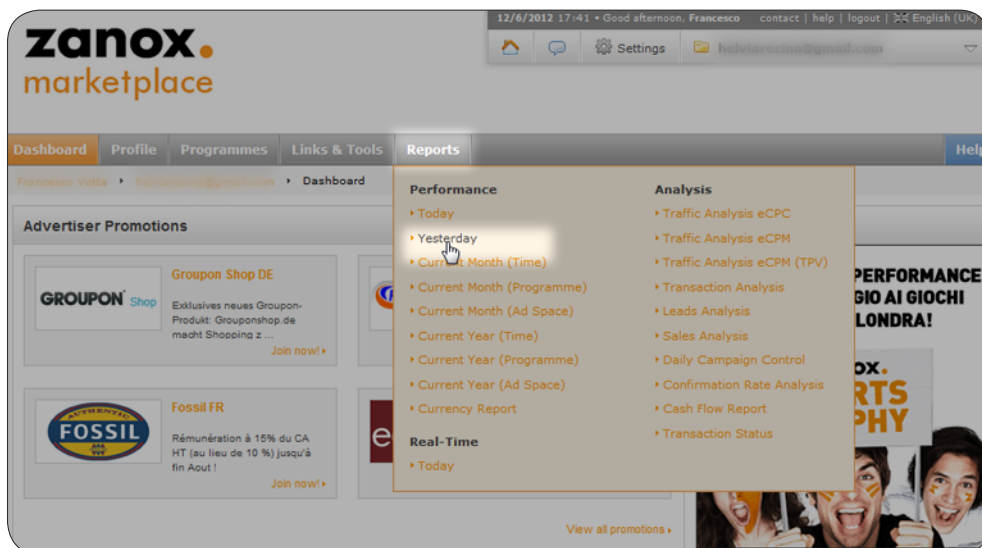
These reports help you review key performance indicators such as eCPM, eCPC, or confirmation rate.

Real-time statistics

These statistics allow you to view today's sales and leads in real-time.



Want to know more?
Read the [FAQ](#).



Running reports

Open the Statistics tab in the menu and click on a standard report to see your performance results. If you wish to change the report settings, click on [Advanced](#) > [Selection](#). Here you can change the report period and select the programmes, ad spaces, or currencies you wish to review. To select different report columns, click on [Advanced](#) > [Formatting](#).

12/6/2012 17:46 • Good afternoon, Michaela | contact | help | logout | English (UK)

zanox. marketplace

Dashboard | Profile | Programmes | Links & Tools | **Reports** | Help

Yesterday

Main | **Advanced** | Selection | Formatting

Select columns for: Sales Details

<input checked="" type="checkbox"/> Sale Date and Time	<input type="checkbox"/> Click Date and Time	<input type="checkbox"/> Last Edited	<input checked="" type="checkbox"/> Conversion Time
<input type="checkbox"/> Date of Last Status Change	<input checked="" type="checkbox"/> Status	<input checked="" type="checkbox"/> Total Price (Current)	<input checked="" type="checkbox"/> Total Price (Programme Currency)
<input checked="" type="checkbox"/> Programme Name	<input checked="" type="checkbox"/> Tracking Category	<input type="checkbox"/> Ad Server	<input type="checkbox"/> Ad Media Type
<input type="checkbox"/> Ad Media Name	<input type="checkbox"/> Remarks	<input checked="" type="checkbox"/> Commission	<input type="checkbox"/> Sub-Affiliate ID
<input type="checkbox"/> Commission of Sub-Affiliate	<input type="checkbox"/> GPP/zpar0	<input type="checkbox"/> GPP/zpar1	<input type="checkbox"/> GPP/zpar2
<input type="checkbox"/> GPP/zpar3	<input type="checkbox"/> GPP/zpar4	<input type="checkbox"/> GPP/zpar5	<input type="checkbox"/> GPP/zpar6
<input type="checkbox"/> GPP/zpar7	<input type="checkbox"/> GPP/zpar8	<input type="checkbox"/> GPP/zpar9	<input type="checkbox"/> Original Value

Preview: Table header
(Drag to move to new position or click to change default sort order)

Sale Date and Time	Programme Name	Commission	Conversion Time	Tracking Category	Status	Total Price (Current)	Total Price (Programme Currency)
--------------------	----------------	------------	-----------------	-------------------	--------	-----------------------	----------------------------------

Items per page: 100

Save report | Show report

You can save your changes as custom report, if needed.

MANAGE YOUR PAYMENTS

As zanox publisher you will receive commissions for a purchase, lead, subscription, or other actions performed after the user clicks on a banner or link on your website.

Commissions you earn for your publisher activities in the zanox affiliate network are issued as credit notes and paid into your publisher payment account on a monthly basis. The monthly payout includes only commissions for those leads and sales that the advertiser has confirmed by the 1st of each month.

Eligibility for payment

To be eligible for payment you have to:

- meet the minimum payment amount you set up for your payment account.
- authorise your credit note by the 9th of each month.

If you do not meet the minimum payment amount or do not authorise the credit note in time, your commissions will roll over to the next month.

Authorising your credit notes

In the account switcher at the top of the page, select **Settings > Payment** and click on the **Credit Notes** tab to view your credit notes. Select the latest credit note you want to authorise and click on the status link **Authorise**.

Check the credit note content in the **Authorise Payment** window and authorise the credit note if all details are correct.

The authorisation status will change to "Authorised" and zanox will now proceed to pay the money into your account. zanox will also generate a PDF file of your credit note and make it available for download on the **Credit Notes** tab.



Want to know more?
Read the [FAQ](#).

