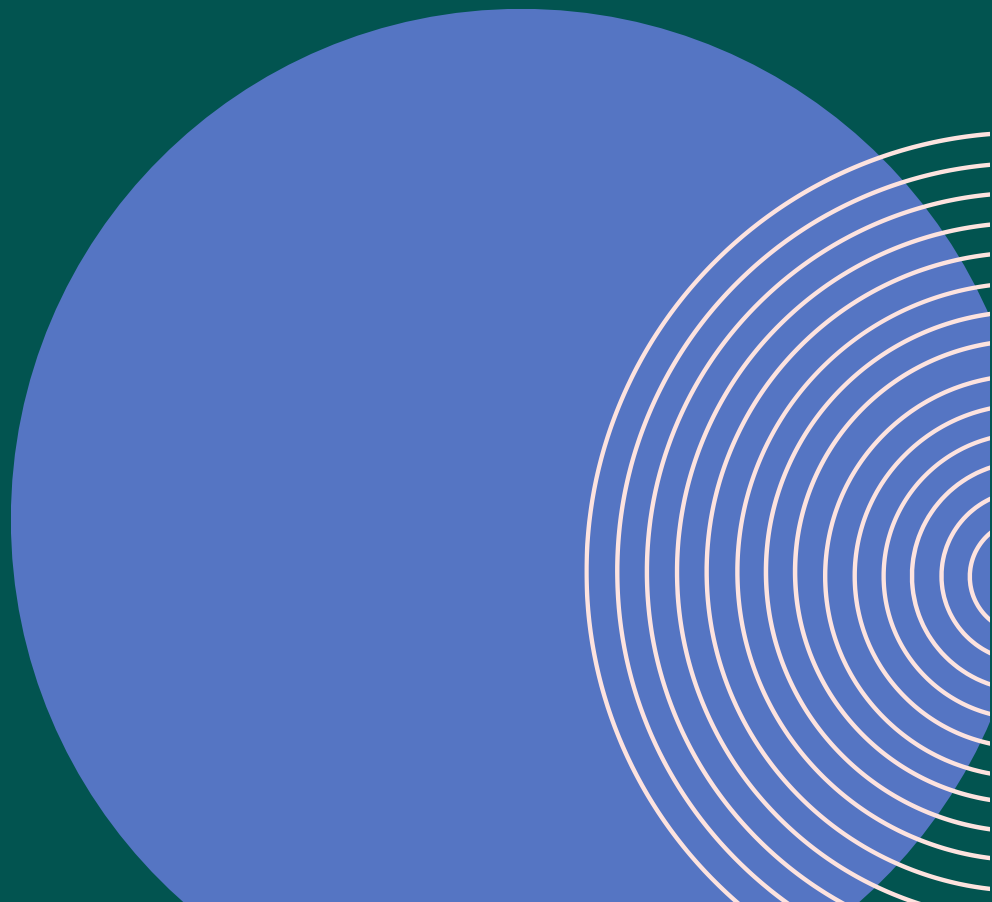




Other World Computing Partnership Welcome Kit

Getting the most out of your
affiliate marketing partnership
with Other World Computing



Agenda

01 Being a Publisher for OWC

02 OWC Program Details

03 Links

04 Deep Linking

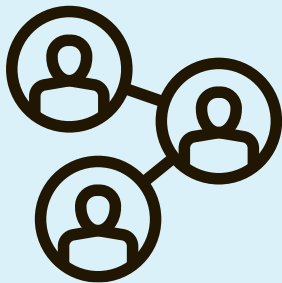
05 Creative Assets

06 Payment Details

07 Bestsellers and Deals

08 Support





Being a Publisher for



**OTHER WORLD
COMPUTING**

I've been
accepted,
now what?

CONGRATULATIONS!

You are one step closer to working with OWC through the affiliate channel. Here is what you will be rewarded for, and why you should promote OWC.

It is with great enthusiasm that we welcome you to the OWC affiliate program on CJ.

In this welcome kit, you will find everything you need to know about being a publisher for our program, including:

- Creating links
- Using available creative assets
- Payment details
- Bestselling products

We want to build a successful partnership and would love to hear from you regarding any opportunities, as well as any questions you have!

