

With **paidonresults** you will

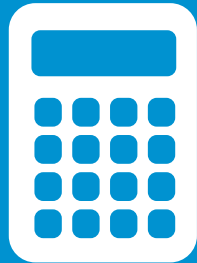


We do this through Affiliate Marketing

Affiliate Marketing by [paidonresults](#) provides



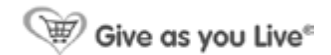
paidonresults is an Affiliate Network, providing everything you need to take full advantage of Affiliate Marketing



Low Fees

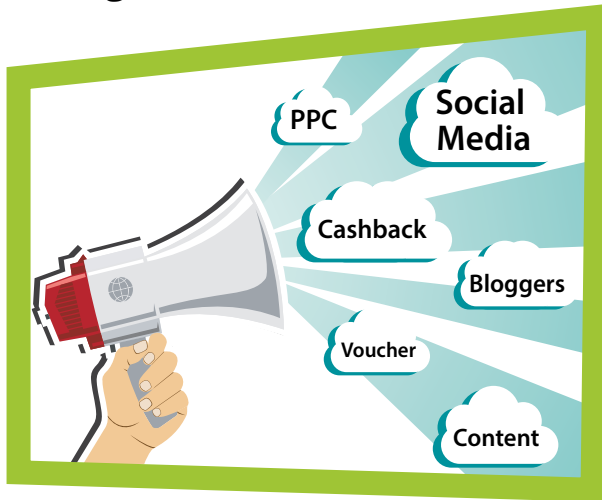


Reporting and Tools



UK's Top Affiliates

How Affiliate Marketing works



1 Leading Affiliates will promote your products or service to their audience



2 Consumers click on links which takes them to your website



3 Consumers purchase from your site



4 Paid On Results pays the commission you agreed to the Affiliate

Grow your business with Affiliate Marketing



In an extremely competitive marketplace, businesses need to be able to market themselves in a way which offers the optimum exposure for the minimum outlay. Affiliate Marketing offers businesses a cost effective channel to increase their sales in a highly targeted and measured way.

Compared with other advertising mediums, Affiliate Marketing offers the best advertising spend for your money. In 2016 businesses spent £1.6 billion on Affiliate Marketing. This generated around £19.4bn in sales, equal to £12.30 for every £1 spent, making it the ultimate marketing method for your company.

The basic concept is that you, the Merchant, offers Affiliates a commission in exchange for online sales they generate – making return on investment extremely easy to calculate. As commission is only paid out when a sale has been completed, your Affiliates become your commission only sales force.

Paid On Results connects you with thousands of Affiliates, including the top UK performers, who are able to promote you in a variety of ways across many sectors such as content sites, price comparison, social media, mobile, bloggers, voucher code sites, cash back sites, email marketing and PPC.

Paid On Results provides the experience, industry leading reporting and the unique tools and features which allows you to harness the power of Affiliate Marketing.

Why choose Paid On Results

- ✔ **Over 14 years of experience**
- ✔ **Industry leading technology**
- ✔ **Full transparency and insight**
- ✔ **Unique tools and features to maximise your sales**
- ✔ **Strong position and awareness with Affiliates**
- ✔ **Competitive fees**
- ✔ **Known for innovative solutions**
- ✔ **Extensive brand controls**

Paid On Results launched in 2003, making us one of the longest established Affiliate Networks in the industry. This results in an unequalled understanding and knowledge of Affiliate Marketing which we share with our clients through our account management and continually evolving platform.

Quick to respond to changes in the industry and the needs of our clients, Paid On Results has proved to be agile and innovative. This unique competitive advantage ensures our clients always have the necessary tools to compete in the marketplace.

Working with Paid On Results means that you are joining a highly respected Affiliate Network which has played an active role in shaping the Affiliate Marketing industry. Being part of our Affiliate Network means you can lever this respect and trust we have gained to effectively engage with Affiliates to not only generate new sales but increase your brand's exposure.

Our straightforward approach, cutting out the trendy "jargon", coupled with the personal touch of our account management team, enables our clients to maximise their performance from Affiliate Marketing. **The range of service plans and flexible pricing makes Paid On Results the most cost effective way to work with the UK's top Affiliates.**

Some of our latest new technology and tools



Gain brand protection and increased conversion rates with **DynamicProductPrice**.

