

## MYAP TECHNOLOGY MODEL

MyAP is delivered through an ASP model. This model provides KowaBunga! with efficient delivery, customization and technical support of its software. Furthermore, this model provides our clients with a robust, scalable software solution that is quick to implement, and simple to use.

With an ASP-delivered solution, opposed to a server-side solution or a desktop application, you, your servers and your technical team experience very little strain. The software, your affiliate administration areas and your databases reside on our servers and are maintained by our technical staff. This means that your servers, your websites and your staff are minimally affected by the addition of your affiliate tracking and management system.

Our clients enjoy the flexibility and freedom of our Client-Centric Architecture, providing them with (a) their own unique set of software scripts, along with (b) their own unique, dedicated & secure database.

Since each MyAP license provides each client with their own dedicated, unshared version of the software, everything about the software is unique to each client: any script can be edited for functionality, any script can be added for new features or functionality, and any visible html can be edited to deliver the exact look and feel desired by the individual client.

Since each MyAP license provides each client with their own dedicated, unshared secure database, everything about the database is unique



**“If you can dream it, we can program it, quickly & efficiently.”**

- KowaBunga! Programming Department

to each client. Any table can be edited or added, new fields can be added, etc., without affecting KowaBunga!'s other clients whatsoever.

In order to provide Affiliate Marketing Solutions that meet the unique needs of each of our clients, we also offer extensive custom programming services. Our programming department says, "If you can dream it, we can program it, quickly and efficiently."

## **OUR DATA CENTER/NETWORK**

Our datacenter is located in Charlotte, North Carolina, with our hosting partner, Genesis II Networks. We've known, and worked closely with, Genesis II Networks for the last 5 years – and we've grown to trust them, and depend upon their reliability and superior network performance. We have experienced exceptional network uptime and incredible transmission speed since we located our main datacenter within their facilities.

With multiple DS-3 connections via various big-brand backbone providers and redundant local loop providers, our datacenter hosting partner provides us with enormous, unlimited bandwidth and instantly-responsive, competent support. Plus, in the unlikely event of emergencies, our hosting partner works with our in house administrators for complete, comprehensive control over the network, its integrity and the security of our data center.

Our servers are consistently backed up for security and emergency use, and our web server load balancing system creates convenient server redundancy for optimal availability and quick software delivery.



**MyAP works with  
virtually every shopping  
cart and ordering  
system**

## PROGRAMMING & SUPPORT STAFF

KowaBunga! employs a full-time staff of programmers and support technicians. Each of our clients is assigned a technician to assist them in setting up, integrating and using their software. Our technicians are available via phone, email and through an online chat feature we built directly into the software.

## PRE-LAUNCH SETUP & INTEGRATION

Since MyAP is an ASP-delivered application, most of the setup work is done on our side. However, there is integration work that needs to be completed on the client's website so that the site and ordering system can communicate affiliate-referred activity and transaction data with MyAP. Here are the steps we take to get our clients up and running with MyAP:

### STEP ONE: ORDER & DISCOVERY

The first step is to formally order the application. This includes the transfer of contact information, billing information and technical and customization requirements.

We also use this time for discovery of how the client would like their program to run. We collect information like click-through pages, commission rates, affiliate manager contact info and so on. This information is used to setup the software so that the client has little behind-the-scenes work to do when first opening the application.

(Time: 1 hour)



**MyAP can track online and offline transactions**

## STEP TWO: SOFTWARE SETUP

The second step we take is to actually setup the software according to the client's specifications. We build the databases and customize the scripts, reports and tracking mechanisms as the client wishes.

When the setup is finished, we send the client a series of documents with information about each of the features, modules and customization they have received. We also provide login details and a "Quick Start Guide" to assist the client in integrating and using MyAP.

(Time: Scheduled based on client's needs. Most setups requiring customization can be completed within one week. Setups without customization can be setup within 24 hours.)

