

## European Product Launch Brochure - European Affiliate Network:

The client was launching a new product offering, and needed a printable document for shows, meetings and general enquiries.

Translated into: French and German

### FRONT PAGE

Your affiliate programme is now more powerful than ever before.

### Introduction

Your affiliate programme is at its most effective when your affiliates are highly incentivised and motivated, engaged with your product offering and fully focused on driving you as many sales as possible.

As part of our commitment to ensure your affiliate programme develops continuously as a precision-marketing tool, [company name] is pleased to announce our exciting new functionality: [product name].

Utilising [product name] your affiliate programme can become a more integrated part of your holistic sales and marketing strategy. Co-ordinate your flight inventory or your travel packages to generate the most value for your business and ROI from your ad-spend.

[Product name] gives you the ability to assign virtually unlimited individual commission levels to any product. Take control of your flight routes, offer commission for adding upgrades or cross selling car hire and drive more sales for your product offerings.

### SUMMARY

[Product name] allows you to assign commission amounts to individual products - giving you the power to incentivise your affiliates in a new, precise way as well as build a key link between your online marketing and your inventory management.

This increased control ensures your affiliates focus where you want them to. It opens up new tactics and opportunities for affiliates to engage with your programme and promote your product range, giving your programme a competitive advantage.

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**The multi-level benefits to you that [company name] new [product name] offers:**

### **Highly Motivated Affiliates**

By structuring commissions on offer down to a granular level, you can ensure your affiliates are incentivised to focus on the products you want them to promote. Push your most profitable products, drive sales for surplus product inventory, increase up-sales and premium extras: for mutual benefit for both you and your affiliates.

### **Future-Proof Tracking**

With a single tracking pixel you can set commissions on all your products both now and in the future with no ongoing implementations; a future-proof tracking tag. Individual commissions across hundreds or even thousands of products can be activated in seconds. New product launches and seasonal promotions can seamlessly be incorporated into your affiliate strategy.

### **Stand Out From the Crowd**

Open up a range of new possibilities: target niche affiliates and unlock new traffic, arm your affiliates with a range of new ways to promote your programme, drive more value from your creative, product feed and product reviews. Encourage affiliates to build niche SEO-friendly product content, email and PPC campaigns. Stand out from the crowd and become more relevant to your affiliates.

### **Superior Visibility on Results**

Brand new reports provide a clear, transparent and effective view of performance. View a summary report or zoom-in on a view of every product sold with the exact commission level and amount paid to easily keep track of the range of commissions on offer. Filter performance by just product promotions or by product area to easily see the difference between brands or product types.

### **How does it work?**

[Product name] tag set-up

- Put the [product name] tracking tag in place
- This is a minor amendment to your existing tag

### Set your Promotions

- Choose your promotional products
- Commissions become active immediately or can be scheduled for the future

### Generate Results

- Inform your affiliates about the promotions
- View your results

For more information contact [company name]

