



AFFILIATE

PROGRAM GUIDE

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1 - ABOUT NETWORK SOLUTIONS®

Network Solutions®, the original domain name registrar, draws on over 30 years of experience to make it simple and affordable for customers to build and manage an online presence.

From start-ups to established businesses, we are focused on serving customers at every stage of their Internet presence. We offer all of the online products and services a business needs to be successful online such as domain names, Web hosting, ecommerce, online marketing services, SSL certificates, email and more.

2 - WHAT IS THE AFFILIATE PROGRAM?

The Network Solutions® Affiliate Program is a way in which an individual or company (affiliate) earns commissions by referring visitors to the Network Solutions website. When your visitors click our logo, banners or text links you placed on your website, or via another promotional channel, and buy new Network Solutions products or services, affiliates will get paid for those sales. The links affiliates use includes a unique affiliate ID that identifies them as the referrer of the sale. All commissions are tracked real time through an affiliate program account. Being an affiliate is a bit like being a commissioned sales person, but all of the work you do is online! Our affiliate program is free to join, and you can earn up to \$300 per product sold.

3 - A PROGRAM FOR WEB PROFESSIONALS AND SMALL BUSINESS OWNERS

The Network Solutions Affiliate program is ideal for:

- **Web consultants** who understand the industry and have the knowledge to help individuals and small businesses get up and running with an online presence
- **Web designers** who use Network Solutions products and services for their customer's needs – whether it's to help them register a domain name, buy the most appropriate hosting or website package, build their site for them or assist with any other Web services
- **Instructors** who train students about the basics of establishing a strong online presence
- **Anyone who wants to make money** promoting our products and services

Web Professionals

We work with thousands of Web professionals who purchase our products and services for their customers. In some cases, the Web professional helps them choose the necessary products and services, so the customer can establish their online presence on their own. In other cases, the Web professionals do it for them. Either way, they need a source for reliable Web services solutions at affordable prices – that's why they choose Network Solutions®.

Small Business Owners

Small business owners can also benefit greatly from becoming a part of the Affiliate Program. They can use additional space on their website to promote our products and services and offer special coupons to their customers and site visitors.

By joining the Affiliate Program, you'll have access to highly-competitive offers and coupons, exclusive to affiliates, and will be compensated with some of the most lucrative commissions in the industry.

4 - PRODUCTS AND SERVICES AFFILIATES CAN PROMOTE

To make the most out of your experience as a Network Solutions® Affiliate, it's important that you have an understanding of the brand, as well as the products and services offered. Then, you can choose to promote the products, services and coupons that **your** customers or website visitors will want. Here's a snapshot of what's available to you:

4.1 - DOMAIN NAMES

Our nsWebAddress™ domain names offer the features and tools to get online fast and manage your Web presence – including a free instant Web page, free local directory listing and more.

- Register domain names for your customers
- Use our domain name suggestion tools to help them find names
- Promote our domain names through your website

4.2 - WEB HOSTING

All nsHosting™ Shared packages include powerful features and tools to build and manage websites, including unlimited data transfer, file transfer protocol (FTP) accounts, popular programming languages and more.

- Help your customers buy the hosting package that best suits their needs
- Buy a hosting package and build your customer's website for them
- Promote our hosting packages through your website

4.3 - EMAIL

Our nsMail™ email product offers the email functionality businesses and individuals need at an affordable price. Professional email addresses help reinforce a brand and make it easy for clients and prospects to remember and pass along.

4.4 - ECOMMERCE

Selling online takes preparation and the right tools. Our nsCommerceSpace™ ecommerce package is a comprehensive solution that includes a safe and secure shopping cart, powerful merchandising tools, search engine friendly storefront designs, social media capabilities, mobile optimization and more.

- Help your customers build their online store or do it for them
- Promote our hosting packages through your own online store or website

4.5 - ONLINE MARKETING

Our online marketing services offer all of the tools you need to run a successful campaign, whether just starting out or fixing an existing Internet marketing strategy. Reach local customers and improve rankings in popular search engines – helping to increase visibility and boost sales.

