SweetSpot Affiliates – Guide for Tracking Links

Failure to follow this guide will result in not earning any commissions on your referrals, so please read it carefully.

SweetSpot Affiliates uses the Netrefer platform. In Netrefer a tracker is composed of 2 elements:
- the marketing source and
- the media (text links/banners)

Marketing Sources

Marketing sources differentiate which <u>brand-specific commission deal</u> (i.e. reward plan) your referred players will be tagged with. Marketing sources can be viewed/created from the affiliate interface, by going on **Campaigns** from the menu situated on the left side of the screen, and then on **Marketing Sources**.

A list with all the respective marketing sources will appear, and each one will have a reward plan assigned to it.
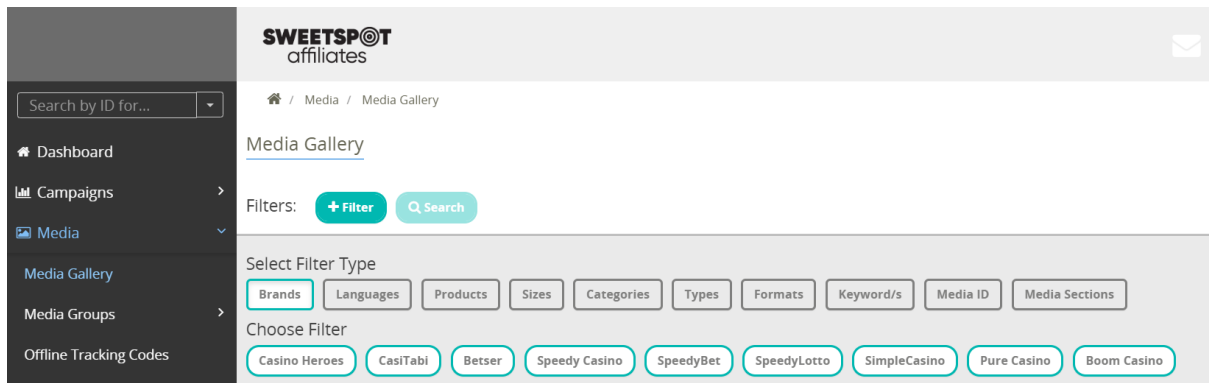

After successfully negotiating a deal for a marketing campaign on a particular brand with your affiliate manager, you have to create a marketing source just for that particular brand. When giving the marketing source a name it is <u>imperative</u> to specify which brand and country it relates to, example "Pure Casino – English".

Then your affiliate manager will assign a matching reward plan to it based on the deal you agreed upon. *Attention: do not proceed until the affiliate manager performs this step or you won't earn commissions on your referrals.*

Media

With the name of the new marketing source in mind, you can proceed to the next step: the media i.e. obtaining a text link/banner that points to the brand you just created a marketing source for. In the affiliate interface, select **Media** and go on **Media Gallery**.

Remove all filters which are set automatically in order to perform a specific search.
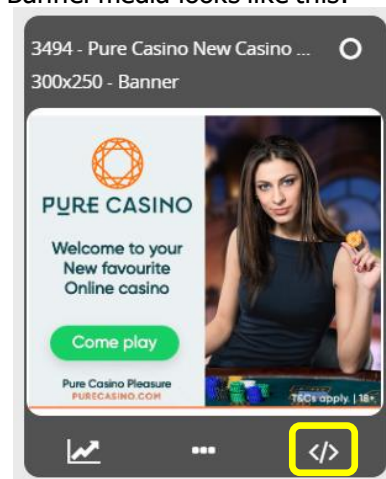
Select all the necessary filters you require, such as the brand, language, format, size of the brand you will be promoting. Then click on **Search**.
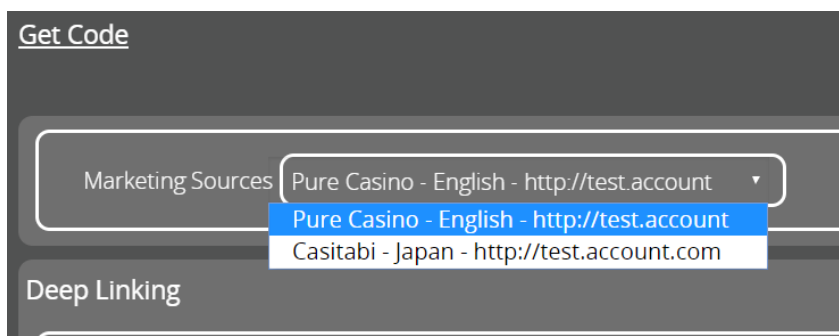
Text link media looks like this:

Banner media looks like this:

Once you choose the preferred media that redirects to the desired brand and landing page, click on the Get Code symbol **</>**, which can be found on the bottom right-hand side of the media.

A grey box will appear with a pull-down menu for **Marketing Source**. Here you can see the title of the marketing source you created – hence why we strongly advise to include the brand and country in there. If you call a marketing source "Pure Casino - English" it will be harder for you to accidentally select a marketing source meant for another brand/country. *Selecting an incorrect marketing source could very well tag your referred players with a reward plan you will earn no commissions from.*

Your selection will generate a tracking link URL and also code in HTML/Javascript for your perusal. For text links you will probably want to use **Direct Linking**. For banners you'll choose between code in either **JavaScript** or **HTML**. All the above will include a URL with six-digit marketing source ID as "pid".

It is important to always test thoroughly to ensure the chosen links redirect to the desired brand and desired landing page in the intended language.

Do not hesitate to contact your affiliate manager or email us on support@sweetspotaffiliates.com should you need any further clarifications.