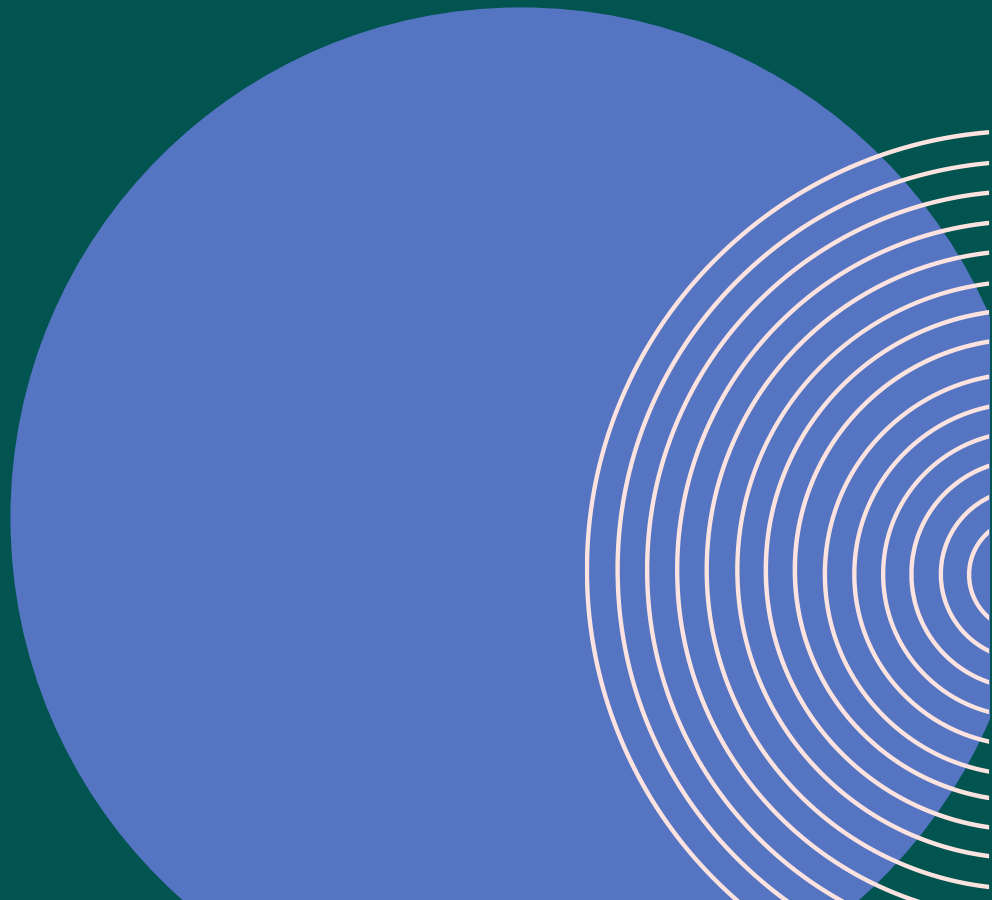




eharmony

eharmony Partnership Welcome Kit

Getting the most out of your
affiliate marketing partnership
with eharmony



Agenda

01 Being a Publisher for eharmony

02 eharmony Program Details

03 Links

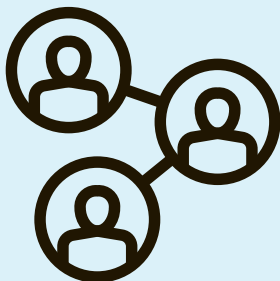
04 Deep Linking

05 Creative Assets

06 Payment Details

07 Bestsellers and Deals

08 Support



Being a Publisher for eharmony

I've been
accepted,
now what?

CONGRATULATIONS!