Out of date pricing on Affiliate sites affects sales and the customer experience, but thanks to **DynamicProductPrice**, available exclusively with Paid On Results, your Affiliates will always display the latest product pricing on their site using a single tag.

Discover more at DynamicProductPrice.com



Increase sales by making the job of promoting your products easier for Affiliates.

The process of finding individual product links is rated as one of the most important factors by Affiliates. Our exclusive **AffiliateProductSearch** tool gives Affiliates the ability to search and browse available products, providing them with both the URL and product images instantly.

The easier it is for Affiliates to find links for your products, the more likely they will promote you over your competitors. Affiliates can even discover Merchants they have yet to work with, helping you reach new Affiliates.

Try it for yourself at AffiliateProductSearch.com

Ahead of the pack

Our in-house development team ensures that our Affiliates and Merchants are never left behind when it comes to meeting the needs of an ever developing industry.

- Reliable, easy to use, friendly interface with clear options
- Flexible reporting: from broad overviews to drilled down details
- Full transparency and insight in to every aspect of your Affiliate Program
- API integration into your own systems
- Ability to group Affiliates and report on group performance
- Reports and tools specially designed to help spot trends

By proactively engaging with our Affiliates and Merchants on their needs, we can challenge ourselves to create the next new tool or feature which will help shape the future growth of the industry.



SOME OF THE FEATURES AND TOOLS AVAILABLE

Easy Deep Linking • Voucher Management • Product Feeds • Automatic Creative Updates • Customisable Reporting • Batch Validation

DynamicProductPrice • Easy Integration APIs • Device Reporting • Financial Report • Exportable Reports

Custom Auto Validation Policies Affiliate • Click Path • Affiliate Grouping • Product Reporting • Drill Down Reports • Product Search

Transaction Email Notifications • Set Commission Based On Purchase • Manually Approve Affiliates

Essential tools and reporting

Unlock increased conversion and improved sales with our Voucher Manager

Voucher Codes are an important aspect of most Merchants marketing plans. With higher average order values and better conversions seen when vouchers are used, it clear to see why. Our Voucher Manager will help define and manage your voucher strategy.

The Voucher Manager will successfully distribute voucher codes to all Affiliates (including all the top Voucher Codes websites), protect exclusive codes and ensure only vouchers approved for Affiliate Marketing are used by Affiliates. Full performance reporting and the ability to look after your margin by setting alternative commission rates when vouchers are used, make the Voucher Manager your essential tool.



Enable your affiliates to better target visitors and focus the customers purchase decision making with our product reporting



