# Publisher Onboarding Checklist Walkthrough

CJ Affiliate

# CJ 어필리어트 신규 퍼블리셔 가입 절차 체크리스트

\*한국어 주석 버전

\*\* 혹시 신규 가입 절차에서 어려운 점이 있으시면, 한국 퍼블리셔 담당 매니저에게 이메일을 보내주세요! 한국 퍼블리셔 담당 매니저: 황지언 (Sabrina Hwang) <u>Jieon.hwang@cj.com</u>

Presented by:

**CJ Product Marketing** 



# **Network Agreements Workflow**

# 네트워크 합의서 작업 흐름

\*\* 혹시 신규 가입 절차에서 어려운 점이 있으시면, 한국 퍼블리셔 담당 매니저에게 이메일을 보내주세요!

한국 퍼블리셔 담당 매니저: 황지언 (Sabrina Hwang) <u>Jieon.hwang@cj.com</u>



# First things First: Network Agreements must be Reviewed and Accepted 첫째, 네트워크 합의문이 검토 및 수락되어야 합니다.



## CJ Affiliate Publisher Agreements

### Accept the terms below and get started as a Publisher today!

#### CJ AFFILIATE AGREEMENTS

In order to maintain a high quality network for both Publisher and Advertisers, CJ Affiliate reminds all applicants that Publishers" web site(s) and online activity must comply with CJ Affiliate"s Publisher Service Agreement. By filling out and submitting this form, you agree to all terms of the CJ Affiliate Publisher Service Agreement, including but not limited to the following obligations:

#### Age Certification \*

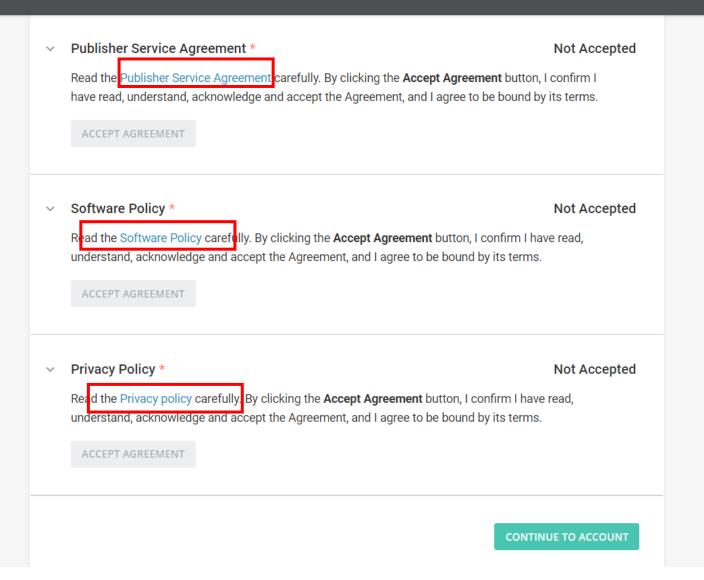
By checking this box I acknowledge and warrant that I am at least 18 years of age.

#### Certification of Authority \*

By checking this box I acknowledge, represent and warrant that I have the authority to act on behalf of the Company (if a company) entering into the CJ Publisher Service Agreement and described in this Application, and I acknowledge, represent and warrant that all information is true, complete, and accurate, and I will keep all such information current with CJ.

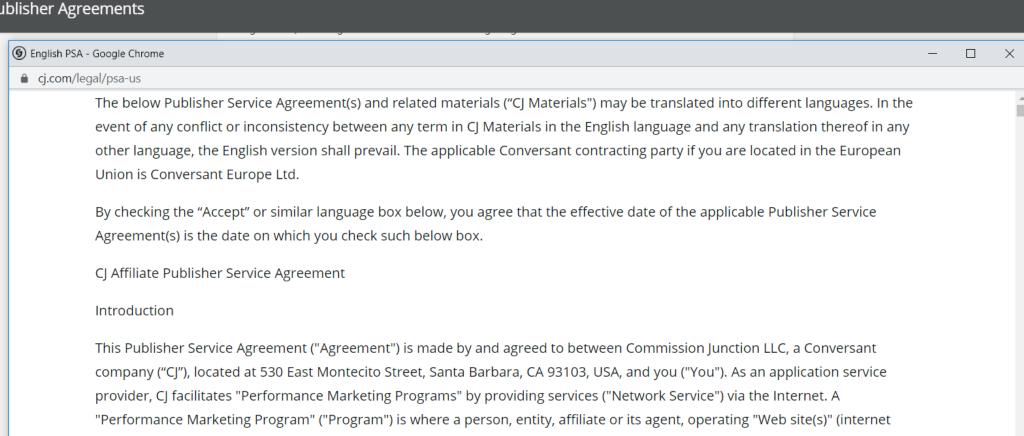
# Publishers must click-though the links to open the network agreements before they can accept! 퍼블리셔는 각각의 네트워크 합의문 (빨간 네모) 링크를 클릭하여 열람 후 수락이 가능합니다!

# **⑤** CJ Affiliate Publisher Agreements



# Publisher Service Agreement 퍼블리셔 서비스 합의문

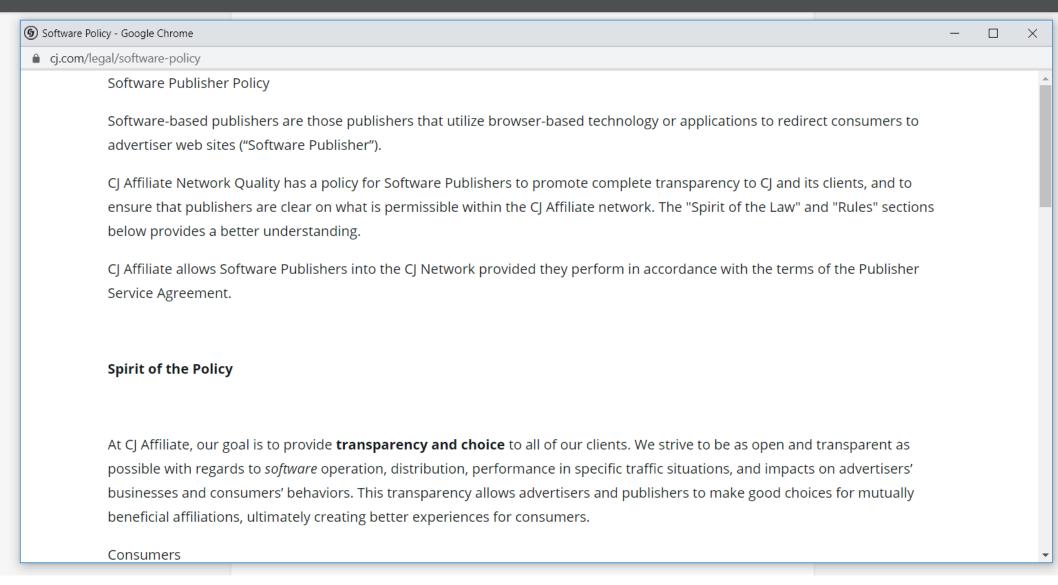
# **⑤** CJ Affiliate Publisher Agreements



"Performance Marketing Program" ("Program") is where a person, entity, affiliate or its agent, operating "Web site(s)" (internet domain, or a portion of a domain) and/or other promotional methods to drive traffic to another's Web site or Web site content ("Publisher") may earn financial compensation ("Payouts") for "Transactions" (actions by Visitors as defined by the Advertiser) referred by such Publisher via an action made by a "Visitor" (any person or entity that is not the Publisher or the Publisher's agent) through an Internet connection ("Link") to a Web site or Web site content operated by another person or entity ("Advertiser") from an Advertiser authorized promotional method used by such Publisher. The Advertiser compensates the Publisher, in accordance with this Agreement and the Program Payout specifications.