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

It is with great enthusiasm that we welcome you to the eharmony 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
- Best performing links & creatives

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,

Dominik Winnen
affiliates@eharmony.com



eHarmony Program Details

Why Work With Us?

eHarmony's mission is to create real love for all. Since 2000, we have been at the forefront of creating highly compatible relationships based on key dimensions of personality that predict the most successful, meaningful relationships. And we're proud to say that over the last 20 years, we have created over 2 million successful relationships in over 125 countries.

eHarmony offers:

- The most generous performance-based commission scale in the Matchmaking category at Commission Junction
- Top-notch service for our partners
- Ongoing creative development
- A trusted brand makes it easy to attract customers
- A dedicated program manager with an "open door" policy

What We Commission On:

- We offer you a very lucrative 10\$ per lead and 30% of subscription price
- Exception: for voucher publisher we offer 40% of subscription price

Earning Potential:

- \$280 Average Order Value
- Our average subscription price of 280\$ will get you a \$94 commission (\$10 lead + \$84 subscription)
- 10% Average Conversion Rate: On average, you'll drive 10 leads (=100\$) from 100 clicks.
- With an average lead2sale ratio of 15%, you'll receive an additional \$126 commission.



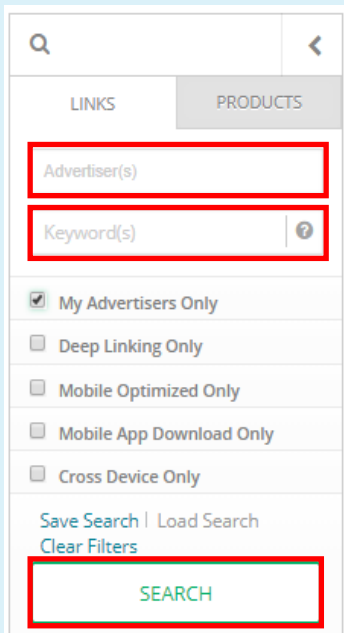
CJ's default link structure: www.jdoqocy.com/click-PID-AID

LINKS

PID Website ID (Publisher website ID)

AID Link ID (Advertiser branding link ID)

How to Access Links:



The screenshot shows the 'LINKS' tab in the CJ Account Manager. It features a search bar with 'Advertiser(s)' and 'Keyword(s)' input fields, both highlighted with red boxes. Below the search bar are several filter checkboxes: 'My Advertisers Only' (checked), 'Deep Linking Only', 'Mobile Optimized Only', 'Mobile App Download Only', and 'Cross Device Only'. At the bottom, there are links for 'Save Search', 'Load Search', and 'Clear Filters', and a prominent 'SEARCH' button highlighted with a red box.