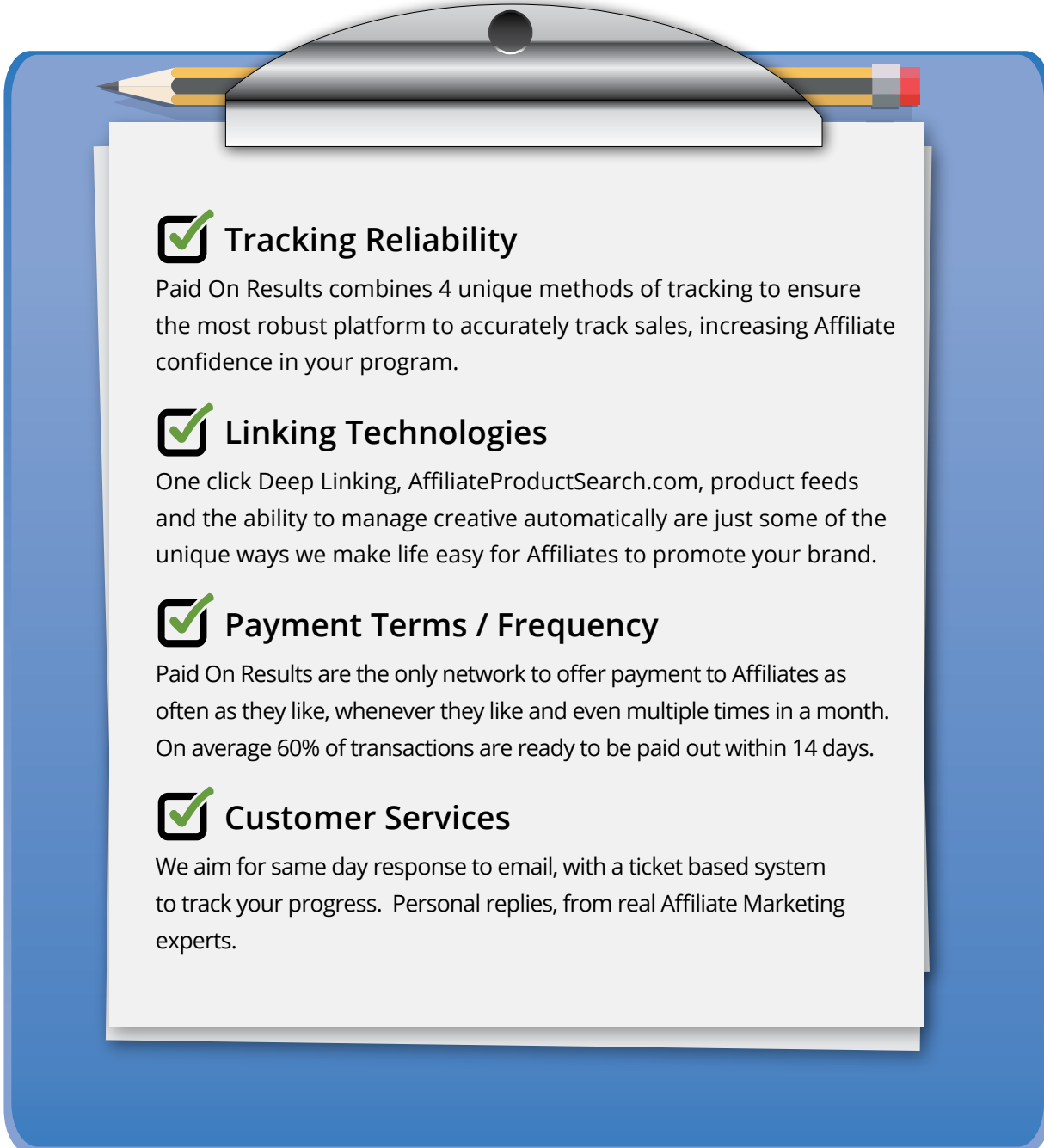
Easily extend the reporting available to your Affiliates by sharing the products which are purchased by their visitors. With full analytic and filtering tools to make sense of the data, Affiliates can use that information to further target visitors to your website, leading to better informed and “ready to purchase” visitors for you.

The same reporting is also available to you, allowing you to see which products are being sold through Affiliates, giving you a greater understanding of their performance and reach. Also, by having the ability to set alternative commission rates on certain products or brands, this will encourage the promotion of specific products as required.

What your Affiliates look for in an Affiliate Network

The most recent UK Affiliate Census, carried out by Econsultancy, asked more than 300 Affiliates about which factors determine which Affiliate Network to work with.

Here is a helpful checklist of the top 4 criteria Affiliates selected when assessing Affiliate Networks which should be considered by Merchants when selecting an Affiliate Network.



Tracking Reliability

Paid On Results combines 4 unique methods of tracking to ensure the most robust platform to accurately track sales, increasing Affiliate confidence in your program.

Linking Technologies

One click Deep Linking, AffiliateProductSearch.com, product feeds and the ability to manage creative automatically are just some of the unique ways we make life easy for Affiliates to promote your brand.

Payment Terms / Frequency

Paid On Results are the only network to offer payment to Affiliates as often as they like, whenever they like and even multiple times in a month. On average 60% of transactions are ready to be paid out within 14 days.

Customer Services

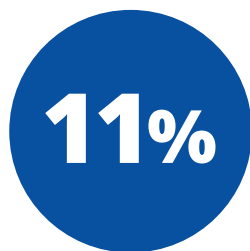
We aim for same day response to email, with a ticket based system to track your progress. Personal replies, from real Affiliate Marketing experts.