- Help your customers build and manage their online marketing campaigns
- Promote our online marketing services through your website

4.6 - WEBSITE SECURITY

Whether a website collects personal information, login credentials or payment information, security should be a top priority for anyone running an online business. We offer a wide variety of SSL Certificates that use the strongest data encryption available to keep customer's sensitive information safe.

- Secure your customer's websites or help them choose the correct SSL certificate for their needs
- Promote our SSL Certificates through your website

5 - BECOMING A NETWORK SOLUTIONS AFFILIATE

This section will take you through the sign-up process to become a Network Solutions® affiliate.

We value the loyalty and relationships we've built with our customers and have created a special commission structure, with higher payouts on our hosting and website products as a special thank you for promoting our program. To receive these higher payouts, you must sign up through the sign up link in the email you received from us.

5.1 - SIGN UP TO BECOME AN AFFILIATE

To begin the sign-up process click on the sign up link in the email you received from us and we will walk you through the steps below. If you by accident deleted the email, contact us at affiliatesdirect@networksolutions.com and we will resend you the link.

- 1) **Enter Company Information:** Fill in all of the fields, and once finished, click "Continue" in the bottom left of the screen.
- 2) **Enter Media Partner Information:** Fill in all of the fields, and once finished, click "Continue" in the bottom left of the screen.

Note - Please make sure you list all websites and publications you will use to promote Network Solutions®. We need this information to approve your application.

- 3) **Enter Account Administrator Information:** Fill in all of the fields, and once finished, click "Continue" in the bottom left of the screen.

Note - Please make sure you write down the Username and Password. You will need this to log in for the first time.

- 4) **Enter Company Tax Information:** Fill in all of the fields, and once finished, click "Continue" in the bottom left of the screen. You're almost done!
- 5) **Review and Accept the Commercial Terms:** Finally, you are ready to review and approve your Compensation Details and Special Terms. Once you have reviewed, you will be asked to type a series of special characters, shown at the bottom of the page, so we can verify you are a live person completing the application. After you do this, you are ready to click the "I agree to terms and submit application" button in the bottom left of the screen.
- 6) Your application has now been submitted. Keep this screen open while you check your email for a confirmation email, which **you must validate in order for us to be able to accept you into the program**. If, for some reason, you do not receive a validation email, click the "Resend Validation Email" button in the bottom of the screen.

Note - Make sure to check your Spam folder if you don't see the confirmation email in your inbox. Please add the sender to your safe sender list, so you can receive future communications from Network Solutions® regarding your affiliate account.

- 7) Go to the email box of the email address you used to sign up, and look for email from Network Solutions®. Click the “**Validate Email Address**” button in the bottom of the screen.
- 8) At this point, your Network Solutions affiliate account login has now been enabled, however you won't be able to log in until your application has been approved by the Network Solutions Affiliate Team. You should receive an approval email within 24 hours, and at that point, you can log in by clicking the “**View Profile**” button in the bottom of the approval email.
- 9) Enter the Username and Password you created when signing up and click the “**Sign In**” button in the bottom of the screen.

Note - Bookmark this page, or save it to your favorites for easy login access later. You can always log in to your account directly from the Affiliate Program page of the Network Solutions website outlined in the next section.

6 - YOU'RE NOW AN AFFILIATE - IT'S TIME TO START EARNING COMMISSIONS

Get ready to start earning commissions! This section will give you an overview of the various ways you can earn commissions – helping you develop a plan that works well for you and enabling you to earn on a regular basis. It will give you an overview of the Impact Radius platform – where you will get the creative and tracking links to use on your websites or via other promotional channels.

6.1 - LOGGING IN TO YOUR AFFILIATE ACCOUNT

- 1) Go to the Affiliates section of the Network Solutions Website: www.networksolutionsaffiliates.com
- 2) Click the “Log in here” link to log in to your account.



6.2 - WAYS TO PROMOTE NETWORK SOLUTIONS® PRODUCTS

There are many ways affiliates refer sales to Network Solutions®, which will be reviewed in this section. Choose the options that work best for your business.