The screenshot shows the zanox marketplace account interface. At the top, there's a navigation bar with 'Settings' and 'Payment' links. A dropdown menu is open under 'Settings', showing options like 'marketplace User', 'Publisher Account', and 'Permissions / Privacy'. The 'Payment' option is highlighted. Below the navigation bar, there's a 'Dashboard' section with tabs for 'Currency accounts', 'Payment accounts', 'Tax information', and 'Credit notes'. The 'Credit notes' tab is selected. The main content area shows 'Account information' and 'Transactions overview'. The 'Transactions overview' section includes a table with columns for Date, Amount, Currency, Payment status, Type of payment, and Credit notes. The table lists three transactions from May 2011, all with a status of 'authorised'.

Date	Amount	Currency	Payment status	Type of payment	Credit notes
01.05.2011	-259,43	EUR	payment instructed	Invoice (payment order)	authorised Show
01.04.2011	-178,78	EUR	Payment postponed to next month	Invoice (payment order)	Show
01.03.2011	-128,29	EUR	payment instructed	Invoice (payment order)	authorised Show

FIND MORE HELP

Are you having trouble with your publisher account, or would you like to learn more? Check out our many help and knowledge resources.

Help & learning resources

- FAQs and online help ▶ <http://help.zanox.com/>
- User guides ▶ http://zanox.helpserver.be/go/help/PUB_DOC
- Tips ▶ http://zanox.helpserver.be/go/help/PUB_DOC.QSGPub
- Glossary ▶ <http://zanox.helpserver.be/go/help.glossary>

zanox network & social media

- Website ▶ <http://www.zanox.com/us/>
- Blog ▶ <http://blog.zanox.com/en/zanox/>
- Twitter ▶ http://twitter.com/#!/zanox_affiliate
- Facebook ▶ <http://www.facebook.com/zanox>

Policies & privacy

- Code of Conduct ▶ <http://www.zanox.com/us/about-zanox/policies/>
- Data Protection ▶ <http://www.zanox.com/en/terms-conditions/privacystatement>
- Terms & Conditions ▶ <http://www.zanox.com/en/terms-conditions/marketplace>
- User Agreement ▶ <http://www.zanox.com/en/terms-conditions/useragreement>

GLOSSARY OF TERMS



Ad space

Online space used by a publisher for displaying the advertiser's ad media. Ad spaces can be websites, blogs, portals, etc.

Ad space verification

Process through which publishers verify ownership of an ad space by including a meta tag or uploading a HTML file to the site. Ad space verification is used by advertisers to identify high-quality publishers.

Advertiser

In performance advertising, advertiser is the term used for an advertising company that advertises its products or services by means of a partner programme through a performance advertising network, such as zanox. The advertiser provides the publishers (sales affiliates) with the required ad media (e.g. banners, product lists) to enable optimum advertising and defines the commissions publishers will earn for each generated sale or lead.

Affiliate network

An affiliate network provides a third party service to advertisers and publishers. The network provides tracking, reporting and payment services and allows advertiser access to a large publisher base. Networks generate performance based revenue by charging the advertiser a fee on top of the publisher commissions.



Banner ad

Advertising message of the advertiser which is delivered to the internet user via the ad space of a publisher. Other types of advertisements can be text links, pop-ups, videos, or product data. They contain tracking links which redirect the visitor to the advertiser's online shop. If a visitor generates a sale in the advertiser's shop, zanox uses the tracking link to identify the publisher that helped generate the transaction and will receive a commission from the advertiser.



Commission

If an Internet user registers for an advertiser's newsletter via an ad on a publisher's website, purchases a product in the advertisers's online shop or completes a contract, the publisher receives a commission from the advertiser. As independent network provider, zanox automatically logs, credits and transfers the commission to the publisher's account on a monthly basis.



Industry

Industry segment in which an advertiser is predominantly active. In the zanox network, the following four main industries exist: Retail & Shopping, Travel, Telco & Services, Financial Services



Lead

A lead is information that may be used to provide a sale later on. This is normally a request for a quote, the ordering of a brochure or registering for a newsletter. In performance advertising, the advertiser pays a commission to the publisher whose website generated the lead.



Performance advertising

Form of online advertising which is based on partnerships between advertisers and publishers. Publishers operate websites where they place banners and links that market the products and services of an advertiser. If an internet visitor clicks on a banner or link and purchases a product in the advertiser's online shop, registers for a newsletter or submits a contact form, the publishers receives a commission from the advertiser. Commissions will only be paid in the event of successful performance, i.e. if the publisher helped to generate a sale or lead.

Programme

Advertisers use programmes to promote their products and services in the zanox network. Publishers who are affiliated to the programme put the programme's banners and links onto their websites in order to market the programme's products and to redirect consumers to the advertiser's website. The publisher receives a commission by the advertiser for different types of generated transactions, e.g. leads or sales.

Programme Directory

Directory in the zanox marketplace which lists all available programmes on the network and displays their key performance indicators (KPIs). Publishers can browse the Programme Directory for interesting programmes and can interact with advertisers.

Publisher

Partner in the zanox performance advertising network. Publishers run ad spaces on which they place banners and links to earn commission. In the zanox network a publisher applies with one or multiple ad spaces to an advertiser's programme.



Sale

A customer's purchase on the advertiser's website for which the advertiser pays a commission to the publisher. A sale can be rewarded with either a fixed amount commission or a percentage of the purchase price.



Vertical

Affiliate marketing sector in which a publisher is predominantly active. In the zanox network, the following four main verticals exist: Content, Search, Display, E-mail.



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