AFFILIATE MARKETING NEWS

Revealed: impact of cookieless tracking

- 4 unique methods of cookieless tracking
- Accurate, reliable performance tracking

Paid On Results was the first Affiliate Network to roll out cookieless tracking across all its Merchants. Cookieless tracking is still not offered by some Affiliate Networks resulting in lost sales for Affiliates on those networks. By no longer relying solely on just regular cookies to track sales, this gives Affiliates greater confidence that their results will be tracked accurately, giving our Merchants a competitive advantage. Full analytics are available to show Affiliates the value of cookieless tracking on their own activity.



Percentage of sales in last 6 months tracked without cookies

Delivering desirable customers

A study of transactions between August and October 2016 across a wide range of Merchants, has shown that customers acquired through Affiliate Marketing have a higher value to the Merchant than customers from other sources.

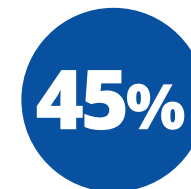
- Increase in average order values of 18.4%
- 21.6% increase in repeat orders in the following 3 months

While these results arise from averages across a number of Merchants, by isolating those Merchants who have strategically engaged with Affiliates, for example through promotions or an increase in commission for their most desirable Affiliates, we found that those Merchants had gained customers who have a higher long term value via Affiliate Marketing.

Affiliates love Fast and Reliable Payments



A recent Econsultancy survey of Affiliates found that payment was one of the key deciding factors an Affiliate considers before working with a Merchant or Affiliate Network. **This is why Paid On Results pays Affiliates faster than anyone else in the industry.**



Of all transactions ready to be paid out within 15 days

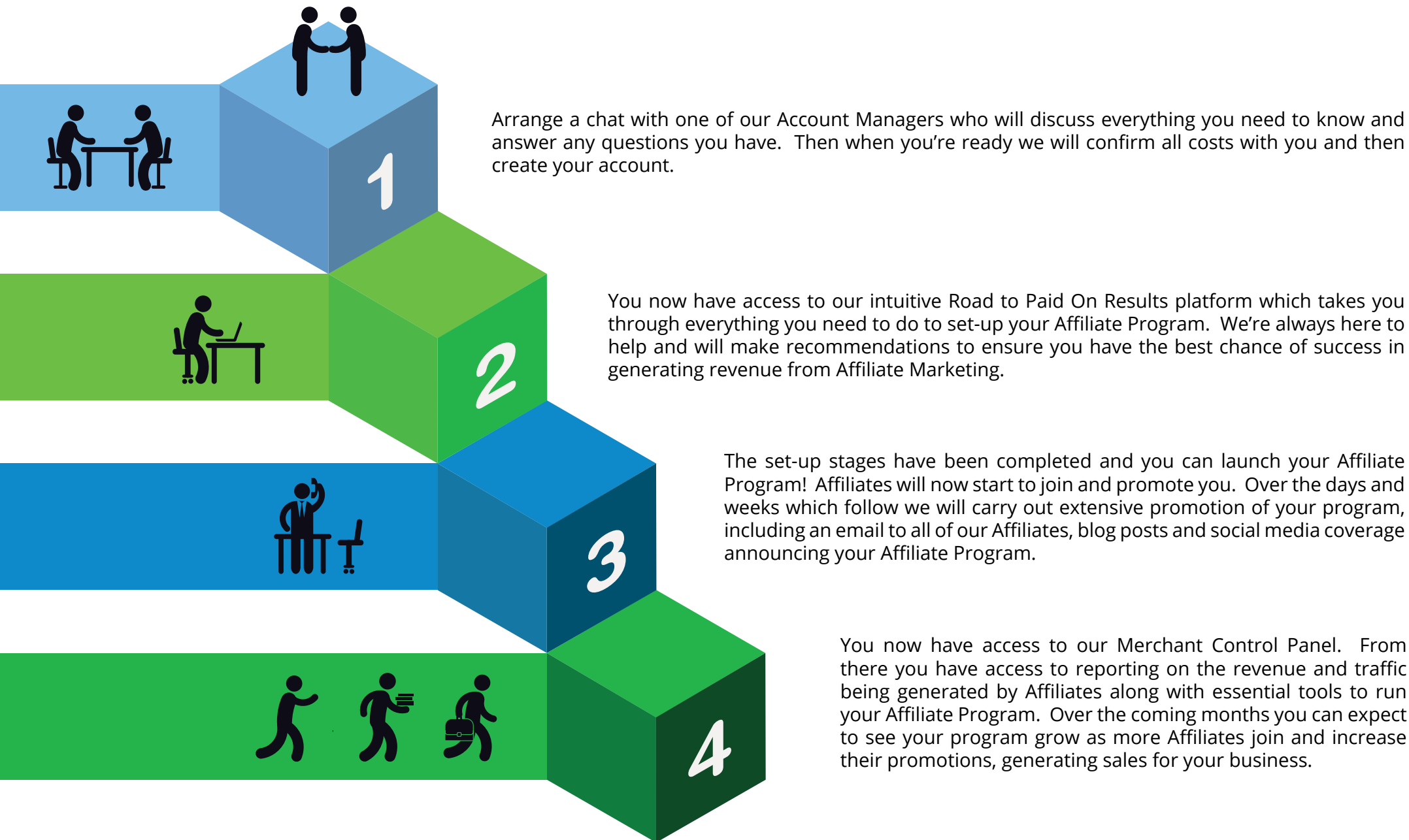
Affiliate Marketing confirmed as major player

