



# MyAP PRO Specifications





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My Affiliate Program Software (MyAP) is the #1 selling Affiliate Tracking and Management Software solution. Its powerful, user-friendly features will allow you to track and manage the activities of your Affiliates and Partners.

## **MyAP WILL WORK WITH YOUR ECOMMERCE/BILLING SYSTEM**

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MyAP works with virtually every ecommerce / billing system on the market – and is flexible enough to work with most hybrid and in-house solutions. We offer a variety of integration methods that will allow you to track both online and offline sales.

## **MyAP ALLOWS YOU TO OFFER A CUSTOMIZED, BRANDED AFFILIATE EXPERIENCE**

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Since MyAP is a software solution (not a network), you own the Affiliate relationship. With MyAP, you're sure to be in complete control of that relationship. You can customized the look and feel of your Affiliate sign-up and administration pages.

Through their administration pages, your Affiliates will have access to great reporting tools, linking options and a complete Affiliate Training Center – all of which are designed to help you keep your Affiliates informed, motivated and selling.

Reporting tools,  
linking options  
and a complete  
Affiliate Training  
Center.

## **MyAP GIVES YOU THE ABILITY TO PAY WHO YOU WANT, WHAT YOU WANT, WHEN YOU WANT**

With MyAP – your Affiliate compensation plan is completely customizable. You can pay per sale, lead, click or all three. You can set a default commission rate for each activity for all Affiliates, or designate special commission rates for specific Affiliates or Affiliate categories.

When it comes time to pay your Affiliates (and you decide when that time is), you can print a report showing who to pay or export the payments to your check-writing software or service – like Quickbooks or PayPal.

## **MyAP MAKES IT EASY TO OFFER YOUR AFFILIATES UNLIMITED MARKETING MATERIAL**

Affiliate Marketing is all about traffic – which means that your Affiliates need lots of great marketing material to help them drive more and more traffic to your site. With MyAP, offering your Affiliates banners, text links, HTML ads, Flash animations, or any other type of link is a breeze.

You fill-in-the-blanks to tell MyAP about the item you're adding to your Affiliate's "Get Links" area and the software does the rest. Your Affiliates will simply copy the code from their admin panel and paste it in their site, ezine or anywhere else they promote your products and services.

Your Affiliate compensation plan is totally customizable.

MyAP's  
management  
tools will  
make your  
job a breeze.

## **MyAP'S MANAGEMENT TOOLS ALLOW YOU TO EFFECTIVELY ORGANIZE & ADMINISTER YOUR AFFILIATES**

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Whether you need to find an Affiliate, approve a pending application, run a special promotion or update any part of your program – MyAP's management tools will make your job a breeze.

Everything about your Affiliates, the activity they've generated and sales they've referred will be at your fingertips.

## **MyAP OFFERS RELIABLE TRACKING OF AFFILIATE ACTIVITIES**

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MyAP uses a reliable system to track your affiliate activities. Using MyAP, you can track affiliate-referred clicks, leads, sales or any other activity visitors may complete at your site – and even those that happen offline.

## **MyAP'S REPORTS WILL HELP YOU ANALYZE EACH PIECE OF YOUR AFFILIATE MARKETING STRATEGY**

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MyAP includes several reports to help you break down, calculate and analyze several program performance stats like: specific Affiliate activity, marketing material performance, promotion performance and so on.

You'll also have access to "Quick Stat" reports that will give you an overall view of your program's performance as well as a To-Do list that lets you know what actions the software is waiting for you to take (eg approving Affiliate applications or checking pending sales).

## PRICING DETAILS

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KowaBunga!'s pricing is a complete package solution. Please contact us to get a complete pricing solution.

## CONTACT INFORMATION

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Our product consultants can be reached at the following times, numbers and addresses:

**Office Hours:** 10am to 6pm EST, Monday – Friday

**Phone:** 734.728.4500 or Toll Free: 866.224.6565

**Email:** [sales@kowabunga.com](mailto:sales@kowabunga.com)

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More information about KowaBunga! Technologies may be obtained by visiting [www.kowabunga.com](http://www.kowabunga.com)