# CJ Software Policy CJ 어필리어트 소프트웨어 정책

# **⑤** CJ Affiliate Publisher Agreements



# **⑤** CJ Affiliate Publisher Agreements

 ✔ Privacy Policy UK - Google Chrome

 ★ conversantmedia.eu/legal/privacy-policy

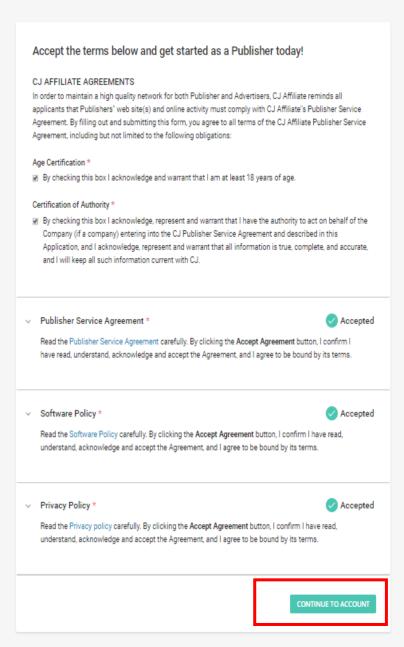
 Careers
 In the new

 CONVERSANT
 WHAT WE DO ∨
 SOLUTIONS ∨
 RESOURCES
 BLO

Epsilon, formerly known as Conversant, is a digital advertising company. We are part of the Publicis Groupe, he operations around the world. Our advertising services help online businesses find consumers and keep the intedescribed how we process personal data as part of our operations in the EU (including the United Kingdom).

- Please visit our Services Privacy Policy if you want to learn more about the personal data we collect and services to our clients. It includes information about what type of personal data we process to provide advertising and better digital browsing experience. This is also the policy to visit if you clicked on a link to learn more.
- Please visit our Website & Business-to-Business Privacy Policy if you want to learn more about the pers and how we process personal data about our business-to-business contacts

퍼블리셔는 모든 네트워크 합의문이 검토 및 열람된 후, 새로운 CJ 계정 등록 과정을 계속하실 수 있습니다. 합의문 수락 후 오른쪽 아래 "Continue to Account" 을 클릭해 주세요.



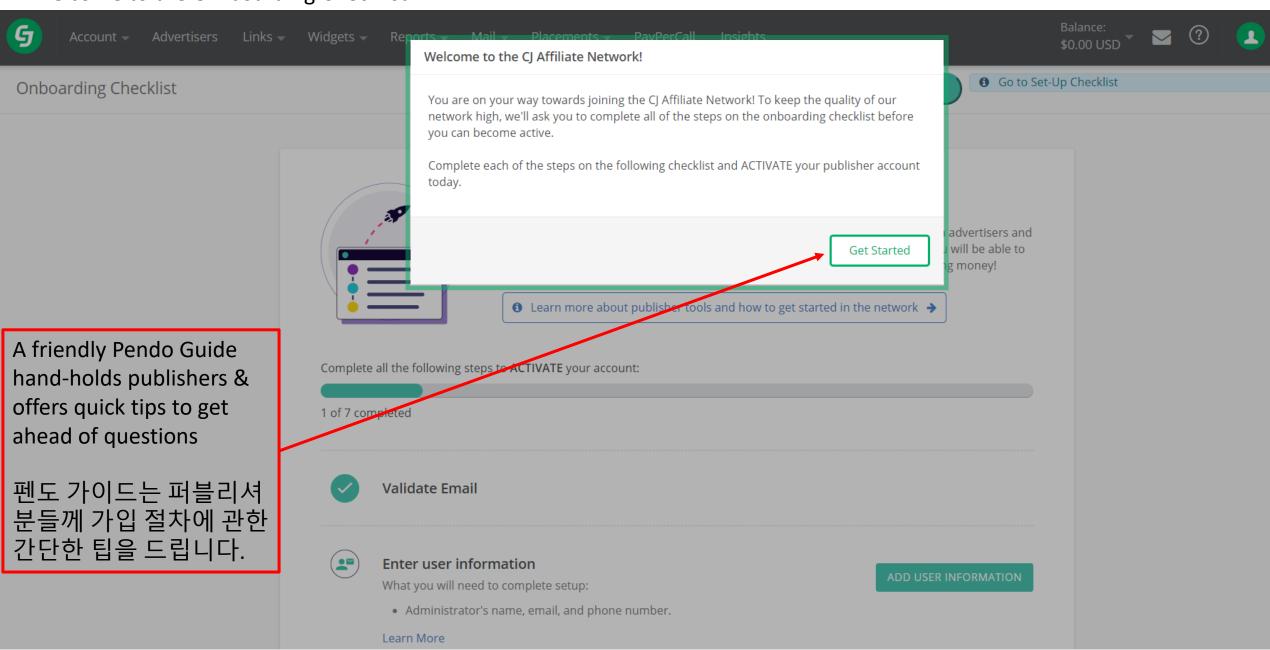
# Welcome to CJ's Onboarding Checklist

CJ 어필리어트 신규 가입 체크리스트에 오신 것을 환영합니다!

\*\* 혹시 신규 가입 절차에서 어려운 점이 있으시면, 한국 퍼블리셔 담당 매니저에게 이메일을 보내주세요! 한국 퍼블리셔 담당 매니저: 황지언 (Sabrina Hwang) <u>Jieon.hwang@cj.com</u>



# Welcome to the On-boarding Checklist...



Use this button to activate Guided Tips at each step of the checklist.

이 버튼을 클릭하시면 가입 체크리스트의 각 단계에서 안내 가이드를 열람 하실 수 있습니다. Use this button to return to the On-boarding checklist after completing steps and from else where in the Account Manager.

이 버튼을 클릭하시면 가입 완료 후 혹은 가입 절차 어느 단계에서도 신규 가입 체크리스트를 열람하실 수 있습니다.

Onboarding Checklist

**♀** GUIDE ME

✓ ONBOARDING CHECKLIST

ACTIVATE ACCOUNT

**1** Go to Set-Up Checklist

Use This Button to Activate once all the onboarding steps are complete. Prior to hitting this button publisher account will have an intranet status of Set-Up, but will still be able to access Support Center documents and Client Support Representatives.

가입 절차를 모두 마치고 이 버튼을 클릭해주세요. 이 버튼을 누르시기 전에는, 퍼블리셔는 CJ 내부 전산망에서 "셋업" 단계로 등록이 됩니다. 셋업 단계에서도 CJ 지원센터의 다양한 안내글 열람 및 CJ 지원센터 안내원과 연결이 가능하십니다.

# 체크리스트 단계

- 이메일 인증
- 사용자 정보 입력
- 네트워크 프로필 입력
- 프로모션 방식 및 퍼블리셔 사이트 정보 입력
- 회사 세부 사항 및 세금 문서 입력
- 커미션 지급 세부 사항 입력
- 몇가지 도움이 될 수 있는 질문에 대한 답변

# 완료!!

Note: 체크리스트 단계는 순서에 상관 없이 완료하실 수 있고, 가입 절차를 한 번에 모두 완료하실 필요 없습니다. 가입 절차를 잠시 멈추신 후 돌아오시면, 중단하신 부분부터 다시 시작하실 수 있습니다!



### **Enter user information**

What you will need to complete setup:

Administrator's name, email, and phone number.

Learn More



### Complete your Network Profile

What you will need to complete setup:

• Detailed description of your affiliate promotional methods or your general business model in your own words.

Learn More



### Add a Promotional Property

What you will need to complete setup:

• Know where and how you will be promoting Advertisers' products or services.

Learn More



### Enter company details and submit tax forms

What you will need to complete setup:

- You will need your company's mailing address.
- Know which functional currency you want to be paid in.
- Know your tax info: Submit your W-9 or W-8BEN.

Learn More

ADD USER INFORMATION

**COMPLETE PROFILE** 

**ADD PROPERTY** 

SUBMIT FORMS

# Just two more steps before publishers can ACTIVATE!



# Provide your payment information

What you will need to complete setup:

• Know your payment details: Check or deposit info.

Learn More

# ADD PAYMENT INFORMATION

You must complete your company details and tax information before you can enter your banking information.