Best wishes,

Todd Panzica

Affiliate Marketing Manager

tpanzica@owc.com



OWC Program Details

Why Work With Us?

Expand your product portfolio and meet the needs of Apple users by teaming up with Other World Computing (OWC), a leading provider of specialized hardware and software solutions for Apple products. By offering OWC's high-quality upgrades, external storage solutions, and versatile docking stations, you'll tap into a thriving market of Mac enthusiasts and professionals looking to optimize their devices. OWC's strong reputation, commitment to innovation, and engaged user community make us a reliable choice. Elevate your business by partnering with OWC and providing your customers with the tools to enhance their Mac experience like never before!

What We Commission On:

- **3%** commissions on all products and **30%** commissions on OWC Software only
- **45-Day** Referral Period (*how long a link is tracked to a click*)
- **30-Day** Lifecycle (*when you get paid after a sale is made*)
- **Unlimited** referrals
- **Sales across 3 Domains:**
 - [MacSales](#)
 - [Canadian MacSales](#)
 - [OWC Software](#)
- Periodic increased commission rates and/or special deals on select products
- **Earning Potential:**
 - **\$350** Average Order Value
 - A **\$350** transaction will get you a \$10.50 commission
 - **5%** average Conversion Rate
 - On average, you'll drive **5** transactions from 100 clicks



LINKS

PID Website ID (Publisher website ID)

AID Link ID (Advertiser branding link ID)

How to Access Links:

CJ ACCOUNT MANAGER

- Access links on the CJ Account Manager by navigating to **Links > Search**
- Using the search bar located to the left of your screen, type in brand name or keyword (example: shoes)
- Click **Search**

LINK SEARCH API

Use CJ's [Link Search API](#) to find a variety of links matching a desired criteria, and even receive them automatically in the future. Search for links by keywords, category, relationship status (with the advertiser) or link type.

LINK TYPES AVAILABLE: Test, Banner, Feed, etc.

How to Pull Link Code:

1. When you find the right link, click on **Get Code**
2. Select your desired website from the **Website** dropdown on the left
3. REMEMBER: Click **Update Code** to record any changes to the link
4. Choose **Click URL** from the choice of code types for a simple link
5. Use CJ-encoded link to begin tracking and earning affiliate commissions

DEEP LINKS

DEEP LINK AUTOMATION

With a single line of JavaScript, your site can automatically earn commissions from any link that leads to a joined CJ Affiliate advertiser's domain.

Benefits include time savings, increased opportunity, and scalability, plus:

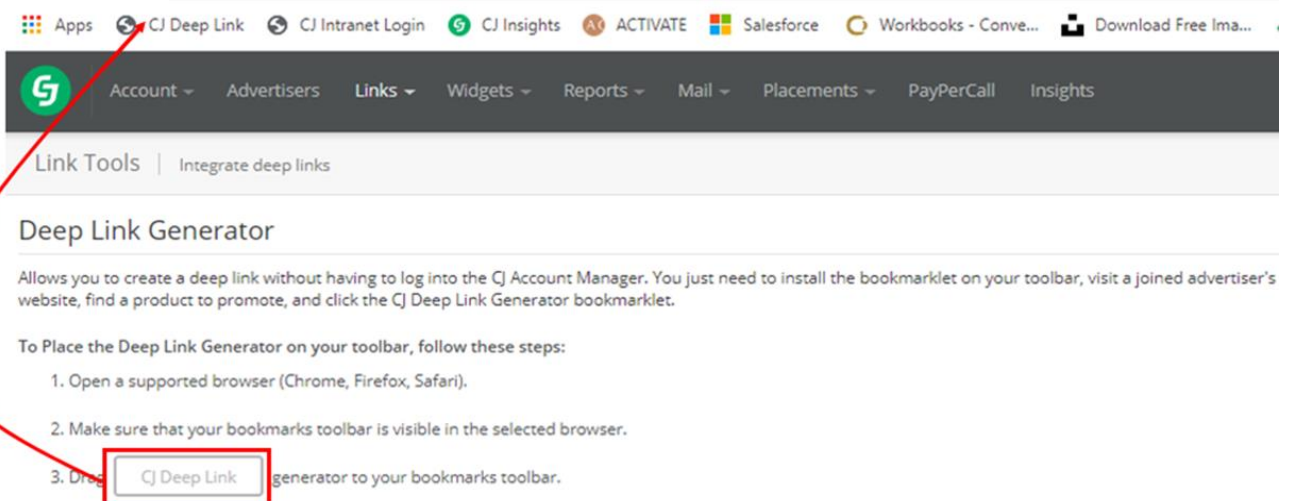
- Any hyperlinked content - past or present - will become instantly monetized
- Bolstered credibility to consumers
- Reads the root domain only (so it won't override existing affiliate links such as ShopStyle, SkimLinks, etc.)