Refer sales to Network Solutions®, and start making money - here's how:

1) Through a Network Solutions Banner Ad or Text Link Ad on Your Website

Example: A visitor comes to your website and clicks a prominently displayed Network Solutions \$5.99/month Hosting banner ad or text link. See example below:



Note - All offers are available in sizes 120x90, 125x125, 160x600, 300x250, 468x60, and 728x60 within the Impact Radius platform.

2) Through a Network Solutions Coupon or Text Link Ad via Social Media Channels

Example: You can share a Network Solutions \$5.99/month Hosting text link through social media channels such as Facebook®, Twitter®, or LinkedIn®. See example below:

[Hosting only \\$5.99 per month with code IRHOST02AF at Network Solutions®. Redeem Now!](#)

You can also shorten and encrypt the associated tracking link using <http://bitly.com>

Here is an example of the offer above shortened to a link length much easier to send via social media channels. Plus your tracking link is more secure, so other affiliates won't steal it.

Hosting only \$5.99 per month at Network Solutions®! Click here to redeem offer:

<http://bit.ly/pKJY8c>

Note: As long as the tracking links provided in the platform are used, the discount will automatically apply without the individual needing to type in the coupon code on the Network Solutions website.

3) Through Network Solutions Banner or Text Link Ads via Email

Example: You can share a Network Solutions \$5.99/month Hosting offer with your customer base by including it in a newsletter or other email communication.

Note: Make sure to review our email terms and policies before sending emails, as it is important that they are compliant with FTC regulations.

4) Through Your Own Customized Coupon Code

Example: By word of mouth, you give your customers a coupon code to use when placing orders at Network Solutions, so they will receive a certain offer. The coupon code will be unique to you. When your customers enter that coupon code in the "Redeem Promo Code" field at order checkout, you will

receive commissions for all products sold.

This enables you to get credit for sales without your customer needing to click through a link to track back to you.

Customized codes are requested through the platform by finding the offer you wish to promote and requesting a customized coupon code for that offer (instructions about finding ad creative is under section 6.3 “Choosing the Creative That Works Best for Your Website”).

Note - The customized coupon code provided to you will be a 10 digit code that begins with the letters IRX and ends with the letters AF. The 5 digits in between IRX _ _ _ _ _ AF will be unique to you and can be whatever you wish. We will do our best to accommodate your request depending on what is available.

6.3 - CHOOSING THE CREATIVE THAT WORKS BEST FOR YOUR WEBSITE

Once logged in, you will be taken straight to the Network Solutions Campaign page.

- 1) Click the “Ads” button on the top navigation

Note - When you log in on future occasions you will be taken to the main dashboard rather than straight to the Network Solutions Campaign page. From the main dashboard you can access Network Solutions ad creative’s directly by clicking on the “View ad creatives” button in the lower right hand corner of the screen.

- 2) Here you will see the various types of creative for you to choose from.
 - **Banners** (dozens of banners to choose from promoting various products and exclusive offers)
 - **Coupons** (several product offers to choose from in text link format)
 - **Text links** (several text links to choose from promoting various products)

Note - All banners are available in several sizes so you can find the size that works best with your website.

- 3) To see the various banner sizes, just hover your mouse over the “Banner” link, and a drop down menu will appear showing you the different options. The same goes for coupons and text links.
- 4) Click the ad size in which you are interested.

Note - If you need a custom size created, feel free to request it by emailing affiliatesdirect@networksolutions.com or click “Request New Banner Ad”, and you can fill out a request form asking for the details of your request.

6.4 - FINDING THE CODE AND TRACKING LINK FOR THE CREATIVE YOU’VE CHOSEN

Once you have chosen the ad or ads you feel will work best on your website, it’s now time to put the HTML code and tracking link for the ad on your website. You will get credit anytime someone clicks your ad and makes a purchase.

- 1) Under the “Tasks” column, click “Select”, and then “View Details”. This will take you to a page that gives all of the details for the creative you chose.

