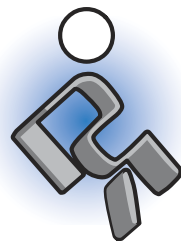


paid on results

How attractive are you to Affiliates?



Our acceptance criteria:-

We currently reject approximately 80% of the on-line retailers who apply to become Merchants on our Network, there are a variety of reasons why a site may be deemed unsuitable. Generally we will only accept Merchants that we genuinely believe we can make money for, this policy allows us to focus on the promotion and development of those we do partner with.

To assist prospective applicants we have a checklist of our current requirements

Your site must have a functional Merchant Shopping cart.

Be prepared to provide a deposit / float. We generally insist on this to ensure we have funds with which to pay Affiliates for the initial sales they make for you. The amount required is agreed by arrangement and is estimated according to expected sales levels. The balance of this is refundable to you. Remember this is in the best interest of your program as **well funded programs are attractive programs.**

You require someone in-house with a basic level of technical know how to add and test the tracking codes you require to place on your site (we will assist you with this)

Your products or services needn't be unique from other Merchants currently on the Paid On Results network but if they are the same as other sites offer you will need to have a proposition for Affiliates at least as good as those already on offer. I.E. Your products / services are cheaper or your commission levels are as good or better than your competitors. From the Affiliates point of view there needs to be some discernable benefit for them justify the effort of swapping links (they currently have to another Merchant) to your site.

Factors that help to have your site accepted:

You already have a good reputation within the internet retail industry I.E. You are known for quick sales validation, Minimal reversals on sales or perhaps simply good customer service. Remember in the days of Google people can quickly research your background and customer service history.

Your site is easier for customers to use than your competition. You can be sure that Affiliates will test your navigating and purchasing processes before committing to advertising you.

You advertise off line -they know this will encourage on-line sales

You offer better commission incentives for affiliates, All things being equal the affiliate will promote whoever is paying the most money.

You offer unique products

You offer good product feeds, increasingly this will promote the uptake of your program by the more advanced affiliates.

Good clear lines of communication between yourselves and network staff and a willingness to take advice on aspects of Affiliate marketing.

You have products that compliment other merchants products already performing well on the network. This will mean that Affiliates are likely to co-promote you alongside the products they are already pushing.

You need fast loading pages and minimal site downtime, that means good site design, fast servers and a sufficient level of in house technical competency.

Factors that might result in your site being rejected:

Your product range is too small or considered too niche

We feel that we do not have the right kind of Affiliates to promote your site.

Finally if you have been accepted, well done!, If you were rejected it may be worth checking over these points to see if you can improve your chances. We are always happy to reconsider applications.

Good Luck!