For step-by-step instructions and more information about getting started with Deep Link Automation, check out this [Support Center article](#).

DEEP LINK GENERATOR

CJ DEEP LINK GENERATOR

The Deep Link Generator allows you to create affiliate deep links directly from any page within a brand's website. This improves user experience and increases the chance of an action being completed and commission earned. For easy access, bookmark the CJ Deep Link Generator onto your browser by clicking on the CJ Deep Link button and dragging it up to your browser toolbar.



The screenshot shows a web browser's address bar with several bookmarks, including 'CJ Deep Link'. Below the address bar is a navigation menu with links like 'Account', 'Advertisers', 'Links', 'Widgets', 'Reports', 'Mail', 'Placements', 'PayPerCall', and 'Insights'. The 'Link Tools' section is active, showing the 'Deep Link Generator' tool. A red arrow points from the 'CJ Deep Link' bookmarklet in the address bar to the 'CJ Deep Link' button in the 'Deep Link Generator' section. The 'Deep Link Generator' section includes instructions on how to use the tool and a list of steps to place the bookmarklet on the browser toolbar.

Link Tools | Integrate deep links

Deep Link Generator

Allows you to create a deep link without having to log into the CJ Account Manager. You just need to install the bookmarklet on your toolbar, visit a joined advertiser's website, find a product to promote, and click the CJ Deep Link Generator bookmarklet.

To Place the Deep Link Generator on your toolbar, follow these steps:

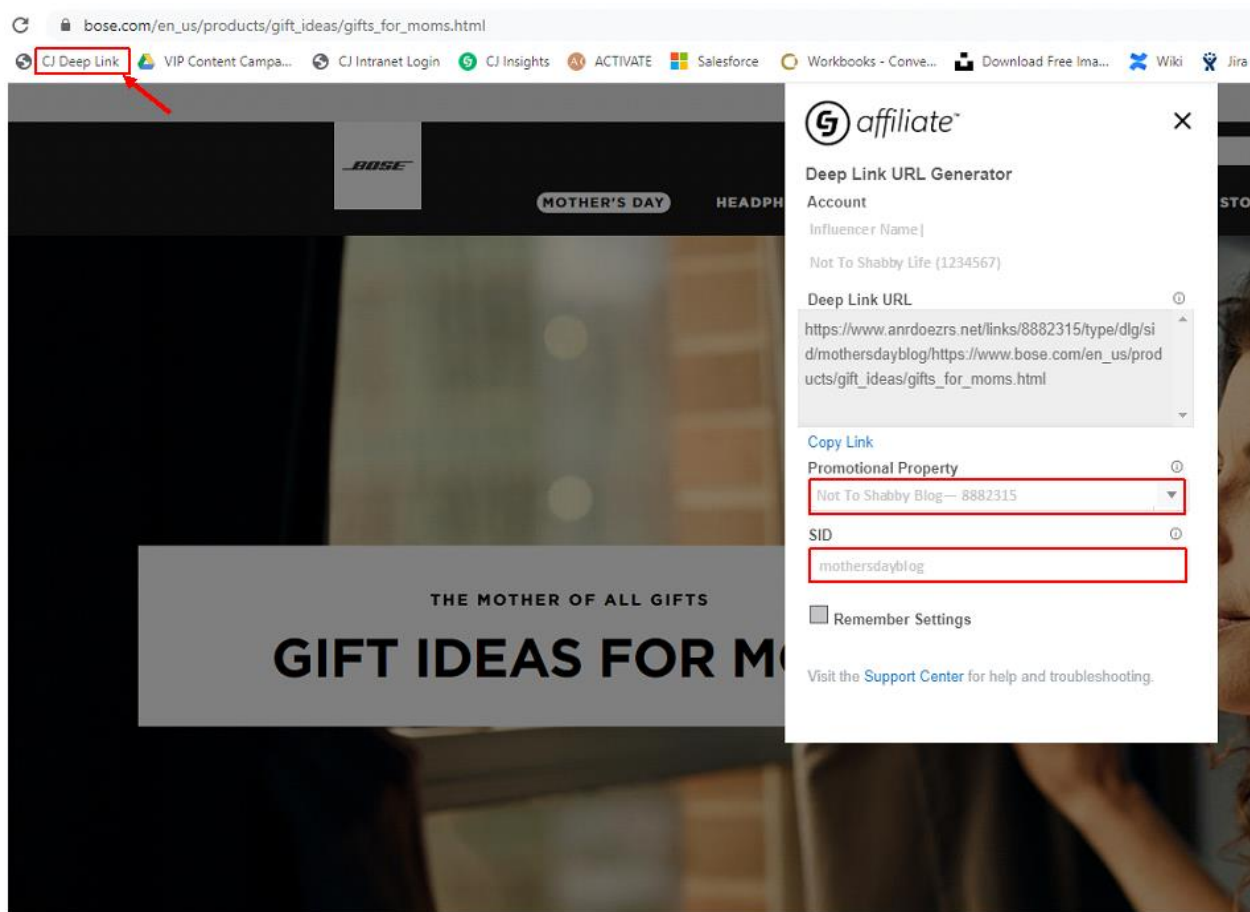
1. Open a supported browser (Chrome, Firefox, Safari).
2. Make sure that your bookmarks toolbar is visible in the selected browser.
3. Drag **CJ Deep Link** generator to your bookmarks toolbar.



DEEP LINKS

DEEP LINK GENERATOR: DESKTOP

- Once the bookmarklet is installed on your bookmarks toolbar, visit the website of one of your joined advertisers and navigate to the page you want to send your audience to. If you are not joined to the advertiser, you will not be able to create a deep link.
- Click the CJ Deep Link button you just added to your browser and a window will appear with your deep link URL.
- Customize your URL by selecting the appropriate PROMOTIONAL PROPERTY that you will be using.



PRO TIP: Use the SID field for greater transparency on per placement/article performance. For example: "BoseMothersDayGiftGuide" as an SID will let you see the sales and clicks generated from the Bose Mother's Day gift guide you created.



DEEP LINKS

DEEP LINK GENERATOR: MOBILE

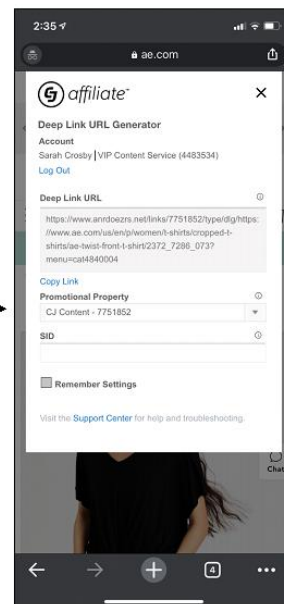
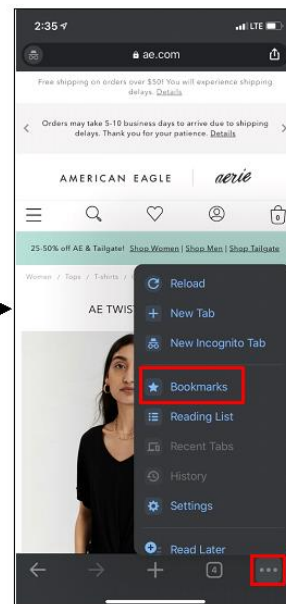
New mobile responsive enhancements to the Deep Link Generator allows you to generate links directly from your phone or tablet.