- £19.4 billion of sales generated in 2016
- Generating £12.30 of revenue for every £1 spent

The latest research commissioned by the IAB and carried out by respected firm PwC has confirmed that Affiliate Marketing is now a major UK industry. In 2016, around 155 million transactions were made as a result of Affiliate Marketing. This confirms what Paid On Results has always felt, Affiliate Marketing must be considered an essential piece of any company's digital marketing strategy.

Our proven track record in payment gives Affiliates confidence and, importantly, ensures that Affiliates can invest heavily in our Merchants without worrying about when they will be paid.

Your steps to Affiliate Marketing





Easy integration

As part of your integration you will need to add our tracking code to your website so we can track transactions from Affiliates. We have easy to follow step by step guides for popular e-commerce platforms such as Magento, Shopify, EKM Powershop, Woo Commerce, WorldPay, OpenCart and many more which makes this step a breeze, even if you have no technical experience. If you don't use one of these platforms, we can help point you in the right direction.



Countdown to launch

The time it takes to set-up and launch your Affiliate Program is dependent on how quickly you can complete the steps required in the Road to Paid On Results. The Road to Paid On Results gives you an overview of the stages outstanding at any given time so that you can monitor your progress. Everything happens at your own pace and we aim to complete all our parts promptly. We are as keen to have you launch your Affiliate Program as you are!



Creative designed

It's important to supply creative for Affiliates to use on their website, such as logos and banners. We support all industry standard sizes of banners so any sets you have already designed can be used. If you don't have any, our Creative team will design your initial banners for Affiliates at no additional cost.



Growing your Affiliate Program

Once your Affiliate Program is live, you can help it grow by being pro-active. If you can, we recommend trying to dedicate at least an hour a week to your Affiliate Program. We can help with some top tips and advice on the actions you need to take to maximise the revenue generated by your Affiliate Program. Some Merchants see almost immediate success, for others it can take a little longer. You need to give any Affiliate Program a minimum of six months before you can get a true idea of performance.

What the industry experts think

We asked our current Merchants, Agencies and Affiliates what they thought of our platform and service. The results are in. Below is just a small sample of the feedback we received, see our website for more.



One word sums up Paid On Results which is quite simply "brilliant". You can't fault their clear reporting and incredibly user friendly interface.

Adam Davies, Owner
www.deadgoodundies.com

...great network full of helpful staff members, fantastic reporting features and industry leading payment systems..

Hannah Swift, Founder
Bright Digital Minds

Paid On Results is a great network. They combine almost a decade of experience with well designed, innovative systems.
James Little, Partnerships Director
www.topcashback.co.uk

...we have found Paid On Results to be efficient, knowledgeable and dedicated to making the relationship work smoothly... a thoroughly ethical network...

Catherine Dunn, Affiliate Manager
www.lovehoney.co.uk

Since integrating with the Paid On Results platform we have found it an absolute joy... most importantly their reporting suite is very detailed which allows us to improve performance..

