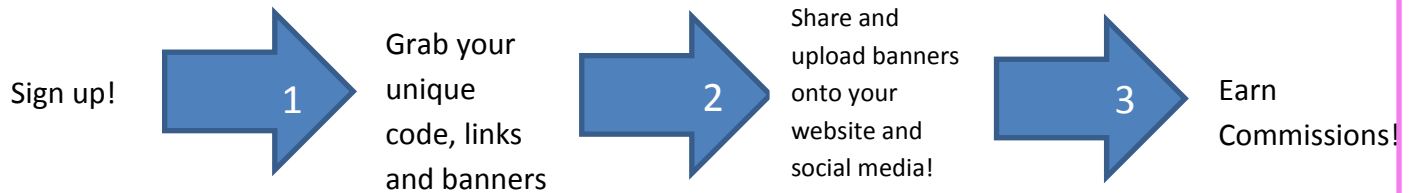


Pets Palace Partner Program Quickstart Guide

Congratulations on becoming a Pets Palace Partner!


We are very excited to have you partner with us to earn money through our partner program. This is a quickstart guide that will help you set up your unique links and custom banners. Once signed up, you can instantly earn 10% on all sales you generate through our links and banners! If there are any questions please don't hesitate to email daniel@petspalace.com.au. **Signing up is easy!**



Getting Started

If you have not yet joined the program go ahead and sign up on the left side of the first screen.

If you are already a partner, log in on the top right corner of the screen.



Already registered? [Login](#)

Program Application

First Name *

Last Name *

Email *

Password *

Confirm Password *

Commission & Business Details

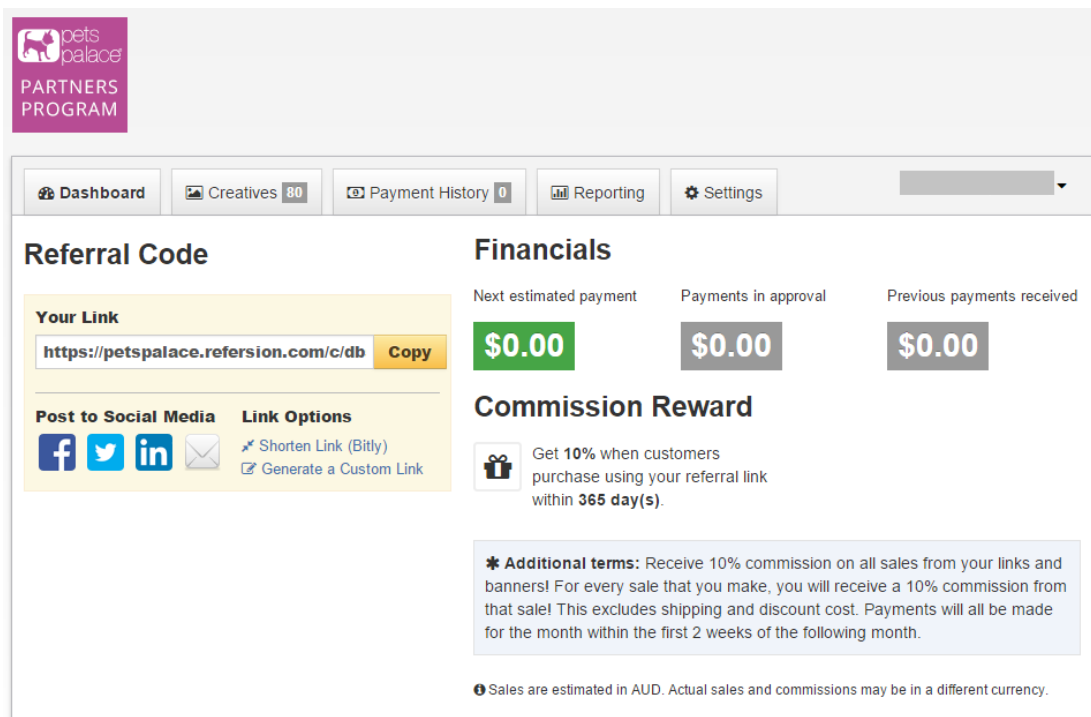
Conversion action	Online purchase with processed valid payment
Cookie days	365 day(s)
Commission type	Percent of Sale
Base commission	10.00%
Additional terms	Receive 10% commission on all sales from your links and banners! For every sale that you make, you will receive a 10% commission from that sale! This excludes shipping and discount cost. Payments will all be made for the month within the first 2 weeks of the following month.