DISCLAIMER: The browser used on your desktop must match the browser you use on your mobile device. Process may vary by device and browser.

iPhone Example

MOBILE DEEP LINK INSTRUCTIONS:

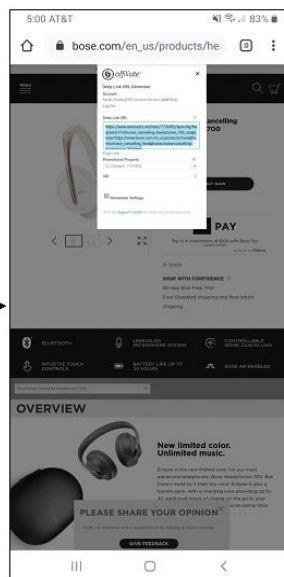
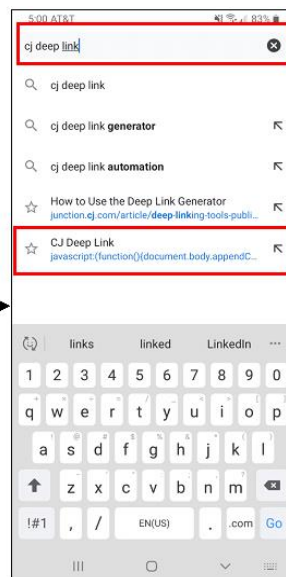
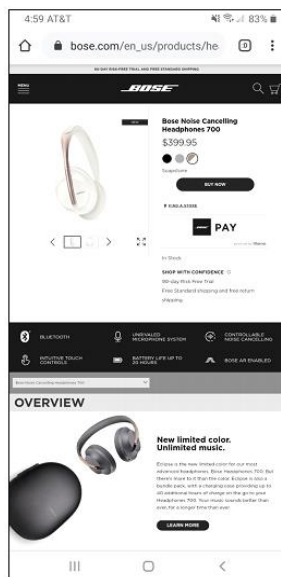
1. Using the Google Chrome App on your mobile device, log into your account.
2. Visit the specific product website page of the brand partner.
3. For iPhone: Click (...) in bottom right corner and select bookmarks



Android Example

For Android: In the browser bar, search CJ Deep Link. Note: star on the left indicates it is bookmarked

4. Select bookmarked Deep Link Generator
5. Select the appropriate PROMOTIONAL PROPERTY to be used to customize your URL.



CREATIVE ASSETS

These banner links and many more are found on the CJ platform. Just follow these steps:

1. Log in to your CJ Publisher Account
2. On the top bar, choose Links > Search
3. Type the advertiser's name
4. Select Banner under Link Type
5. Get your tracking html



Account ▾ Advertisers Links ▾ Widgets ▾ Reports ▾ Mail ▾ Placements ▾ PayPerCall Insights

Search | Find links and products to Search

Link Tools

You have search filters on. Click here to show filters.

Q <

LINKS PRODUCTS

OWC Affiliate Program (4230684)

Keyword(s) ?

☐ My Advertisers Only

☒ Deep Linking Only

☐ Mobile Optimized Only

☐ Mobile App Download Only

☐ Cross Device Only

Save Search | Load Search

Clear Filters

SEARCH

Link Type >

Promotion Type >

Schedule >

143 Results 50 < 1 2 3 >

☐ OWC Affiliate Program (4230684)
Shop our Speakers now!
https://eshop.macsales.com/shop/audio/speakers?utm_source=affiliate&utm...

☐ OWC Affiliate Program (4230684)
125x125 logo
other
<https://eshop.macsales.com/>

☐ OWC Affiliate Program (4230684)
OWC Mercury Elite Pro Dock
https://eshop.macsales.com/shop/owc-mercury-elite-pro-dock?utm_source=...

☐ OWC Affiliate Program (4230684)
OWC ThunderBay 6
https://eshop.macsales.com/shop/thunderbay-6/thunderbolt-3?utm_source=...

☐ OWC Affiliate Program (4230684)
OWC ThunderBlade
https://eshop.macsales.com/shop/owc-thunderblade?utm_source=affiliate&utm...