Answer some questions to help us set you on the right path

**ANSWER NOW** 

**ACTIVATE ACCOUNT** 

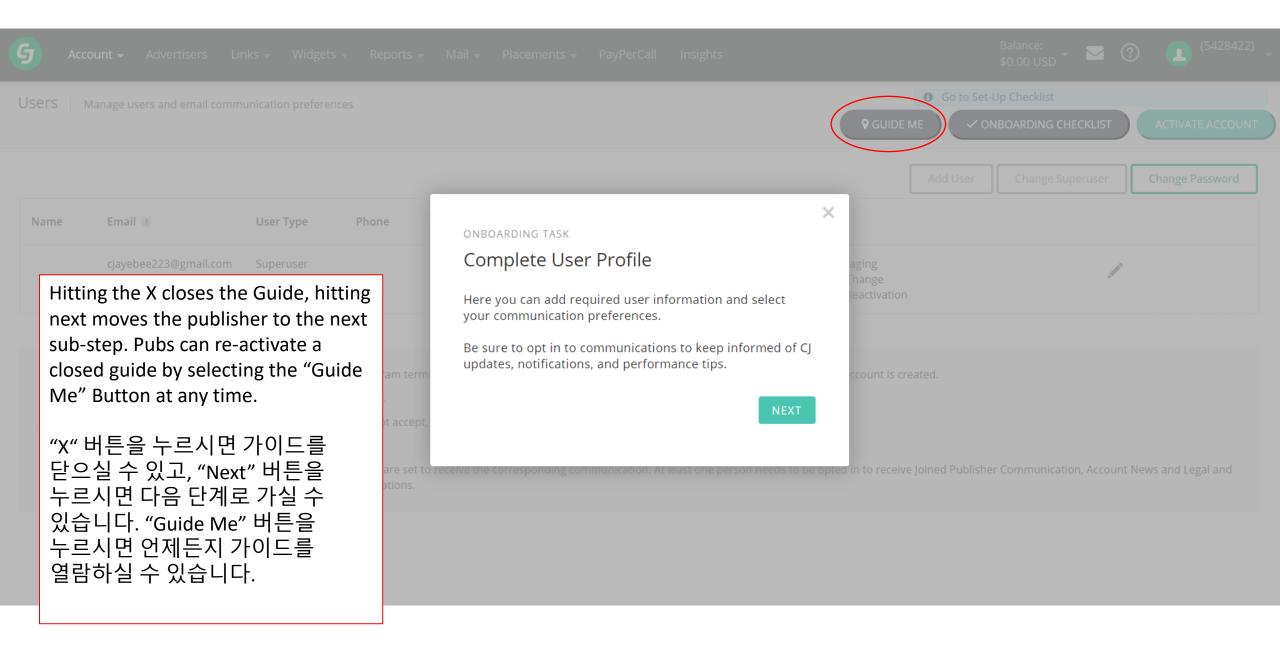
# **Onboarding Step: Enter User Information**

# 신규 가입 절차: 사용자 정보 입력

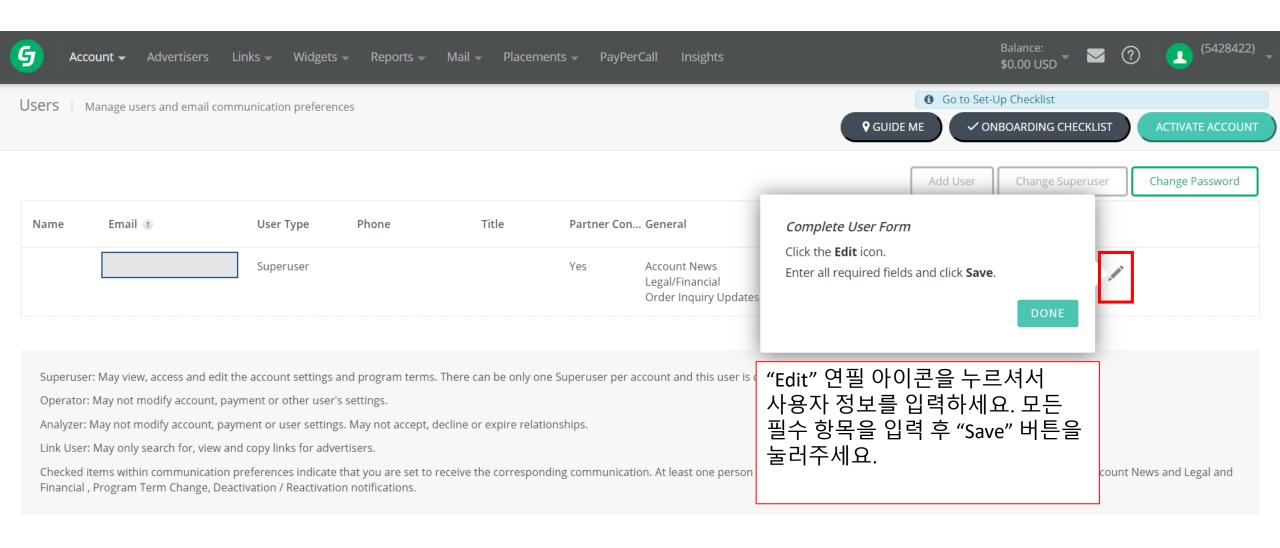
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### **Enter User Information**



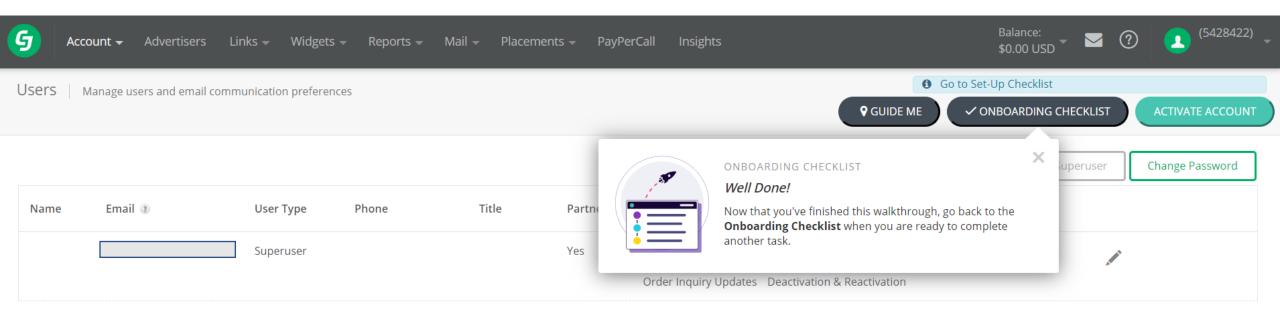
## Complete User Form



# User Information Form Fields- 사용자 정보 입력란

								Add User	Change Superuser	Change Password
Name	Email ②	User Type	Phone	Title	Partner Con General	Advertiser				
User Info	rmation			Email: ②			Title:			
*First Nam	ie:			*Phone: Phone number is re	equired and must of a valid format(e	x. 555 555-5555)	☐ Change I	Password		
*Last Nam	e: is required.			Partner Contac	t ②					
<b>User Type:</b> Superuser										
Commu	ınication Preferences									
General	Communication						Advertiser M	lessaging		
Accou	int News: ②	✓ Legal/Financial	: ②				Advertiser	Messaging: ②	✓ Program Te	erm Change: 🔞
Marketii Manage	ng Communication Marketing Communication I	Preferences					Deactivation	on & Reactivati	on: ③	
Superusei	r: May view, access and edit	the account settings	and program term	ns. There can be only o	ne Superuser per account and this i	user is created when th	he account is cre	eated.	Cancel	Save

# Step Complete! Return to the On-boarding Checklist 사용자 정보 입력 단계 완료! 신규 가입 체크리스트로 돌아가세요.



Superuser: May view, access and edit the account settings and program terms. There can be only one Superuser per account and this user is created when the account is created.

Operator: May not modify account, payment or other user's settings.

Analyzer: May not modify account, payment or user settings. May not accept, decline or expire relationships.

Link User: May only search for, view and copy links for advertisers.

Checked items within communication preferences indicate that you are set to receive the corresponding communication. At least one person needs to be opted in to receive Joined Publisher Communication, Account News and Legal and Financial, Program Term Change, Deactivation / Reactivation notifications.