Pets Palace is Sydney's leading retailers of dog, cat and small animal products and accessories. Huge range at great prices.

The Dashboard

Once you have signed in, you will be directed to your own personalised Pets Palace Partner Dashboard where you will be able to access all that you need to start earning money with the tools that we have made for you here.

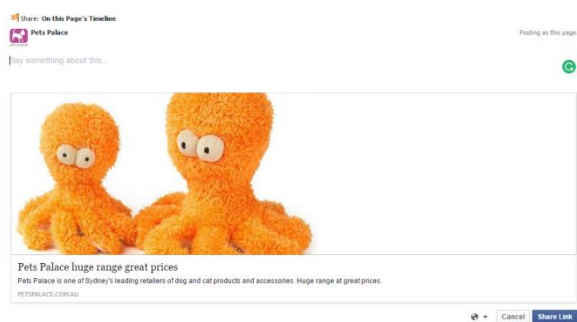
We will look at each section below to outline what they all do for you.



The dashboard features a top navigation bar with links to Dashboard, Creatives (80), Payment History (0), Reporting, and Settings. The main content area is divided into two columns. The left column, titled 'Referral Code', displays 'Your Link' as <https://petspalace.refersion.com/c/db> with a 'Copy' button. Below this are 'Post to Social Media' buttons for Facebook, Twitter, LinkedIn, and Email, along with 'Link Options' for 'Shorten Link (Bitly)' and 'Generate a Custom Link'. The right column, titled 'Financials', shows 'Next estimated payment' as \$0.00, 'Payments in approval' as \$0.00, and 'Previous payments received' as \$0.00. Below the financials is a 'Commission Reward' section stating 'Get 10% when customers purchase using your referral link within 365 day(s)'. A note at the bottom states: '* Additional terms: Receive 10% commission on all sales from your links and banners! For every sale that you make, you will receive a 10% commission from that sale! This excludes shipping and discount cost. Payments will all be made for the month within the first 2 weeks of the following month.'

Referral Code

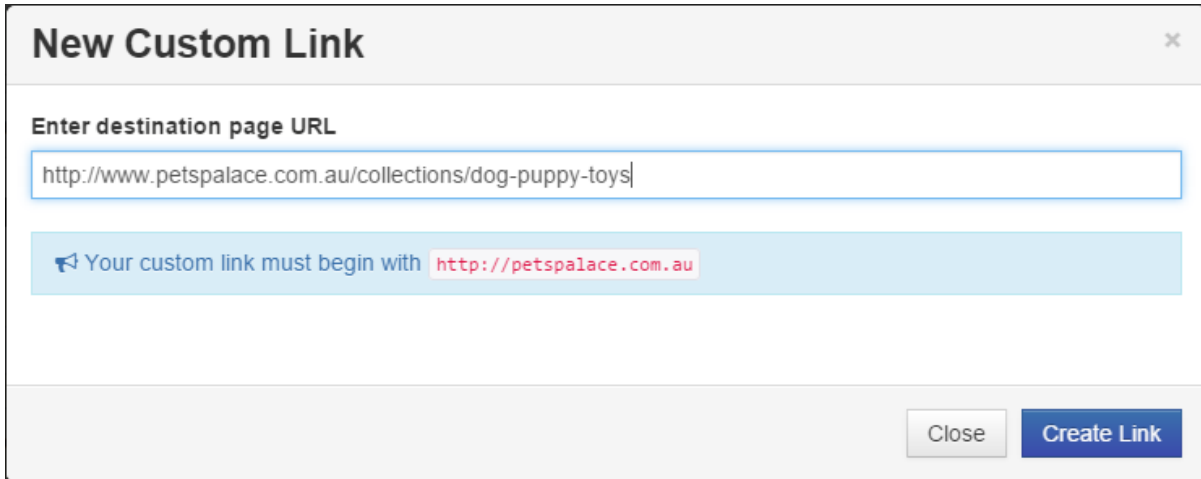
Your unique referral link is displayed in this section. Anyone who visits Pets Palace via your links and makes a purchase will be tracked so you make a commission on the purchase. Your unique link can be copied for you to share where and how you'd like. If you'd like a pre-optimised post for Facebook, Email, Twitter or LinkedIn, simply click the relevant logo to send your unique referral link to that social media channel.



Example of a Facebook share.