## STEP THREE: INTEGRATION

After MyAP has been setup and configured on our side, the client is responsible for integrating it with their site and ordering system. We provide instructions on a variety of integration methods, and dedicated support technicians who are available to walk the client through the integration process via phone and email.

MyAP works with virtually every shopping cart and ordering system available – both commercially available and custom-made applications. We offer a variety of integration methods designed to allow



**Customization available  
– but not required**

MyAP to fit seamlessly into the transaction processing system of just about any site.

The most common form of integration used by our clients is image-tag integration. In this method, the client places a 1x1 clear pixel image tag on their ordering system's receipt page. The pixel will pass transaction data including customer/order ID and sale amount to MyAP.

Here is an example of what the integration tag could look like:

```

```

The second most popular form of integration used by our clients is that of "batch-uploading" transactions. In this process, you'll collect the sale data as you normally do, with the addition of the referring-affiliate ID stored in the cookie on the visitor's browser.

You'll write this information to a database and let us know the location of that database. Once a day, a script will run that will access that database, collect the information held within and use it to update the data in MyAP.

The integration time is most associated with the technical teams, but should also include the client's marketing and web-development teams. Their setup and integration work should include:

- Affiliate Program information page
- Affiliate Agreement
- Affiliate creative (HTML, text, banners, etc)
- Click-through/landing pages
- Press releases/announcements for the new program

(Time: Integration can be completed in as little as one hour. For intricate integrations we suggest budgeting up to one week for communication with our team and testing.)

## STEP FOUR: TESTING

Again, we'll supply the client with documentation on testing the integration of their site and ordering system. We will also have live support technicians available to walk them through testing and to complete testing from our location.

(Time: Once properly integrated, testing takes only a few moments. Again, we suggest setting aside a week for integration and testing.)

## MYAP TRACKING & REPORTING - HOW IT WORKS

Here is how the activities are tracked and the data flows through our system.

## AFFILIATE APPLICATION & PARTICIPATION

Affiliates will have a signup/application page that they can fill out to become members of your program. You can either choose to automatically allow all applicants to be part of your program, or you can choose to approve and deny applications as you see fit.

Once approved, affiliates will have an online, password protected administration area where they can login and view stats and grab new linking material. Affiliates can choose copy and paste linking materials from your library of creative, or can choose an option to display your catalog of materials that are refreshed on a daily basis.

## THE VISITOR CLICK-THROUGH

When a visitor clicks on a link on the affiliate's site, they will be redirected to the appropriate page on your site. This can be a product page, a lead generation page, your home page or any other page you choose – this page can be changed per affiliate, per link/creative.

MyAP allows you to link directly to your own domain. So, the links on your affiliates' sites can help you earn natural search link popularity. They can also help build your brand and will help prohibit your links from being removed by the visitors' ad-blocking applications.

When the visitor reaches your site, a click-through will be counted for the affiliate and a cookie will be written to the visitor's browser. This cookie will hold the referring affiliate's ID number and can be read at various points within your site.

Cookies are the tracking mechanism of choice since they allow MyAP to follow the visitor through your site with little need for coding on each page, and allow MyAP to follow the visitor when they come back to the site later.

Session ID's, script-based tracking and other forms of visitor tracking can also be accommodated with MyAP. These can compliment cookies, but can usually only be used to track the visitor upon their first visit to the site.

## ON-SITE ACTIVITY

Throughout your site, you can track the affiliate-referred visitor as they complete lead-generation forms, sign up for your newsletter, download a document or application or complete any other desired activity. MyAP can simply track these activities for your reference, or will allow you to associate a commission with the activities so that you can reward your affiliates for sending visitors who have completed desired actions.

## TRANSACTIONS

When the visitor decides to make a purchase at your site, the integration explained above will come into play. The information about the transaction (customer/order ID, sale amount, transaction status, time, date and referring Affiliate ID) will be passed to MyAP.

The transaction data can be passed immediately in the form of an image tag. This integration method is the most common among our clients.