CJ ACCOUNT MANAGER

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

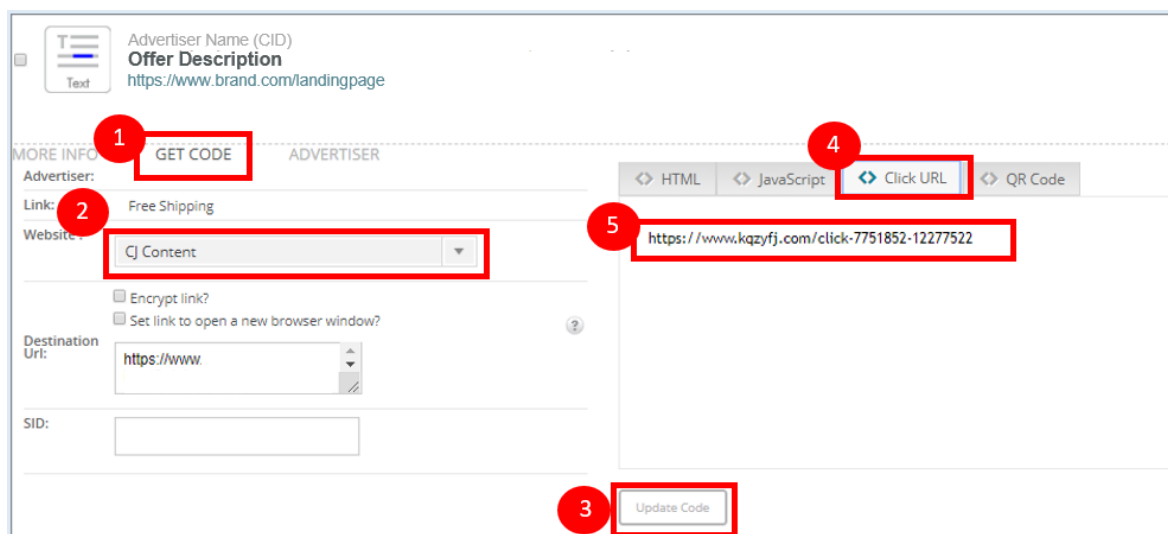
LINK SEARCH API

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



The screenshot shows the 'GET CODE' interface in the CJ Account Manager. It includes an 'Advertiser' dropdown set to 'Free Shipping' (highlighted with a red box and '2'), a 'Website' dropdown set to 'CJ Content' (highlighted with a red box and '2'), and a 'Destination Url' field with 'https://www.' (highlighted with a red box and '2'). The 'Code Type' dropdown is set to 'Click URL' (highlighted with a red box and '4'). The resulting 'Click URL' is 'https://www.kqzfyj.com/click-7751852-12277522' (highlighted with a red box and '5'). The 'Update Code' button is highlighted with a red box and '3'. The 'GET CODE' button is highlighted with a red box and '1'.

DEEP LINKS

DEEP LINK GENERATOR: MOBILE

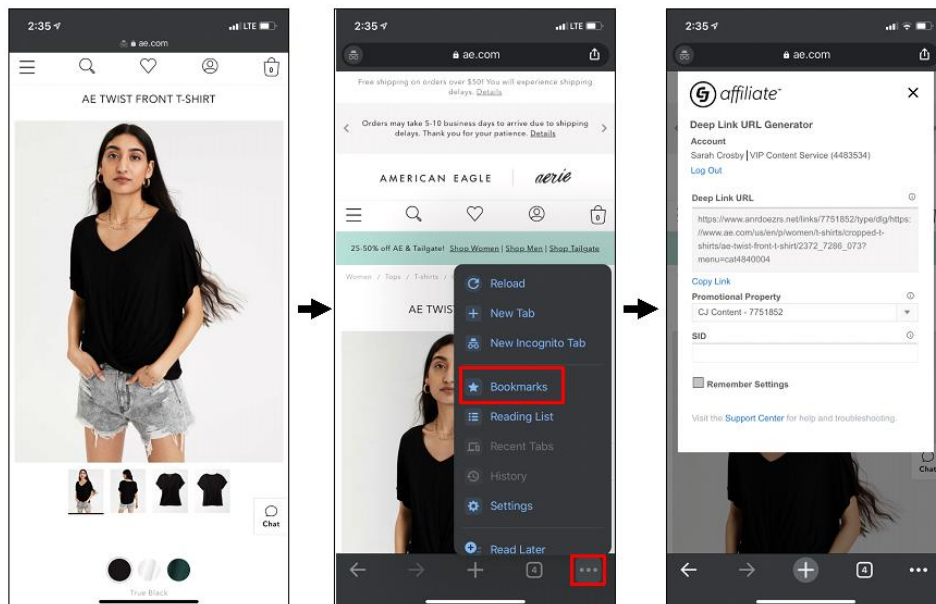
New mobile responsive enhancements to the Deep Link Generator allows you to generate links directly from your phone or tablet.

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:

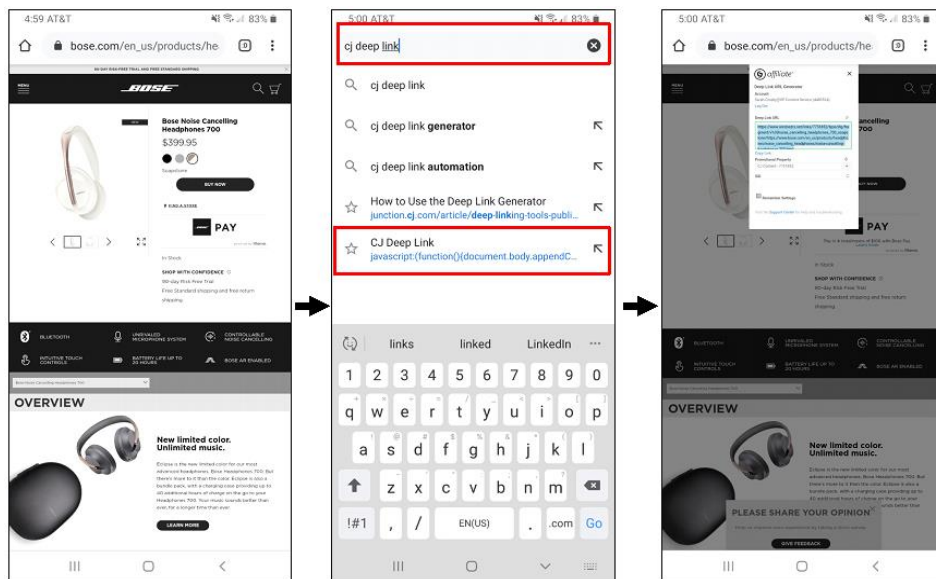
1. Using the Google Chrome App on your mobile device, log into your account.
2. Visit the specific product website page of the brand partner.
3. For iPhone: Click (...) in bottom right corner and select bookmarks



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.

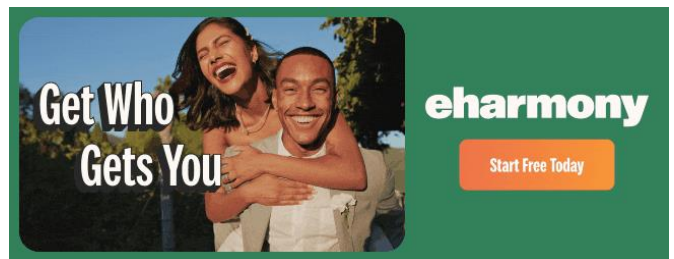


CREATIVE ASSETS



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 Campaigns > Ad Assets > Links
3. Type the advertiser's name
4. Select Banner under Link Type
5. Get your tracking html



Home Partners Reports **Campaigns** Account

eharmony.com

Links

Refine Search CLEAR

Search :

Status

- Active (83)
- Archived (301)

Link Type






- Banner (184)
- Flash Link (15)
- Text Link (185)

Link Attributes

- Mobile Optimized (4)
- Mobile App Download (1)

Promotion

- No Promotion (243)
- Coupons (82)
- Sale/Discount (59)