In addition, if you feel that your link's length is too long, you can shorten it by clicking the "Shorten Link (Bitly)" text and it will generate a shorter link for you to share with others.

Finally, if you'd like to create a Custom Link to not just showcase the [Pets Palace website](#), but lead people to the [Dog Toys section of the site](#), this is the text ("Generate a Custom Link") that you should click. All you have to do is click the text, copy and paste the URL of the section of the Pets Palace website into "Enter destination page URL" as shown below and click "Create Link" to create your new email or social media custom link!

A screenshot of a web form titled "New Custom Link". The form has a light gray header with the title and a close button (X). Below the header is a section labeled "Enter destination page URL" with a text input field containing the URL "http://www.petspalace.com.au/collections/dog-puppy-toys". Below the input field is a light blue banner with a left-pointing arrow icon and the text "Your custom link must begin with" followed by a red box containing the URL "http://petspalace.com.au". At the bottom right of the form are two buttons: a gray "Close" button and a blue "Create Link" button.

New Custom Link

Enter destination page URL

⬅ Your custom link must begin with **http://petspalace.com.au**

Close Create Link

Why use a Custom Link?

There are strong reasons to use custom links. For example:

- It's an easy way for you to guide people to specific sections of the Pets Palace website that is most relevant to them so you can greatly increase the chance of a sale
- You can even share a specific product as a recommendation to friends in your network
- It will also show that you are genuine to get people to the very best products for them

Financials

This is the section that you would see how much your next estimated payment is, the amount you have for payments in approval and the previous payments you have received.

Commission Reward



Get **10%** when customers purchase using your referral link within **365 day(s)**.

In the Commission Reward section, you can see that the commission is set at 10% when customers purchase using your referral link within 365 days. This means that Pets Palace offers 365 days for the duration of time you are able to earn commission from the first day a potential customer goes to the site via your unique link. (Most programs only offer up to 30 days). After 365 days, customers will need to visit the website via your link to get another 365 days of being logged in with your unique link so that you gain commissions from them.

The **Additional terms** below explain that you will receive a 10% commission on all sales from your links and banners. For every sale that you make, you will receive a 10% commission from that sale which excludes shipping and discounts applied. Payments will all be made for the month within the first 2 weeks of the following month.

Creatives

Dashboard **Creatives 80** **Payment History 0** **Reporting** **Settings**

Creatives

CATEGORIES

- B) Dog Toys (6)**
- C) Dog Bowls (6)
- D) Dog Leads (6)
- E) Dog Clothing (6)
- F) Dog Treats (6)
- G) Dog Grooming (6)
- H) Dog Collars (2)
- I) Dog Harnesses (6)
- J) Dog Beds (6)
- K) Cat Toys (6)
- L) Cat Beds (6)
- M) Cat Bowls (6)
- N) Cat Treats (6)
- O) Cat Collars (6)

dog toys 728x90 Banner

SURPRISE YOUR DOG
DOG TOYS FROM ONLY \$3.95

SHOP NOW!

dog toys 468x60 Banner

SHOP NOW!

dog toys 300x250 Banner

SURPRISE YOUR DOG
DOG TOYS FROM ONLY \$3.95

SHOP NOW!

dog toys 250x250 Banner

DOG PLAY TIME
DOG TOYS FROM ONLY \$3.95

SHOP NOW!

dog toys 160x600 Banner

dog toys 120x600 Banner

Creatives is the section that gives you all the marketing materials you will need to promote to others. These creatives will automatically include your unique code and be able to be shared and promoted as links via various communication channels like banners on your website.

On the page you will see a large selection of banners pre-sized and automatically containing your unique code to gain commissions for your ease-of-use.

For Adding Banners on your website

Simply click on the banner that you desire for your website or blog and the “Get Code” box will appear like the one below.





Get Code

HTML

```
<a href="https://petspalace.refersion.com/c/db59b/8828" target="_blank"></a>
```

Link

https://petspalace.refersion.com/c/db59b/8828

To add a SubID, append the ?subid= parameter to your link URL followed by the actual SubID value.