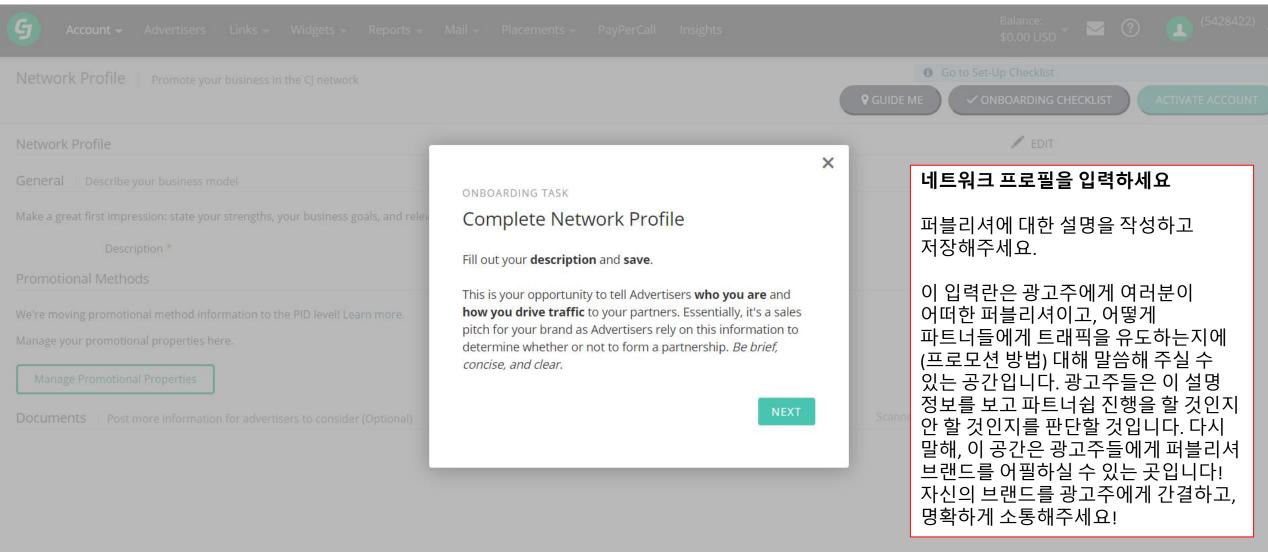
# Onboarding Step: Complete your Network Profile

# 신규 가입 절차: 네트워크 프로필 입력

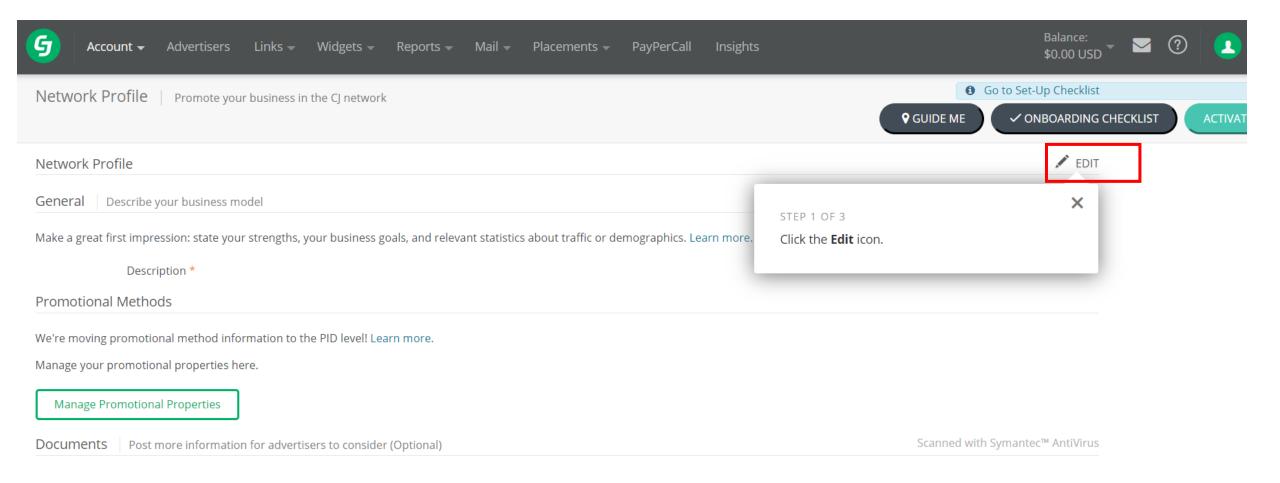
\*\* 혹시 신규 가입 절차에서 어려운 점이 있으시면, 한국 퍼블리셔 담당 매니저에게 이메일을 보내주세요! 한국 퍼블리셔 담당 매니저: 황지언 (Sabrina Hwang) <u>Jieon.hwang@cj.com</u>



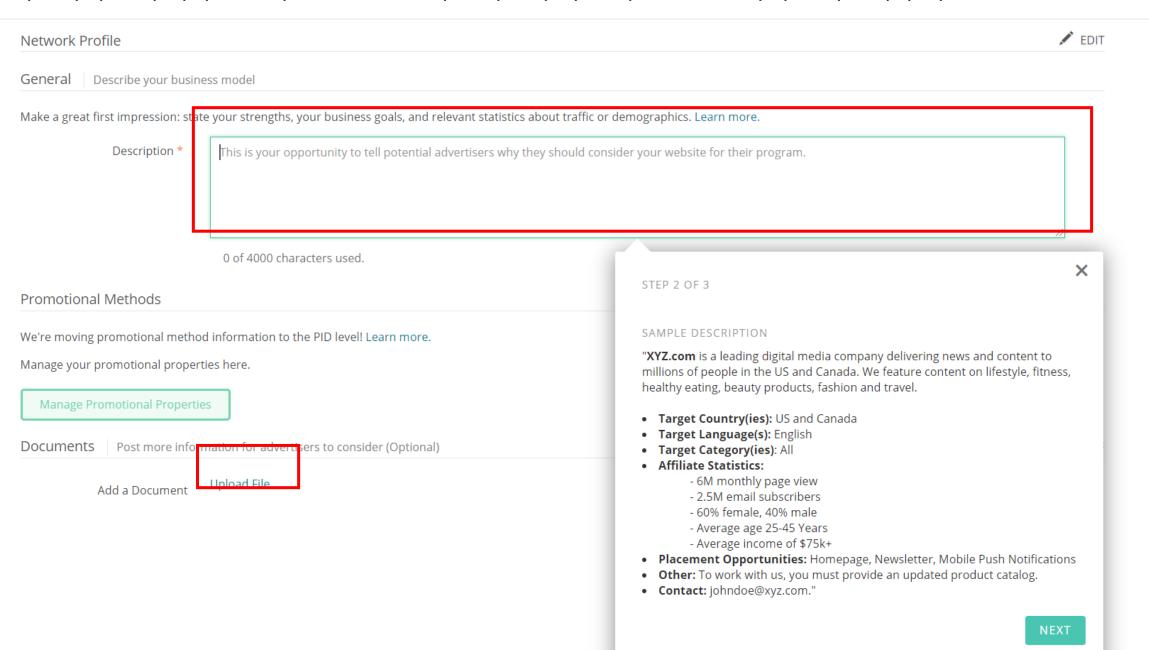
# Step: Complete your Network Profile 네트워크 프로필 작성



A Network Profile consists of a Description, at least 1 Promotional Property and Supplemental Documents 네트워크 프로필에서는 간단한 회사 정보 설명과, 최소한 1개의 Promotional Property (퍼블리셔 사이트)와 추가 문서를 작성해 주시면 됩니다.



# Describe Your Business to the Network, add Rate Cards or Supporting Collateral and Save 퍼블리셔 분의 회사 정보와 광고 요금표 혹은 다른 추가 문서를 업로드 하시고 저장해 주세요.



