

# The **#1** Private Affiliate Tracking & Management System





# MyAP: Why Switch?

## I ALREADY HAVE AN AFFILIATE PROGRAM... SO WHY SHOULD I SWITCH TO MYAP?

Your business is already operating an Affiliate program, you have Affiliates, it's profitable and you're perfectly happy with the way things are going, right? So why even entertain the idea of moving your whole Affiliate program over to MyAP?

### WELL, MYAP CAN HELP OPERATE YOUR PROGRAM:

- MORE efficiently
- Gain MORE top performing Affiliates
- Earn MORE profits
- And make you even happier

Spend the next two minutes looking at the features in this document. We don't believe you have the ability to add similar features to your existing program with your current solution, nor do we believe that your existing provider has the ability to add these to your program in the future. Or get on the phone and ask your provider some questions, then get on the phone and ask us some questions. Don't forget that all MyAP merchants are included in the [KowaBunga! Difference](#).

## NO COMMISSIONS ON SALES

MyAP takes no commission for ANY sale you make via your Affiliate program. Why should we? We had nothing to do with it, that sale was down to you and your Affiliate - therefore you're the only parties eligible for any income.

Now imagine the money YOU would save just from this one feature. Also, all MyAP merchants get free access to list their program in our Affiliate network called [Kolimbo, the KB! Open Network](#).

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## DIRECT LINKING

Your Affiliates can use YOUR main url as their Affiliate link meaning more control online of your brand, plus an increase in link popularity. **No more using links such as [www.slowsrv.net/clientA?8768765](http://www.slowsrv.net/clientA?8768765).**

Your Affiliates can link to your site just by using your url ([www.yourdomain.com](http://www.yourdomain.com)) with NO Affiliate ID or 3rd party cookie (protecting your program from spyware) and still get tracked. We don't use mirrors or trapdoors, just [ReferDetect](#).

## YOU OWN THE AFFILIATE RELATIONSHIP

Owning the relationship with YOUR Affiliates means you can keep in closer contact with them and establish long lasting partnerships. The MyAP Affiliate solutions allow you to contact Affiliates as one big group, individually or to divide them up (eg. geographically, by theme, by performance, etc).

There is no 'middleman' involved when contacting Affiliates, all emails will come from your email address. There is no charge every time you wish to contact Affiliates so you can send regular contacts out and personally contact and reply to individual Affiliates whenever there is a need to.

The most significant factor of owning your own relationship and having direct contact without the interference of a 'middleman', is the fact that you DO NOT have to pay any commission to your software provider (or network). When you invest in a MyAP Affiliate solution the only costs are getting set up and the monthly fee's for maintaining your program - there are no further charges for every sale you make.

This saving can allow you to increase the payout to your Affiliates AND increase profit all at the same time! Increasing payouts and rewards for Affiliates helps you to motivate them further so they will work harder for you. This also has the added bonus of improving your program against your competition - other Affiliates in your industry will see that you now pay more than others, or have improved, and can be tempted to promote your program too.

Owning the  
relationship  
with your  
Affiliates  
means closer  
contact.

This money saved could also be passed onto specialist Affiliate management, recruiting and consultancy services to improve your program, increasing the number of top performing Affiliates and generate more sales for your business.

All MyAP merchants get free access to list their program in our Affiliate network called [Kolimbo, the KB! Open Network](#), while maintaining that free and open Affiliate relationship.

## FULL WEB VISITOR TRACKING

Does your current provider give you the opportunity to track your visitors through your site allowing you to see the path they took? This information tells you which pages perform well and which ones don't inspire visitors or confuse them so they leave your site. **Valuable information to help improve conversions.**

## FREEDOM TO CONTACT AFFILIATES WHENEVER

Wouldn't it be good if you could email your Affiliates DIRECTLY and for FREE? You go to the trouble of recruiting and managing your Affiliates yet you have to pay for every email you send! MyAP means YOU own the relationship with your Affiliate.

YOU contact them whenever and however often YOU feel is appropriate...and you don't have to pay for that right either.

All MyAP merchants can use our Affiliate network called [Kolimbo, the KB! Open Network](#) to communicate with their Affiliates, free of charge!

## FULL CUSTOMIZATION & FLEXIBILITY

Because every MyAP client has their own Affiliate program running on individual accounts we can make any changes to their program that they wish. We are not constrained by the fact that every client is on ONE network.

You want an extra field to show an invoice number? We can do it. You want to change the term 'Affiliate' to 'Partner'? We can

do it. You want every transaction in Euro's, UK Sterling or YEN? We can do it. You want to pay individual Affiliates different commission rates for different products? We can do it. You want a picture of your CEO in a pink tutu dancing on every page? **We can do it.**

You want a picture of your CEO in a pink tutu? We can do it. :)

## **AFFILIATE MANAGEMENT SERVICES**

Our Team Affiliate management services are available to all MyAP customers. Whether you already have employees' that run an existing program and would like assistance with recruitment or some consultancy work, or whether you'd like to totally outsource the management of your program - we have an option for you.

## **DO YOU HAVE MULTIPLE SITES?**

If so we can fit them all onto one Affiliate account. No need to buy 5 separate Affiliate solutions for your 5 separate websites. Merge them all into one program with one interface for easier and more cost effective management.

## **SKU BASED TRACKING**

MyAP can be custom-fit to work with your existing SKU-based system. Prices, descriptions, images, etc can be downloaded from your SKU system to MyAP - and then the results can be downloaded from MyAP and uploaded back to your SKU based system so you can easily run sales reports detailing how your Affiliate program is contributing to overall sales.

Ideal for businesses with a large catalog of products.

# But Moving My Whole Program Would Be Such A Hassle!

**YES IT WOULD TAKE A BIT OF WORK, BUT NOT AS MUCH AS YOU THINK.**

We do this every day! Our team has a detailed, yet simple plan that we implement to make the transition easy. We can offer advice, guidance and even take a lot of the work out of your hands if you wish.

Contact us and let us know **what you're thinking right now!**

We can help you with the many questions you probably have so you can understand what the MyAP Affiliate solution can do for you and how it can improve your Affiliate program.

Hey, if our solution doesn't save you money, time or improve your program then we'll recommend you stay exactly where you are and bid you good day.

If you've got 10 minutes, we can offer you a no-hassle, no-pressure, detailed explanation of why you WILL benefit from switching to MyAP Pro or MyAP Enterprise. Even specific pricing calculations!

**The question you need to ask yourself is...Can you afford NOT to call us?**

**CONTACT US BY PHONE 877.228.9827 - TOLL FREE OR VISIT [WWW.MYAP.COM/SWITCHTOMYAP.ASP](http://WWW.MYAP.COM/SWITCHTOMYAP.ASP)**