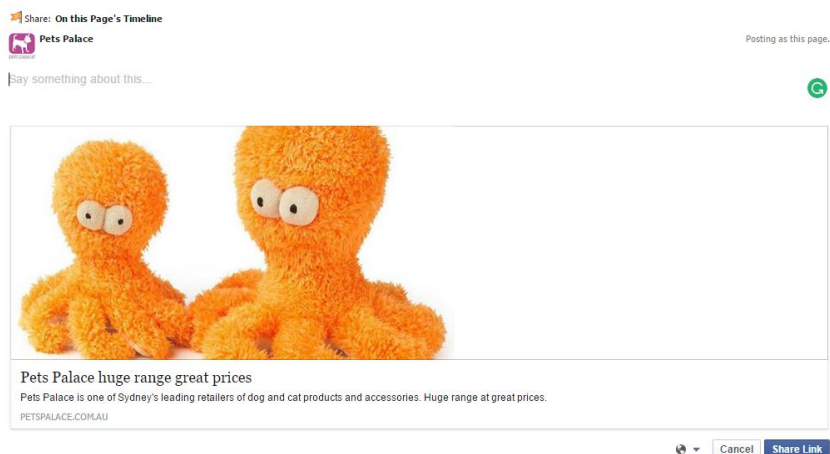
Close

When you want to use the banners for your website, you can copy and paste the HTML code (under the “HTML” section) for use on your site. Upon copying the code, proceed to paste the code where you need it to appear on your website and it will be ready to go and refer visitors for commissions!

When you paste the code into the relevant section of your website, the banner will show up automatically. Also rest assured that your unique code will already be installed within the banner code so that you don’t need to worry about missing out on commissions.

To test the destination of the link, copy and paste it into your browser to check that it leads customers to the right section of the Pets Palace website that you desire.

If you’d just like to share this link to a social media channel, click on the social media icon that you’d like to post your unique link to and it will show you what it will look like (Facebook example below).



Have a Wordpress site? We’ve created a [Wordpress guide](#) so that you can add the banners where you want on your start with ease.

Click the Logo



Need Help?

If you are having difficulties getting the banners onto your website there are 2 steps to get help.

1. The best way to get help is to ask your website designer to paste the code into the areas of your website you desire. This is because they have access to the backend of your site and they will be more familiar with how your website functions as they are the ones that built it for you.
2. If you are still having difficulties, please email daniel@petspalace.com.au with the login details of your website. We will also require FTP access and CMS access if your website was built in CMS.

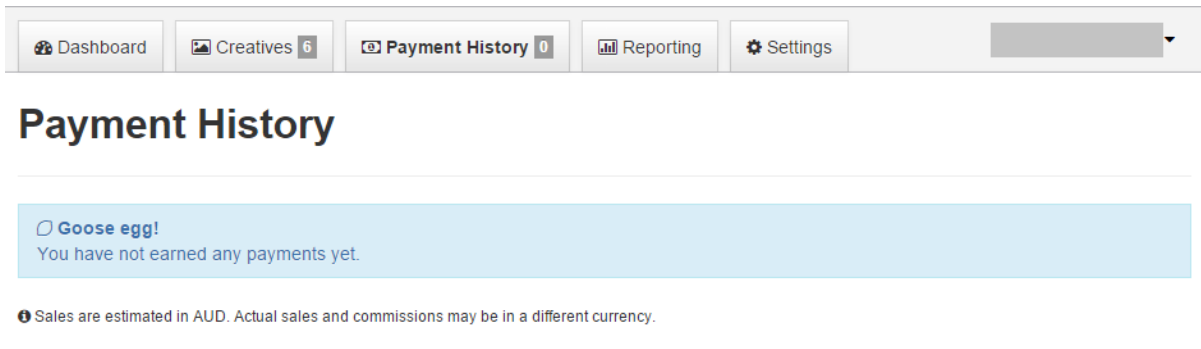
Hot Tip!

We recommend placing a minimum of 2 banners in prominent positions on your website and at least one banner on each of your top 5 pages using varying for the best results.

More banners means more eyes on the product and therefore chances people will click on them for you to earn commissions.

Payment History

The Payment History section looks at all your past commission activity.



The screenshot shows the Pets Palace dashboard with a navigation bar containing: Dashboard, Creatives (6), Payment History (0), Reporting, and Settings. The 'Payment History' section is active, displaying a large blue box with the text: 'Goose egg! You have not earned any payments yet.' Below this, a small note states: 'Sales are estimated in AUD. Actual sales and commissions may be in a different currency.'



Settings

In the settings section you can edit your name and address, your PayPal email and change your password.

Finished!

That's it! You should be ready to make commissions via your social network, private circles and your website. If you have any questions, please don't hesitate to contact our marketer daniel@petspalace.com.au.

Thank you and happy selling!

The Team at Pets Palace