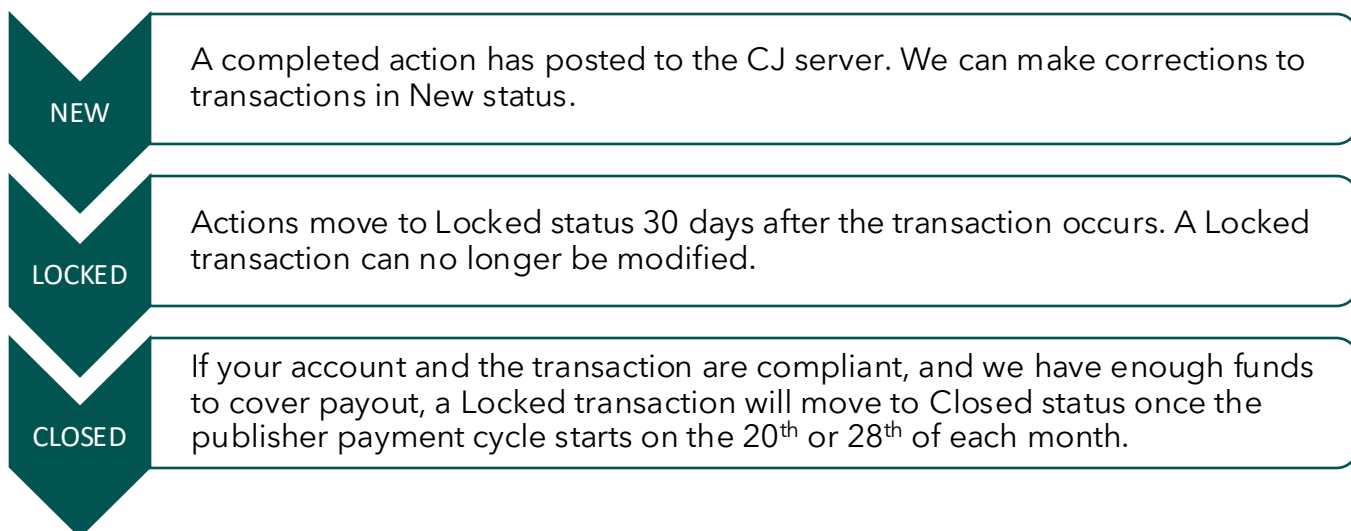
PAYMENT DETAILS

When will I get paid?

Our program features a Custom Action Lifecycle, meaning that all transactions generated within our **30-day** lifecycle can be updated until **30 days after the transaction occurs**. The transaction then moves to Locked then Closed status.

If you do not meet your minimum payout amount, the unpaid earnings roll over to the next month and appear as part of your Balance forward from last month on the Account > Balance Details page. Review the Publisher Payout Process Support Center article for more information.

What does this transaction status mean?



We commission on the following types of actions:

- Completed orders on Macsales.com, ca.macsales.com, and software.owc.com

We do not offer a commission on:

- Self-purchased sales made through your own affiliate link
- Cancelled/Refunded orders
- Out of stock items
- Free products



BESTSELLERS & DEALS



We email out promotional offers based on major holiday events.

Be sure to whitelist our email addresses:

cjaffiliates@macsales.com

&

tpanzica@owc.com

POPULAR PRODUCTS

1. Internal/External Hard Drives
2. Thunderbolt Docks
3. New/Refurbished Apple Products
4. Hard Drive Enclosures
5. Memory (RAM)
6. Memory Cards/Readers
7. OWC Software

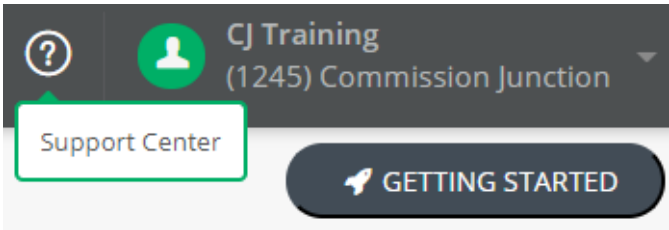
POPULAR LINK ID'S

- **MacSales - Homepage**
 - 11803854
- **Current Specials**
 - 12762482
- **OWC Docks, Hubs, and Adapters**
 - 15507364
- **Atlas Memory Cards & Readers**
 - 15387106
- **Canada MacSales - Homepage**
 - 15555477
- **OWC Software - Homepage**
 - 15600756
- **Product Feed**
 - 13737027