The second most common method is that of "batch uploading" transactions. In this case, you'll simply store the referring Affiliate ID along with the other transaction data you are already collecting and storing. At the end of each day, a script will run to collect this data from the location you designate. The information will be compiled and used to update the data in MyAP.

Along with the expected sale transaction data, MyAP can also collect returned/refunded and cancelled order information and update the affiliate's records appropriately.

## REPORTING

Upon receiving information from the client's image tag load, or batch-upload file, MyAP will be updated with new data which will be available for reporting.

Both the client and the affiliates will be able to view activity and transaction reports. Each of the reports is available for the current month, past months and by specific date and date range. They can be sorted by a variety of criteria and can be exported to a CSV (Excel-ready) file for easy analysis and local storage.

## ADDITIONAL NOTES

### TRACKING TECHNOLOGY

MyAP was built to take advantage of the benefits of cookie-based tracking including:

- Tracking multiple visits to a site
- Tracking multiple actions at a site without multiple scripts running on each page
- Easy implementation that does not require scripting of every link on every page
- Easy retrieval and storage of referring-affiliate ID's

MyAP is extremely flexible and can accommodate any tracking mechanism. This includes tracking of session-ID's, script-based tracking, CGI-tracking and any other type of tracking you prefer. However, most of these do involve scripting on each page of your site to ensure that the tracking properly follows the visitors as they browse and requires the client to recognize, store and transfer the affiliate-referred ID to the tracking solution.

Depending on your system's abilities and the availability of your IT resources, we can implement a reliable, functional tracking mechanism that will suit your unique needs. We offer a menu of state-of-the-art tracking integration options and will work with you to implement the one that you feel best fits your needs.

## DIRECT LINKING

As natural search rankings and ad-blocking technology become more and more prevalent in the online marketing space, affiliate tracking and management technology has to become more and more flexible to work with the positive implications and combat the negative impacts of these developments.

Direct linking, offered through MyAP, allows your affiliates to link to your own domain. This is done through links that point directly to the root domain, not through a CGI bin or a redirect script. The result is hundreds or even thousands of keyword rich sites pointing directly to your domain, building your site's link popularity/page rank.

Direct linking also helps prohibit your links from being affected by ad-blocking technology. Simply stated, ad-blocking applications seek out characteristics of a typical advertisement and then block those ads from working or being viewed by the consumer.

For example, Symantec's Norton Antivirus 2004 includes a feature that blocks banners and links on websites. If it finds a image or link that it believes to be an ad, it removes that image or link from the visitor's view. Here are the factors that Norton takes into account when blocking ads:

1. Keywords – Norton has compiled a secret list of 250+ keywords that trigger their Ad-blocking feature into action.
2. Standard banner sizes – Ads with standard banner sizes, like 125x125 or 468x60, trigger the Norton Ad-blocking feature into action, wiping the ad away and replacing it with a blank space.
3. Link sources – The Norton Ad-blocker wipes away links that are generated from certain domains, including LS's Linksynergy.com, Commission Junction and BeFree links. Non-direct links through MyAffiliateProgram.com are not currently blocked.

Although MyAP's links were not included on the Norton block list, we give merchants the option enable the ReferDetect or ReferDetect Lite module which allow them to give their affiliates direct links into their own domain. While we know Direct Linking isn't the "Silver Bullet" that will completely solve the ad-blocking problem, it is a powerful solution that allows merchants and affiliates continue to their relationships without worrying that the MyAP.com and MyAffiliateProgram.com tracking domains will end up on an ad-blocking list.

## FLEXIBILITY

MyAP is built on a flexible platform and managed by a flexible, nimble company. We have customized the solution to work with a variety of unique tracking and reporting needs.

We're quick on our feet and able to make changes as needed. Whether you change your ordering system, or the online marketing industry makes a radical change or discovery (ie the recent ad-blocking discovery) – we're ready to bend and conform our technology to meet the needs you are facing.