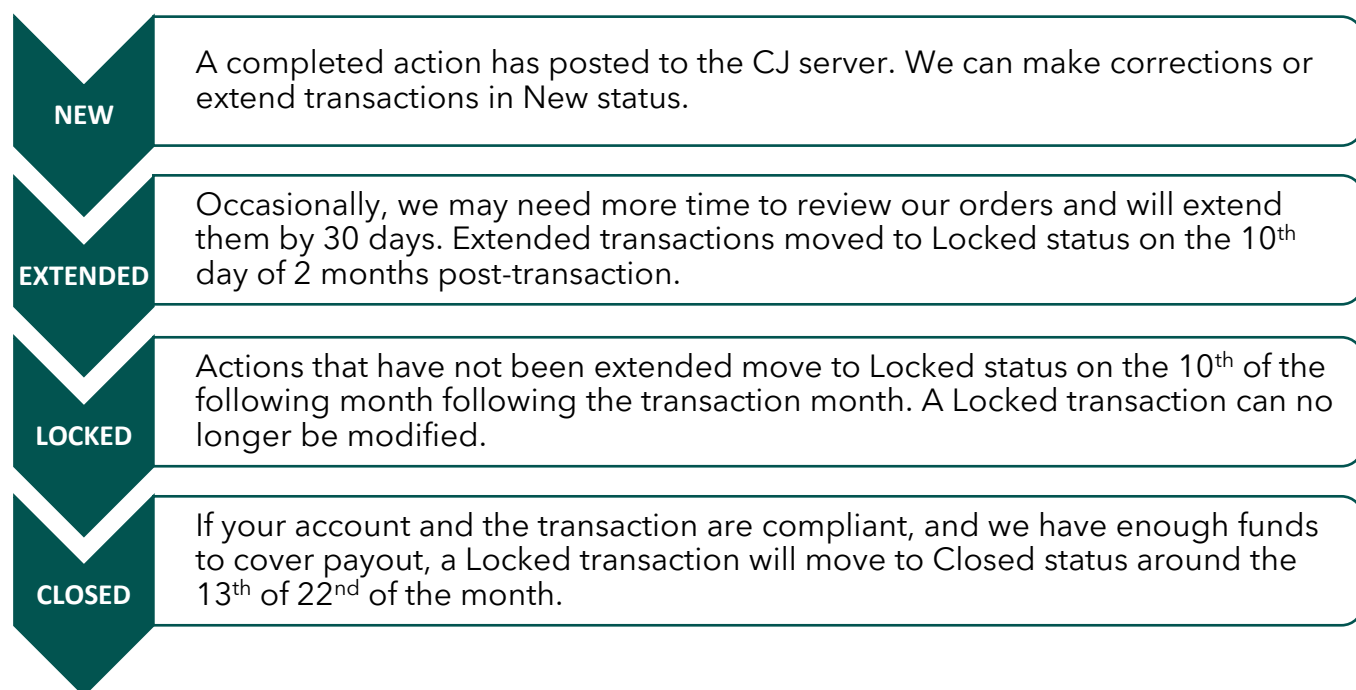
		83 Results		Sort By
<input type="checkbox"/>		13213102 Active 180x150	Here for real love - 180x150 Destination URL https://tms.eharmony.com/cl?m315=c&q=39lpOSbvrhbuFwkGrf3B6... Archive URL http://www.eharmony.com/	L
<input type="checkbox"/>		13642732 Active 320x100	Join Free Today - eharmony - 320x100 Destination URL https://tms.eharmony.com/cl?m315=c&q=o1dSHENv8YsxD7CzcHkn... Archive URL https://try.eharmony.com/now/	L
<input type="checkbox"/>		13642750 Active 320x100	Join Free Today - eharmony - 320x100 Destination URL https://tms.eharmony.com/cl?m315=c&q=ErZsxkyivWbLRA9fsDgiwj... Archive URL https://www.eharmony.com/	L
<input type="checkbox"/>		13528554 Active 468x60	Here for real love - 468x60 Destination URL https://tms.eharmony.com/cl?m315=c&q=o1dSHENv8YsxD7CzcHkn... Archive URL https://try.eharmony.com/new/	L
<input type="checkbox"/>		13615645		L

PAYMENT DETAILS

When will I get paid?

Our program features a Standard Action Lifecycle, meaning all transactions generated within a calendar month can be updated until the 10th of the following month. The transaction will then move to Locked then Closed status. Payment is released around the 20th and 28th if your total Closed commissions exceed your Minimum Payout Amount. If your Minimum Payout Amount is not met, the unpaid earnings roll over to the next month and appear as part of your Balance on the Account > Payment > Balance Details page. Review the Publisher Payout Process Support Center article for more information.

What does this transaction status mean?



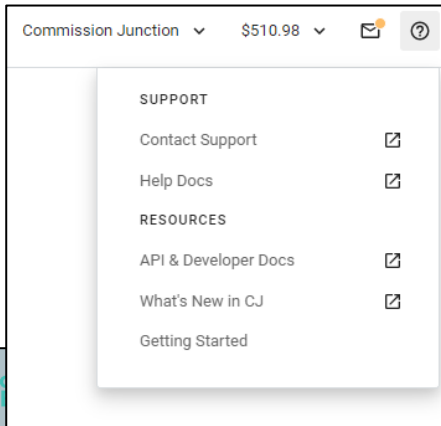
We commission on the following types of actions:

- Leads (validated after 5 days)
- Subscriptions (validated after 28 days)

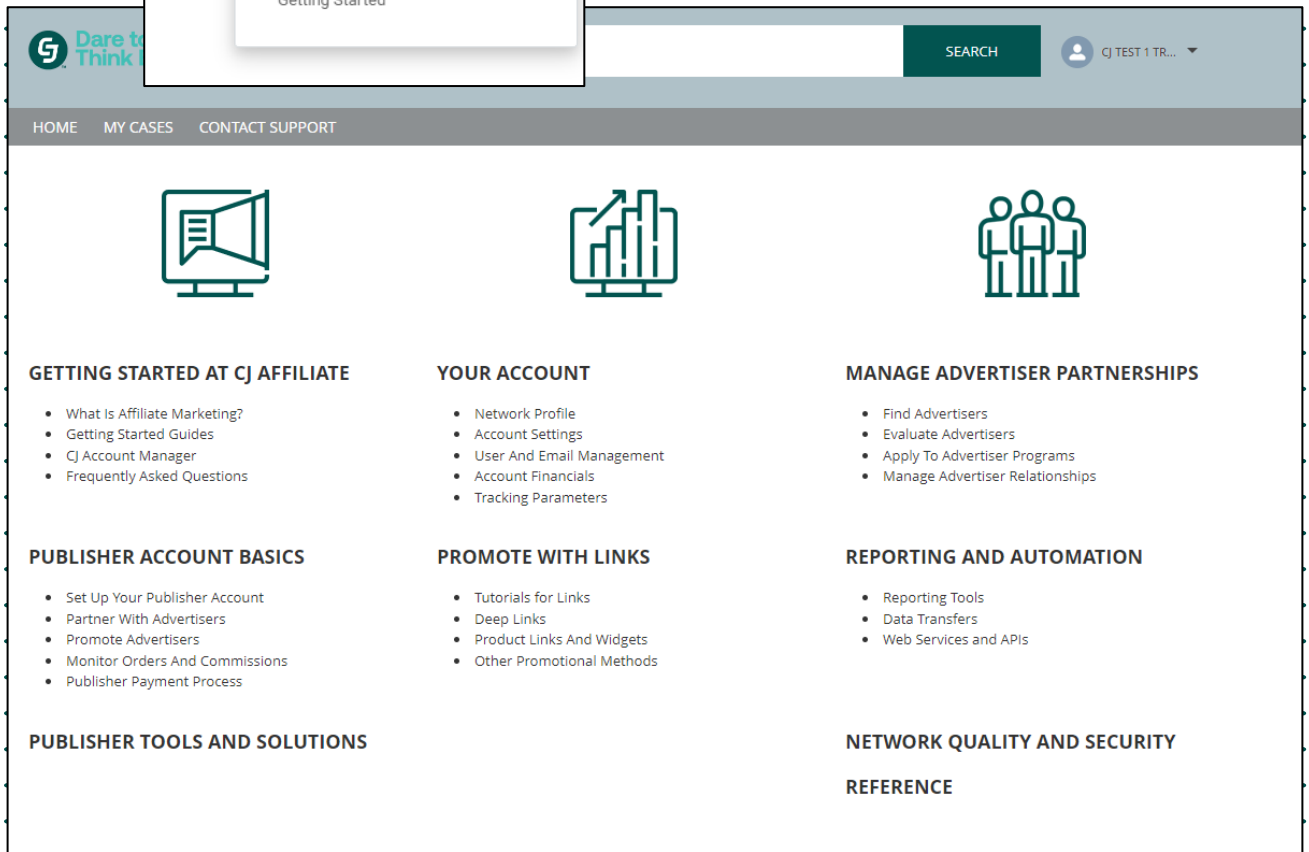
SUPPORT



This Welcome Kit is designed to help you achieve scalable growth with eharmony. 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 affiliates@eharmony.com. Many thanks, and we look forward to growing our partnership with you!

- The eharmonyTeam