# Onboarding Step: Add a Promotional Property

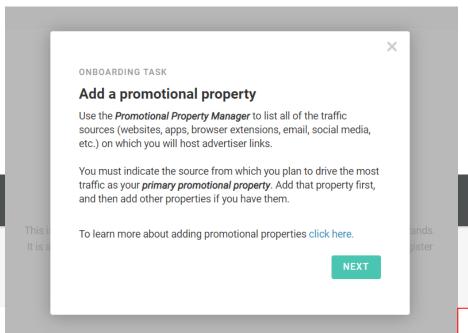
# 신규 가입 절차: Promotional Property 등록 \*(트래픽 소스)

\*\* 혹시 신규 가입 절차에서 어려운 점이 있으시면, 한국 퍼블리셔 담당 매니저에게 이메일을 보내주세요! 한국 퍼블리셔 담당 매니저: 황지언 (Sabrina Hwang) <u>Jieon.hwang@cj.com</u>



## Add a Promotional Property

Promotional Property Manager

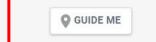




### Manage Your Promotional Properties

This is where you will describe the properties where you will be promoting advertiser branch It is also how advertisers will see and understand how you will be promoting them. Register all of the properties where you plan to place links.

CREATE PROPERTY



# Promotional Property를 등록하세요

Promotional Property 매니저를 이용하여 퍼블리셔 여러분이 광고주 프로모션에 쓰일 모든 프래픽 소스를 (웹사이트, 어플, 브라우저 확장, 이메일, SNS 등) 등록해 주세요.

광고주 프로모션에 제일 많이 쓰일 (가장 많은 트래픽을 제공,유도하거나, 가장 많은 실적이 나는 사이트) 사이트를 Primary Promotional Property 로 등록해 주시고, 만약 추가로 등록 하실 트래픽 소스가 있으시다면 등록해 주세요.

Promotional Property에 대해 더 알고 싶으시다면 "Click here"를 클릭해 주세요.

# Promotional Property Guided Workflow Promotional Property 등록 작업 흐름

# **⑤** Create Promotional Property

여기서는 퍼블리셔 여러분의 트래픽 소스의 (Property) 종류를 선택하실 수 있습니다.

(각 소스는 한가지 종류만 선택하실 수 있고, 다른 종류의 트래픽 소스 또한 등록하실 수 있습니다. 모든 트래픽 소스가 같은 종류일 필요는 없습니다.)

### **Promotional Property**

Describe your promotional property. Advertisers use the partner with. They want to see what it is you do and when the partner with the partner

STEP 2 OF 6

Choose **only one** option that explains what this property is.

NEXT

Define Your Property

What type of property is this? \*

You must choose one property type to describe how you will be promoting advertisers.

Website

My customers view my content on a website at a URL that can be viewed on a desktop or mobile browser.

Social

My customers view content I post on social media or other social platforms where I have an account.

Email

My customers view content I send to them in email campaigns or newsletters.

Paid Search Engine Marketing (direct)

I run search engine ads, but my customers see ar click are taken to the merchant site, not my site.

I do not see my property type listed here

If your property does not fit into any of the above method/property type here so that advertisers ca

STEP 3 OF 6

Choose the promotional models that are relevant for this property *only*.

NEXT

하나의 트래픽 소스에 대하여 (property) 여러 프로모션 방법을 선택하실 수 있지만, 반드시 주된 프로모션 방법이 무엇인지 선택해야 합니다.

(컨텐츠/블로그/미디어, 쿠폰, 캐쉬백, 리뷰/상품비교 등의 방법에서 선택하실 수 있습니다.) **Define Your Promotional Model** 

What is the primary value your customers get out of this property? \*

You may choose multiple, but only choose those that are relevant for this specific property. You must set one of your promotional models as your primary promotional model for this property. This will be used mostly for reporting purposes so choose the one that most accurately describes this property.

✓ Content/Blog/Media

My customers read original content or articles that I write about topics that interest them

SET TO PRIMARY PROMOTIONAL MODEL

For reporting purposes. One of your promotional models must be the primary for this property.

Coupon/Deal

My customers come to discover coupons, vouchers, or discounts.

Product Comparison, Reviews, or Discovery

I provide links to specific products that customers can browse, compare, or search for.

Loyalty - Cash Back

퍼블리셔는 자신의 Promotional Property에 대해 자세한 설명을 입력하실 수 있습니다. 만약 퍼블리셔가 오직 한가지의 트래픽 소스만 (property) 있다면, 그 소스를 기본 Promotional Property로 등록하셔야 합니다.

각각의 소스에 (property) 대하여 기본 프로모션 방법을 설정할 수 있습니다. 하나의 트래픽 소스에 대하여 (property) 여러 프로모션 방법을 선택하실 수 있지만, 반드시 주된 프로모션 방법이 무엇인지 선택해야 합니다.

(컨텐츠/블로그/미디어, 쿠폰, 캐쉬백, 리뷰/상품비교 등의 방법에서 선택하실 수 있습니다.) Influencer

My customers follow me because I am a persona

Pay Per Call

I use call tracking to drive customer transactions

I do not see my promotional model listed here If your property does not fit into any of the above method/property type here so that advertisers ca STEP 4 OF 6

Complete your property information.

If this is the property that best represents your promotional methods for your entire account, select this as your *primary promotional property*.

NEXT

Name your Property

Promotional Property Name \*

The name advertisers will see for your promotional property. Be brief but descriptive. Max 60 characters. Examples could be Company 123 Homepage, X's Instagram, New Customer Email, etc.

Promotional Property Description (Optional)

Blog covering all the latest and greatest news, events and products.

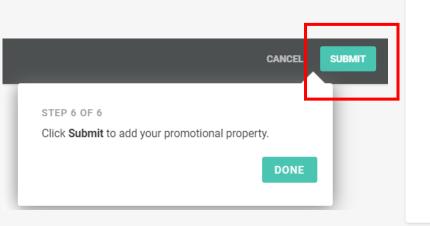
Describe your property to potential advertisers. What do you do, and how are you different from other publishers? Sell your value to your potential partners. Max 1500 characters.

This is my primary promotional property

If selected, the primary promotional model for this property will become the promotional model for your whole publisher account. This will be used just for reporting, so choose the property that best illustrates what you do. If another property is already set as your primary property, it will be unselected and this one will be set as your primary property.

# (5) Create Promotional Property

퍼블리셔는 태그를 이용하여 자신의 비지니스와 가장 관련되거나 퍼블리셔가 광고주에게 제공할 수 있는 가치에 대한 키워드를 태그할 수 있습니다. 이 태그는 광고주가 퍼블리셔를 검색할 때 사용됩니다. 자신의 비지니스와 제공하는 서비스를 어필할 수 있는 태그를 작성해주세요!



Describe your property to potential advertisers. What do you do, and how are you different from other publishers? Sell your value to your potential partners. Max 1500 characters.

### This is my primary promotional property

If selected, the primary promotional model for thi publisher account. This will be used just for report another property is already set as your primary primary property.

STEP 5 OF 6

**Adding tags** to your property will help increase search relevancy.

NEXT

### Define Your Tags (Optional)

#### Describe your property with public tags.

Tags are searchable by potential advertisers. What words best describe this property? What words might advertisers use to search for your property? You may choose multiple, but only choose those that are relevant to this specific property. Add multiple keywords by typing "enter" between each one.

Great ideas for tags:

What types of products or content do you talk about or promote?

Who is the primary audience?

What is the audience size?

What are the unique features of your property?