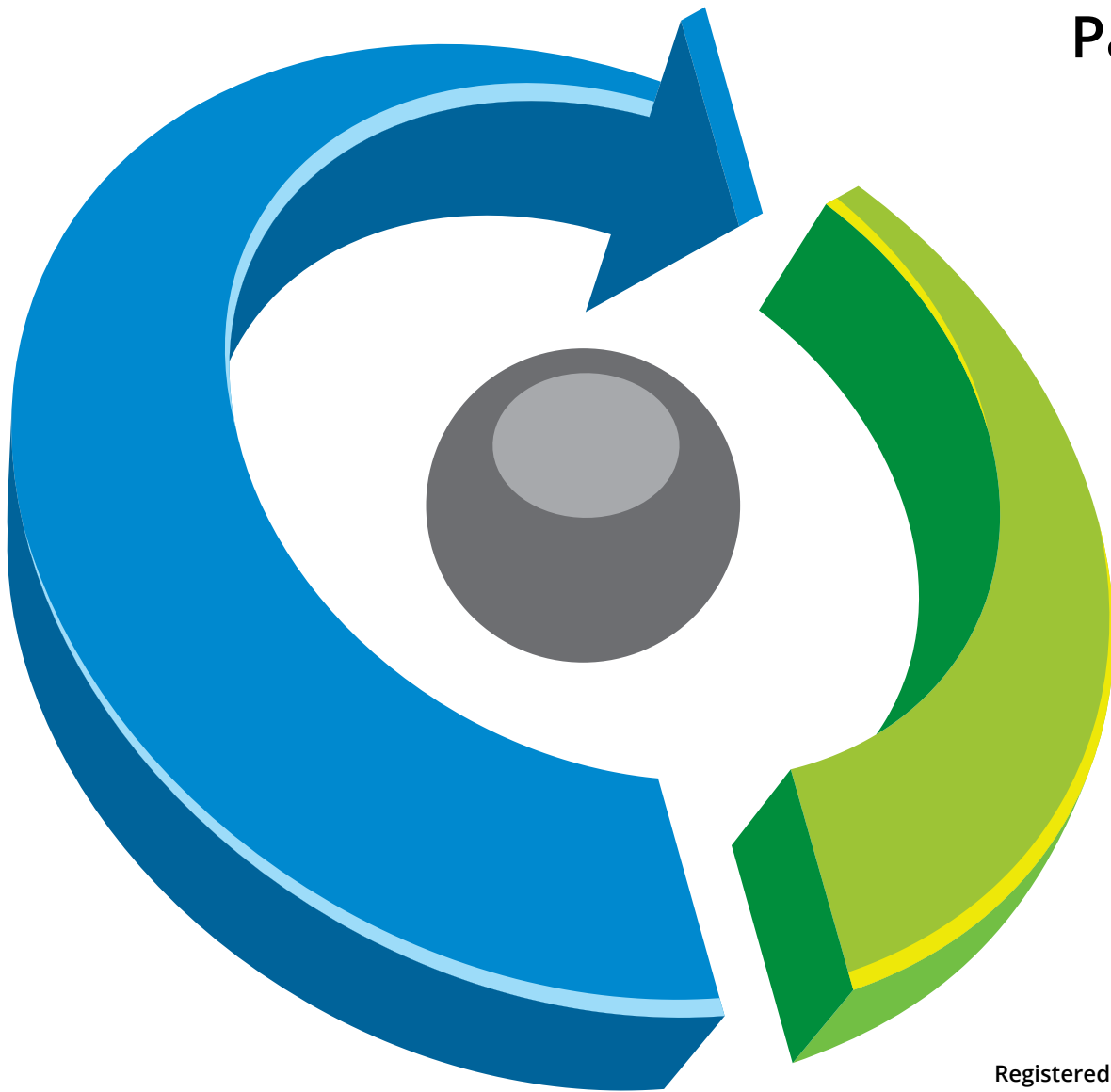
Andreas Andreou, Commercial Director
www.quidco.com

Quite simply, they are a fantastic network.... reliable tracking and innovative tools which allow affiliates to maximise their earnings...

Mark Pearson
www.myvoucherCodes.co.uk

Some of the affiliates and merchants we work with





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