- 2) On the details page for this ad, scroll down to the section titled “**Additional Details**”. This is where you can find the HTML Ad Link Code to copy and paste into your website.
- 3) Select the code in the “**HTML Ad Link Code field**” by clicking the “**Select**” button at the bottom of the screen. You can then copy it by right clicking your mouse and choosing “**copy**” in the drop down menu. Right click your mouse again and choose “**paste**” in the drop down menu to paste the code into your website.
- 4) Check your website, and you should see your chosen Network Solutions ad(s) displayed. You are ready to begin driving traffic to your website, so you can start earning money!

6.5 - DETAILS AND GLOSSARY OF TERMS

Now that you have gone through all of the proper steps to get your chosen Network Solutions® creative on your website, this glossary can help explain what some of the terms you may encounter under the Ad Details “**View Details**” section mean.

Ad ID: At the very top of the page for any creative you will see a five digit ID. This is the ID number for this particular creative. Every creative has an ad ID for reference.

Ad Image: If you click on the ad image, you will see the actual size of the image as it will appear on your website. You will only see this term if you are viewing details for a banner ad or text link.

Dimensions: These are the dimensions for the ad, so you can find a good spot for it on your website. You will only see this term if you are viewing details for a banner ad.

Discount: This field is where you can see the details of the offer. You will only see this term if you are viewing details for a text-based coupon or banner coupon. Using the \$5.99/month Hosting coupon we have available in the platform as an example, here is what the various discount fields mean:

Coupons: This field shows you what type of coupon the offer is. In this case, the offer is a “category discount” that applies to the Web hosting category, versus a global offer that might apply to everything on the site.

Promo Code: This field shows you the promo code the visitor must use to unlock the discount. To unlock the discount, your customer must come through the tracking link provided.

Category Names: This field shows you the category to which the offer applies. In this case, the offer applies to all annual Web hosting packages.

Min. Purchase Amt: This field shows you whether a minimum purchase amount is necessary for the offer to apply. In this case, there is no minimum purchase amount for the offer to apply.

Enable Deep Linking: If this box has an X, it means we do not enable our affiliates to do their own deep linking on our site. The tracking links we provide you with in the HTML Ad Link Code are set up to link to the correct page on our website to enable top conversions for that offer.

HTML Ad Link Code: This code includes your unique tracking link, as well as all of the necessary code to correctly display your chosen creative on your website.

Include Sub ID Parameters: By checking this box you can choose to include Sub ID parameters in the ad link code. You will need to dynamically populate these parameters when a link is clicked. These parameters will then be reported back to you when you are credited with an action. The Sub ID parameter will be included in a performance report.

Landing Page: All of our affiliate offers have customized landing pages created for them. The tracking links provided for each offer (discussed below) will direct the specific ad to the correct landing page. These landing pages have been created especially for our affiliates to minimize leakage and increase conversions.

- 1) A landing page is created for a specific offer, so there is no disconnect between the offer an individual is coming in from and the offer they see when they get to our site.
- 2) There are no other competing ads to confuse visitors about the product you are trying to sell.
- 3) There are no phone numbers on the landing pages that would distract them from making a purchase.
- 4) The coupon is automatically applied, and discount pricing is reflected on the landing page and in the shopping cart, so the individual doesn't need to type in a coupon code for the discount to apply.

If you would like to see a preview of the landing page for a particular offer, click the link that says “**Click here to visit the landing page**”, and a preview pane will display.

Landing Page Mobile Ready: If this box has an X, it means this particular landing page has not yet been tested on mobile devices, however this does not mean it won't render. Our main website IS mobile ready and most, if not all of our pages, will render on most mobile devices.

Limited-Time Creative: Sometimes offers are only available for a limited time. This field is where it tells you how long the creative will be good for, so you can ensure your website is always up to date with our latest product offerings.

Link Text: The text in this field shows what will display on your website for this given coupon. You will only see this term if you are viewing details for a coupon.

Seasonal: If this box is checked, it means the offer is a seasonal item and won't be available year round. This box doesn't apply to our product lines. You will only see this term if you are viewing details for a text-based coupon or banner coupon.