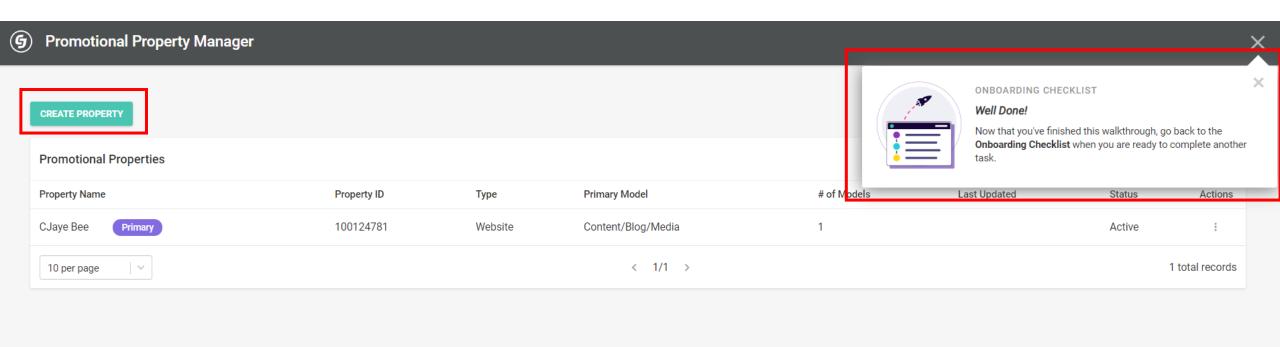
Where is your primary audience location?

Do you offer sponsored content?

Do you have unique offerings?



Steps 1 - 6 of the Promo Property Workflow can be completed for each publisher property, only 1 Property is required for Activation 각각의 퍼블리셔 Property (트래픽 소스) 등록하실 때 1-6 단계의 Promotional Property 작업 흐름을 이용하여 완료하실 수 있습니다. 최소한 1개의 Property를 등록하셔야 계정을 활성화하실 수 있습니다.



# Onboarding Step: Enter Company Details & Submit Tax Forms

# 신규 가입 절차: 회사 정보 및 세금 문서 작성

\*\* 혹시 신규 가입 절차에서 어려운 점이 있으시면, 한국 퍼블리셔 담당 매니저에게 이메일을 보내주세요! 한국 퍼블리셔 담당 매니저: 황지언 (Sabrina Hwang) <u>Jieon.hwang@cj.com</u>



### ONBOARDING TASK

# Complete Account Details and Submit Tax Info

You must complete the **Account** and **Tax Information** sections on the *Settings* page before you can complete the *Payment* section.

In the **Account** section, you will enter your company details and select a functional currency.

In the **Tax Information** section, you must provide the required tax information.

NEXT

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## 계정 정보와 세금 정보를 입력하세요

계정 정보와 세금 정보는 지급 방법 정보를 입력하시기 전에 반드시 작성하셔야 합니다.

"계정" 섹션에서는 회사 관련 정보와 기능 통화를 선택하실 수 있습니다.

"**세금 정보**" 섹션에서는 필수 세금 정보를 반드시 제공하셔야 합니다.

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me.

### Complete the Account Form

Click Edit and fill out all required fields.

#### **FUNCTIONAL CURRENCY**

Your functional currency establishes the currency used to calculate and display financial information in your account. Functional currency settings are **permanent and may not be reversed or changed** once established. If you need to change your functional currency, you will need to sign up for a new publisher account.

You can set your payment currency to be the same as your functional currency, or you may choose to receive payment in a different currency.

Learn more

NEXT

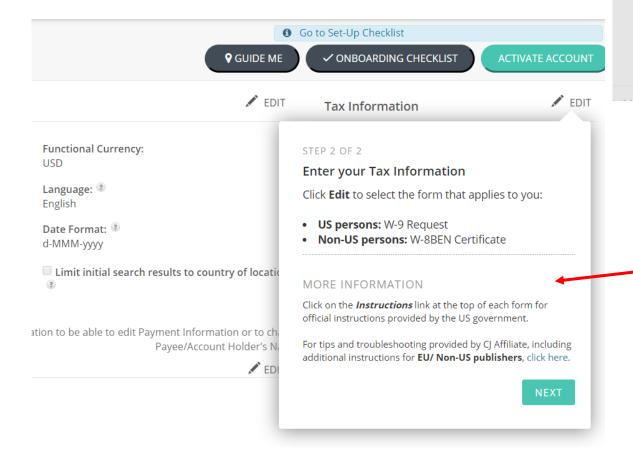
Please edit your tax information to be eligible for payment.

### 계정 정보를 입력하세요

기능 통화 (Functional Currency)
기능 통화는 퍼블리셔의 계정에서
재무정보를 계산하고 보여주는데
이용됩니다. 기능 통화 설정은 영구적이며, 한번 결정되면 다시 바꾸실 수 없습니다. 기능 통화 종류를 바꾸시려면 새로운 퍼블리셔 계정을 등록하셔햐 합니다.

지불 통화는 기능 통화와 똑같은 종류로 설정하시거나 다르게 설정하실 수 있습니다.

# Enter Tax Information based on Country of Origin 퍼블리셔의 기반 국가에 따라 세금 정보를 입력하세요





# 세금 정보를 입력하세요

미국: W-9 Request 미국외 지역 및 국가: W-8BEN Certificate

미국외 지역 및 국가의 퍼블리셔분들께 도움이 될 수 있는 안내 팁과 문제 해결관련 글을 보시려면 "Click here"를 클릭해주세요.

# Enter Tax Information Form (US Residents)

세금 정보 입력란 (미국 거주자용)

#### IRS Form W-9

Request for Taxpayer Identification and Certification Click here for W-9 Instructions: Instructions

*Name, as shown on your income tax return ②	*Address		
	530 E Montecito St		
Business name (or payee name), if different than above ③	*City		
	Santa Barbara		
*Business Type	*State		
Individual/Sole Proprietor	California		
Exempt from back-up withholding:	*Zip		
	93101		
	*Country		
	US		

### Part 1: Taxpayer Identification Number (TIN)

Enter your TIN in the box below. The TIN provided must match the name given on Line 1 to avoid backup withholding. For individuals, this is your social security number (SSN). However, for a resident alien, sole proprietor, or disregard entity, see the Part 1 on page 3 of the W-9 instructions. For other entities, it is your employer identification number (EIN). If you do not have a number, see How to get a TIN in the W-9 instructions.

Note: If the account is in more than one name, see the chart on page 4 of the instructions for guidelines on whose number to enter.

^ ı ax	Identif	ication	ı Num	ber (II	N)

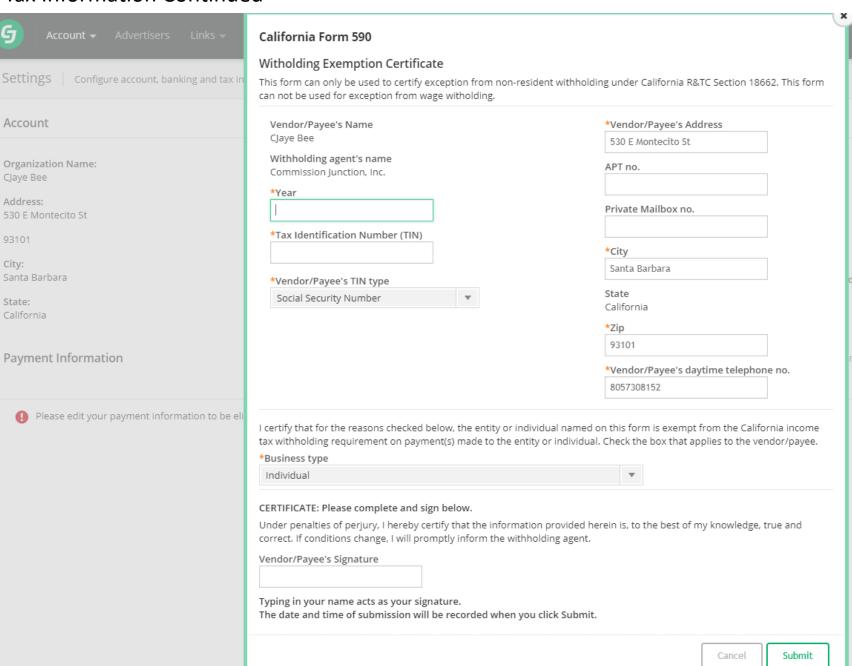
SSN: ###-##-#### or EIN: ##-######

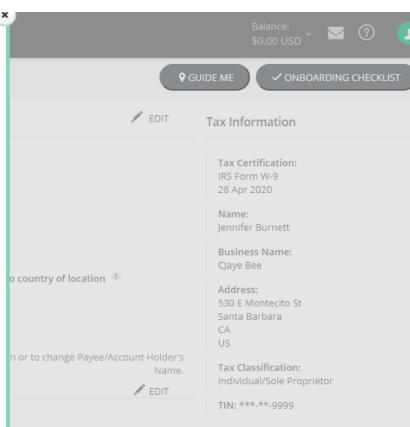
#### Part 2: Certification

Under penalties of perjury, I certify that:

1. The number shows on this form is my correct town your identification number, and

### Tax Information Continued





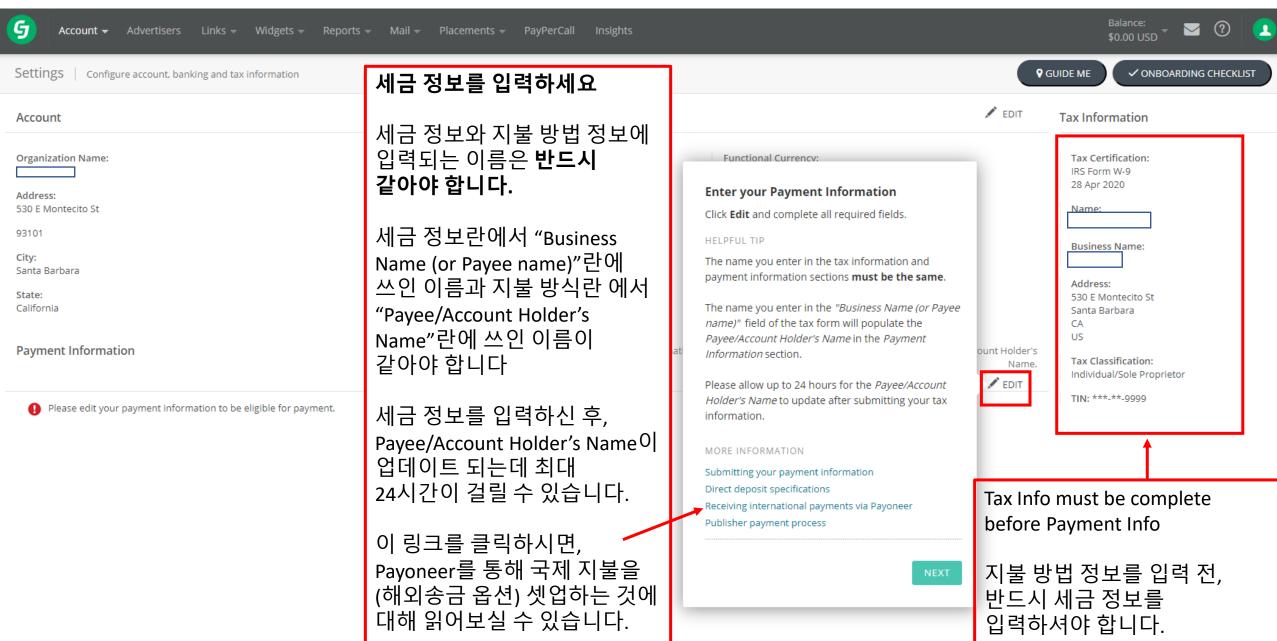
# **Onboarding Step: Enter Payment Information**

# 신규 가입 절차: 지불 방법 입력

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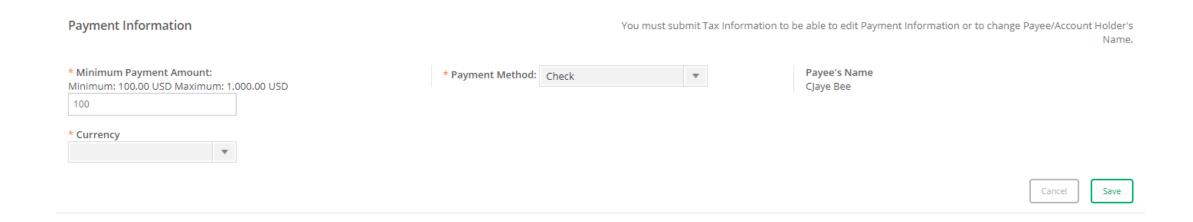
# **Enter Payment Information**



# Payment Information Form

지불 방법 정보 입력란

\*현재 CJ어필리어트에서는 퍼블리셔 커미션 지불에 있어 직접 예금 (Direct Deposit) 옵션 만을 시행하고 있습니다. 미국외 국가 및 지역의 퍼블리셔 분들은 Payoneer와 같이 해외 송금을 (미국에서 송금) 지원해주는 회사를 통해 직접 예금을 셋업하실 수 있습니다.



# Onboarding Step: Answer Some Additional Questions

# 신규 가입 절차: 추가 질문 답변

\*\* 혹시 신규 가입 절차에서 어려운 점이 있으시면, 한국 퍼블리셔 담당 매니저에게 이메일을 보내주세요! 한국 퍼블리셔 담당 매니저: 황지언 (Sabrina Hwang) <u>Jieon.hwang@cj.com</u>



# Almost finished! 거의 다 오셨습니다!

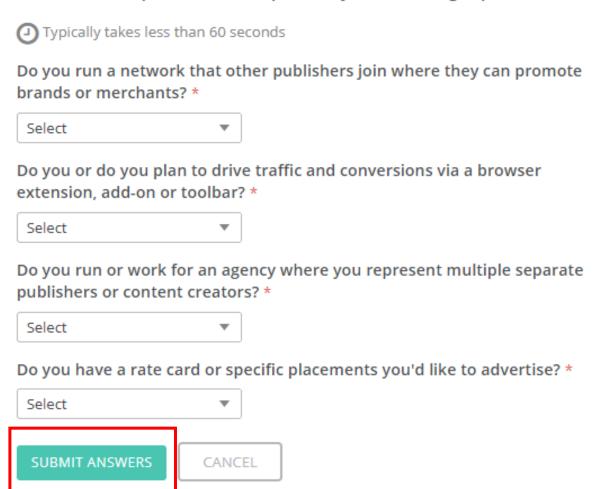
★ Answer some questions to help us set you on the right path



추가 질문에 답하셔서 저희가 퍼블리셔를 올바른 길로 안내할 수 있게 도와주세요! 처음 세가지 질문은 반드시 답하셔야 합니다.



Answer some questions to help us set you on the right path



- 현재 다른 퍼블리셔가 가입할 수 있는 네트워크를 보유하고 있습니까?
- 현재 혹은 미래에 브라우저 확장 어플 혹은 툴바 추가 기능 등의 소프트웨어를 가지고 있습니까? \*\* 가지고 있으시다면, Support Center (지원센터)에서 관련 글을 읽어보세요.
- 인플루언서 혹은 다른 퍼블리셔를 대표하는 에이전시를 운영하고 있습니까?
- 광고 요금표를 보유하고 있습니까?



### You're almost there!

Based on your answers to the questionnaire, here are some additional steps to take to hit the ground running.

이전 질문에 "예" 라고 답하셨다면, "Learn More"를 클릭하시어 Support Center (지원센터)에서 관련 글을 읽어보세요!

- ★ Please read more about sub affiliate networks in our support center
  Learn More
- Publishers who offer browser extensions are expected to comply with our software policies and declare their browser extensions as a separate PID. Learn more about browser extensions in our support center

GET STARTED Learn More

Please read more about publisher agency expectations and requirements in our support center

Learn More

★ You could be a great fit for our Placements Marketplace! Learn more about the Placements Marketplace in the support center, or click to be taken on a tour!

GET STARTED

Learn More

**ACTIVATE ACCOUNT** 



#### Onboarding Checklist & Guides

Completing the following tasks will ensure that you are ready to start working with advertisers and getting paid for your hard work. Once you complete the tasks on this checklist, you will be able to apply to advertiser programs so you can start promoting their products and making money!

6 Learn more about publisher tools and how to get started in the network.

Complete all the following steps to ACTIVATE your account:





What you will need to complete setup

· Administrator's name, email, and phone number.

Learn More @ Review User Information

Complete your Network Profile What you will need to complete setup:

> · Detailed description of your affiliate promotional methods or your general business model in your own words.

