

Setup step	Ingenious	Client
Collection of information and resource-planning	X	X
Network setup	X	X
CNAME entries for DNS		X
SSL certificate	X	
SMTP server	X	X
Network user interface	X	
Network configuration	X	X
Logo	X	X
T&C and imprint	X	X
System mail templates (optional)	X	X
Welcome messages (optional)	X	X
Contact e-mails	X	X
Advertiser categories	X	X
User roles	X	X
Create admin user	X	X
Partner migration (optional)	X	X
Partner categories	X	X
Define data format	X	X
Create test import	X	
Verify test data	X	
Provide csv file with full data		X
Import csv file with full data	X	
Advertiser setup	X	X
Tracking domain CNAME entries (optional)		X
SSL certificate (optional)	X	
Advertiser basic settings	X	X
Conversion targets and product categories	X	X
Product feed	X	X
Tracking code implementation		X
Tracking test	X	
Advertiser Configuration	X	X
Program description		X



Logo		X
Advertiser-specific T&C		X
Ad media		X
Commissions	X	X
Sales validation	X	X
Multi-Channel Tracking	X	X
Define structure for online marketing channels	X	X
Define channel priorities	X	X
Define exceptions from channel priorities	X	X
Set up tracking switch and deduplication rules according to channel priorities	X	X
Create partners in each channel and assign categories according to channel structure	X	X
Set up container tag and 3rd-party-tracking to connect partners	X	X
Test partner integration	X	X
Entity/payout configuration	X	X
Set up entity	X	X
Set payout logic	X	X
Provide self-billing invoice template		X
Implement self-billing invoice template	X	
Provide tax-relevant company details and template changes		X
define billing and invoice prefix	X	X