Top Seller: If this box is checked, it means the offer is a top seller on the Network Solutions® website. You will only see this term if you are viewing details for a text-based coupon or banner coupon.

Tracking Link: This is the tracking link for a particular offer's landing page, and ultimately how you will be paid for referred sales that you send to Network Solutions®.

The **first 5 digits** will be your **Account ID**, which you can also find in the upper right hand corner of every page on the Impact Radius platform.

The **second 5 digits** are the **Ad ID** which determines which ad to display on your site.

The **last 3 digits** are the **Network Solutions Campaign Code**, which tracks the sales you refer back to the Network Solutions campaign.

7 - HELP CENTER & ADDITIONAL RESOURCES

This section gives you an overview of the resources available to you within your Network Solutions Affiliate Program account, as well as other Network Solutions® resources that may be helpful to you in getting your program started.

7.1 - ACCESSING THE HELP FEATURE

The Help feature of the platform answers common FAQ's about the platform and has videos that will walk you through the various sections of the platform you may not yet be familiar with. The Help feature can be accessed by clicking on the brown "Help" button located in the upper right corner within most sections of your account. Clicking on the Help button in a particular section will open a screen within the page that will walk you through the various components and FAQ's pertaining to that particular section.

Note - Network Solutions runs their direct affiliate program on the Impact Radius platform. There may be some topics covered in the videos that discuss the Impact Radius platform in general. If you are interested in promoting more than just the Network Solutions Campaign and are interested in learning more about all Impact Radius has to offer, please visit <http://www.impactradius.com/>

7.2 - ACCESSING NETWORK SOLUTIONS RESOURCES

Another helpful resource is the Network Solutions repository of how-to videos located on our Network Solutions blog, as well as our Online Support and Education Center.

1) You can access the **Network Solutions blog** by clicking [here](http://www.networksolutions.com/blog/).
<http://www.networksolutions.com/blog/>

View some of the helpful videos on the Network Solutions® blog such as:

[Create a Website - What You Need to Get Started](http://www.networksolutions.com/blog/View-Videos/?link=-msld_7j7T0)

http://www.networksolutions.com/blog/View-Videos/?link=-msld_7j7T0

[Website Building for Small Businesses](http://www.networksolutions.com/blog/View-Videos/?link=rUlyv5Yoy00)

<http://www.networksolutions.com/blog/View-Videos/?link=rUlyv5Yoy00>

[Search Engine Optimization \(SEO\) for Small Businesses](http://www.networksolutions.com/blog/View-Videos/?link=yfZZeTTp3Rc)

<http://www.networksolutions.com/blog/View-Videos/?link=yfZZeTTp3Rc>

[Search Engine Marketing \(SEM\) for Small Businesses](http://www.networksolutions.com/blog/View-Videos/?link=wE2nMxkCh-A)

<http://www.networksolutions.com/blog/View-Videos/?link=wE2nMxkCh-A>

[Ecommerce Websites for Small Businesses](http://www.networksolutions.com/blog/View-Videos/?link=klQ2eQun-Vo)

<http://www.networksolutions.com/blog/View-Videos/?link=klQ2eQun-Vo>

[SSL Certificates: What Are They and Who Needs Them?](http://www.networksolutions.com/blog/View-Videos/?link=zPqtx1J6udc)

<http://www.networksolutions.com/blog/View-Videos/?link=zPqtx1J6udc>

2) You can access the Network Solutions **Online Support and Education Center** [here](http://www.networksolutions.com/help/index.jsp) to learn the basics about getting online and growing a business online. (<http://www.networksolutions.com/help/index.jsp>)

8 - AFFILIATE PROGRAM CONTACT INFORMATION

As an affiliate of Network Solutions®, you are an important part of our business, and we value our relationship with you. I hope this guide help you get started as an affiliate of Network Solutions. Please print this guide, and reference it as needed.

If you have any questions or feedback for us about how to make our affiliate program better, please don't hesitate to reach out to us at: affiliatesdirect@networksolutions.com