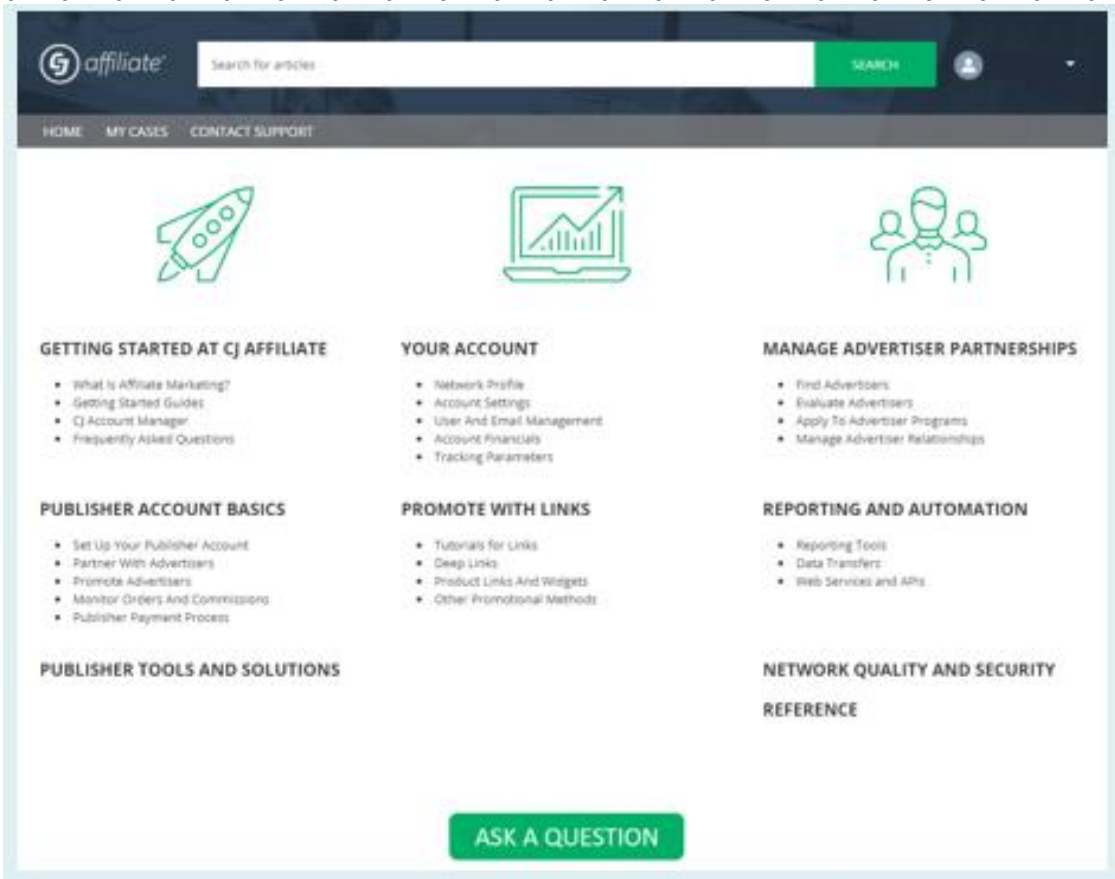
SUPPORT



This Welcome Kit is designed to help you achieve scalable growth with OWC. For additional support navigating the CJ Account Manager, please visit the Support Center.



To access the Support Center, log into the CJ Account Manager and select the question mark icon on the top right corner of the page.



For further assistance, please feel free to reach out to us at tpanzica@owc.com. Many thanks, and we look forward to growing our partnership with you!

- Todd Panzica and the OWC Marketing Team