Learn More @ Review Profile

Add a Promotional Property

What you will need to complete setup:

. Know where and how you will be promoting Advertisers' products or

Learn More @ Review Property

Enter company details and submit tax forms

What you will need to complete setup:

- You will need your company's mailing address. Know which functional currency you want to be paid in.
- Know your tax info: Submit your W-9 or W-88EN.

Learn More @ Review Forms

Provide your payment information

What you will need to complete setup:

· Know your payment details: Check or deposit info.

Learn More . Review Payment Information

You're almost there!

Based on your answers to the questionnaire, here are some additional steps to take to hit the ground running.

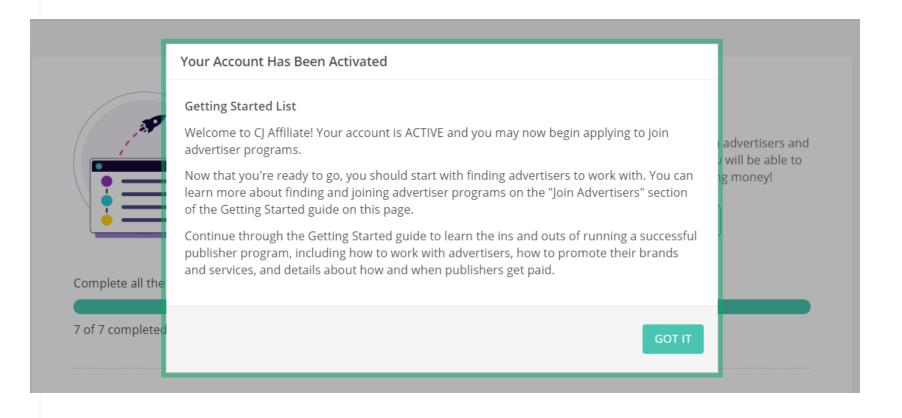
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GET STARTED Learn More

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# 신규 가입 체크리스트 완료 후 신규 CJ 퍼블리셔 계정 등록 및 활성화가 완료되면 아래의 스크린을 보실 수 있습니다!!



# The Getting Started Guide ... All publishers need to know, organized and easy to navigate 퍼블리셔 시작 안내서 – 퍼블리셔가 알아야 할 정보들을 쉽게 열람하실 수 있게 정리하여 모아놓았습니다.

#### Choose what you want to learn about

As you begin your affiliate journey, you will need to invest a substantial amount of time into laying the groundwork for future success. Remember that all of the work you put in during the early stages of your Publisher program will help set you up for success down the road.

Learn more about running a successful Publisher program.



#### Join Advertiser Programs

Target and recruit the best advertisers for your audience and cultivate lasting partnerships.

#### **Finding Advertisers**

Target advertiser programs that are relevant and appealing to your audience.

Find Advertisers | Learn More

#### Applying to Advertiser Programs

Understand what advertisers expect of you. Read all program terms, policies and special terms and conditions.

Apply to a program | Learn More

#### Monitoring Your Application Status and Relationship

Be responsive. Check regularly to see if your applications have been accepted, or if advertisers are making you offers.

Check status | Learn More

#### FAQs

- How do I evaluate advertisers?
- Why was my application declined?
- What is the application review process?
- How do I appeal a declined application? How do I contact advertisers?
- What are some tips for improving my profile and marketability?
- How do auto-decline rules work?
- What is the advertiser lookup API?



#### Start Promoting Advertisers

Once you are joined to an advertiser program, grab a link and start driving traffic right away.

#### Pulling and Setting Up Advertiser Links

Search for links using the criteria of you choice and grab the link code.

Search for links | Learn More

#### Automated Link Tools

Deep linking allows you to drive customers to a specific product or category page rather than the page specified by the Advertiser. Create deep links manually using the deep link generator bookmarklet, or using our deep link automation tool.

Go to Link Tools | Learn More

#### Placements Marketplace

Advertise special on-off opportunities in the Placements Marketplace, where Advertisers can shop for and book those opportunities.

Go to Placements Marketplace | Learn More

#### FAOs

- What is a link?
- How do I verify my links?
- How do I use product links and widgets?
- What link types are available?
- Where can I place links?
- What are deep links?



#### Monitor Orders, Commissions, and Payments

You've put time and effort into promoting advertisers to your audience. How will you know if your hard work has paid off? You can monitor transactions through our reporting tools. Once you see activity, you'll need to know when you get paid.

#### Performance Analytics

Measure the success of your Advertisers, websites, products and links by key performance metrics over a specified timeframe, or compare period over period.

Go to Performance Dashboard | Learn More

#### Transactions Report

View details about the current status of commissionable transactions, including bonuses, reversals, and corrections that have posted to your account.

Go to Transactions Report | Learn More

#### When Will I Get Paid?

Your specific payout timing is influenced by a number of different factors, such as the Advertiser's locking method and the time of month in which the transaction occurs.

Learn More

#### Balance Details

View a detailed breakout of your balance in the balance details report or check your balance in the Account Manager navigaction menu.

Review Balance Details | Learn More

#### FA0s

- When will I get paid?
- Why am I not making any money?
- What is my payment cycle?
- What is the Commission Detail API?
- What is the difference between 'Event Date' and 'Posting Date'?
- Reasons for missing commissions
- Why did an advertiser reverse a transaction?
- As a loyalty publisher, how do I use the Order Inquiry Manager?

### **Getting Started Guide Continued**



#### **Growing and Automating your Program**

Develop plans for the future with our planning guides. CJ offers some advanced tools for automating your program if you are a developer or work with developers.

#### **Growing Your Business**

Learn how to optimize and plan ahead with these helpful guides and tips.

Learn More

#### Product Catalog Data Feeds

CJ's product data feed functionality enables Publishers to access detailed information on thousands of Advertiser products for use on their sites. There are a variety of ways to take advantage of product links, including receiving product feeds via the CJ data transfer system.

Go to Subscriptions | Learn More

#### Publisher APIs

Publishers can use CJ's APIs to gain real-time access to reporting, links, promotions and product links, resulting in higher conversion rates and higher commission-earning opportunities.

Go to Developer Portal | Learn More



#### Account Essentials

Provide essential information for setting up and managing a successful program.

#### Administrative Settings

Make sure your company details are up to date and accurate. Edit your company, tax, payment, and currency information.

Go to Admin Settings | Learn More

#### Update Your Network Profile

Your network profile should communicate the value you will bring to your Advertisers' businesses, including how your audience will extend their distribution and reach.

Go to Network Profile | Learn More

#### Manage Promotional Properties

Register all of the properties where you plan to promote Advertiser links and products. Promotional properties can be websites, social media accounts, and more. You are required to let Advertisers know all of the websites or properties you'll be promoting them on.

Go to Promotional Properties | Learn More

#### Manage Users

Add users, change user roles and permissions, and customize email communication preferences.

Go to Users | Learn More

#### Messages and Communication

Frequent contact with your joined and potential (non-joined) advertisers is key to growing your business. Organize and manage your communication.

Go to Messages | Learn More

#### Platform Features

Learn more about your dashboard and all of your basic platform features.

Go to Home Dashboard

#### FAQs

- How do I close my publisher account?
- Mhy has my account been deactivated?
- What is account dormancy?
- How does CPA work?
- Mhat is EPC?
- How do I update my tax certification?
- Mhat are the payment settings and minimums?
- Mhat are the payment options for US and global publishers?



#### Support Center

We care about your success. Visit our Support Center for additional help and resources.

Go to Support Center

If publishers still can't find the info they seek, they can visit Support Center to learn even more.

만약 퍼블리셔가 자신이 원하는 정보를 찾을 수 없다면, 지원 센터를 통해 더 많은 도움글들을 읽어보실 수 있습니다!

# Thank you!

# 감사합니다!

\*\* 혹시 신규 가입 절차에서 어려운 점이 있으시면, 한국 퍼블리셔 담당 매니저에게 이메일을 보내주세요!

한국 퍼블리셔 담당 매니저: 황지언 (Sabrina Hwang) <u>Jieon.hwang@cj.com</u>

