



# MY AFFILIATE PROGRAM

## SPECIAL REPORT

QUICK HOLIDAY TIPS & STRATEGIES FOR  
MYAP MERCHANTS





## Quick Holiday Tips & Strategies for MyAP Merchants

**AS A MYAP MERCHANT, YOU CAN USE THE BASE FEATURES OF OUR SOFTWARE TO MAXIMIZE YOUR HOLIDAY AFFILIATE SALES. BELOW ARE A FEW QUICK AND EASY IDEAS THAT YOU CAN IMPLEMENT WITHOUT A LOT OF WORK, BUT WITH THE POSSIBILITY FOR A LOT OF ROI!**

As always, please feel free to contact us at anytime for questions, or even a walk-through of how to set up any of these features.

### #1 MyAP Holiday Quick Tip: Datafeeds

Affiliates want datafeeds. In fact, some super-affiliates refuse to promote programs that don't include them. Imagine being able to boost your holiday affiliate sales by offering your complete product line as a datafeed?

Now you can, for free. We'll help you provide a datafeed to your affiliates for free, all you need to do is follow the directions on this page.





## #2 MyAP Holiday Quick Tip: Special Marketing Materials

Offer your affiliates a complete set of special holiday marketing materials. It's easy to do, login, go to "Add/Edit Links", and create a new category called "Holiday Banners" or "Holiday Text" for example, then add your new material.

Then, add your special promotion using "Add/Edit Promotions", and email your affiliates automatically with the new information.



BabyfaceCards  
gives affiliates  
specific holiday  
marketing  
materials via  
MyAP

**BabyfaceCards.com**  
Unique Holiday  
Greeting Cards!  
Season's  
Greetings  
...and a Happy 2003!  
Free Shipping!





## #3 MyAP Holiday Quick Tip: Special Holiday Rates

Need your affiliates to give you that extra push this year? The best way to motivate them is to offer them a special holiday rate. There are two ways to do this.

**The first way is to create a special promotion.** Under “Add/Edit Promotions”, you can create a holiday promotion based upon specific start and end dates, as well as commission rate, click-through page and type (group) of affiliates to offer the promotion to. You will also have the ability on this page to email your affiliates announcing this special promotion.

**The second way is to use our Override commissions feature.** For example, you may want to bump your commission from 10% to 12% for items marked as holiday items only. This feature will allow you to over-ride: your base commission structure (flat fee vs. commission), your per-Affiliate commission rates, your per-category commission rates and your promotional offers.

The Over-Ride Feature will work for you if you have a specific product or a specific action for which you’d like to pay a specific commission -- resulting from the completion of a specific order form. (This order form will be specially encoded to use the “over ride” rate, regardless of the sale amount, the affiliates commission rate, etc.) [Read more about our Override feature.](#)





## #4 MyAP Holiday Quick Tip: Special Entry Pages

Push your special holiday marketing materials clicks directly to your holiday pages instead of your normal click-through pages. All you have to do is create a special entry page for specific material on your website. Then, just add that page when you set up your promotion under “Add/Edit Promotions”.



## #5 MyAP Holiday Quick Tip: Let Us Help You!

We don't offer free unlimited tech support for nothing! Contact us at anytime for questions, walk-throughs, or even to tell us how we're doing! We want to hear from you, and help you. It's all part of the KowaBunga! Difference.

## #6 MyAP Holiday Quick Tip: Have A Happy & Profitable Holiday & New Year!

From the entire staff at KowaBunga!, we wish you well and thank you for your support!

