

Partner Marketing Platform

1. Introduction

The Ingenious Technologies software is designed to be used in self-service. To help clients succeed with all daily operational tasks and optimize technical and commercial processes, we offer our customer support on Premium level. Only Premium grants unlimited access to our team of experts via several convenient communication channels. Compared to Standard Support, Premium covers new areas like implementation and adds considerable depth to professional topics like business processes and financial processes. Premium support is available for questions on the correct usage of the following functions and activities.

2. Key functions and activities

2.1. Data Structure Support

The Partner Marketing platform offers unparalleled freedom in creating a customized data structure. Maintaining and expanding settings and tracking properties is key to using its full potential. We answer our clients' questions on the areas outlined below:

- Management of external parameters for tracking and analytics ^{PREMIUM}
- Creation and editing of basic advertiser settings
- Definition of basic tracking settings (incl. SEO-friendly links with click-in tracking)
- Creation and management of conversion targets
- Creation and management of product categories
- Configuration of tracking code for conversions
- Configuration of on-page-code

Premium Support

(description December 2020)

- Assignment of partners to channels and categories

2.2. Implementation

Implementing new advertisers and partners is key to growing business with the Partner Marketing Platform. Our support covers even sophisticated technical integrations in container tags of the advertiser and external tracking systems of partners and networks. We answer our clients' questions on the areas outlined below:

- Execution of tracking test PREMIUM
- Creation and management of product data feeds PREMIUM
- Creation of deep-link generator PREMIUM
- Management of external tags in container for conversion codes PREMIUM
- Management of external tags in container for on-page codes PREMIUM
- Setup of Webhooks to connect partners PREMIUM
- Test of channel or partner tracking integration PREMIUM

2.3. Business Process Support

The Partner Marketing Platform manages commercial and contractual business processes between network, advertisers and partners. We answer our clients' questions on the areas outlined below:

- Definition of pay-out logic of network PREMIUM
- Definition of advertiser billing mode and payment information
- Preparation and upload of marketing material (logo, description, terms and conditions)
- Creation and management of commission models

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(description December 2020)

- Management of commission rules ^{PREMIUM}
- Management of fee models ^{PREMIUM}
- Assignment of partners to commission models and commission rules
- Creation and management of dashboard widgets
- Questions about Insights Reporting
- Questions about Insights Analytics ^{PREMIUM}

2.4. Operations Support

Daily management of the Partner Marketing Platform is designed to be efficient for all users of the network. We answer our clients' questions on the areas outlined below:

- Management of standard ad media (tracking links, image banners)
- Management of script ad media (HTML, newsletters) ^{PREMIUM}
- Management of vouchers
- Configuration of voucher tracking
- Management of partner admissions to network and advertisers
- Real-time information about the status of your Partner Marketing Platform

2.5. Financial Process Support

The integrated invoicing and payout functions of the Partner Marketing Platform streamline the financial process of your performance marketing activities. We answer our clients' questions on the areas outlined below:

- Creation of advertiser invoices and deposits

Premium Support

(description December 2020)

- Execution of bonus or reduction entries for partners
- Export of open conversions
- Confirmation or rejection of open conversions
- Import of modified conversions
- Export of basket positions ^{PREMIUM}
- Modification of basket positions ^{PREMIUM}
- Import of modified basket positions ^{PREMIUM}
- Creation of payment entries for partners

2.6. Service Delivery

Our technical and operational experts provide help on the use of the Partner Marketing Platform in various ways:

- Access to priority queue in customer support ^{PREMIUM}
- Request of support via email, phone and Slack ^{PREMIUM}
- Help on workflows and processes in the system ^{PREMIUM}
- Escalation of support requests to 2nd level support for advanced technical and business consultancy ^{PREMIUM}
- Response to a support request in under one business day (during business hours Monday-Friday from 9am-6pm CET) ^{PREMIUM}
- Unlimited service requests via e-mail ^{PREMIUM}
- Access to full documentation of your system for network, advertisers and partners