

# **Performance Horizon**

## **Publisher Getting Started Guide**

**Version 2.1**

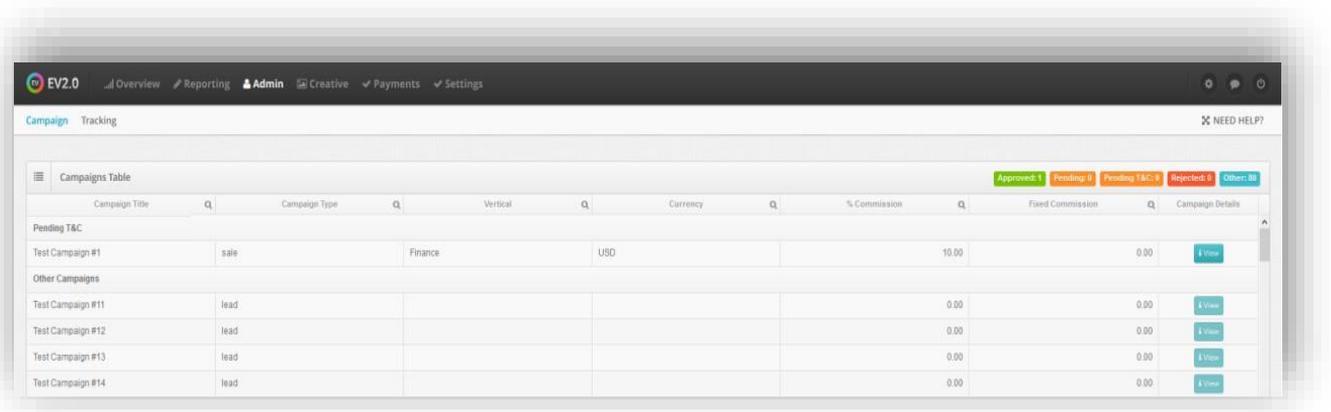
October 2016

## Welcome to the Performance Horizon (PH) Console!

You can now apply to the different campaigns on the network.

### Here's a quick guide on how to get started:

- i. Once you have received your signup confirmation e-mail, log into the PH console via the relevant login page. If you are unsure what your link is, please e-mail us at: [support@phgsupport.com](mailto:support@phgsupport.com)
- ii. Navigate to **Admin → Campaign**  
*This section allows you to apply to campaigns within the network you have signed up to.*
- iii. Select the campaign you would like to apply to and click 'Join' in the right hand corner. *You must now wait for the advertiser to accept you onto their campaign. Please note that there may be occasions when a client has approved you, however, you still need to accept the campaign Terms & Conditions in order to be granted campaign access. If this is the case, the campaign will appear under the 'Approved – Pending Terms and Conditions Acceptance' category in the table. In order to proceed, you can view the details by clicking on 'Campaign Details' and 'Join' to accept.*



Campaign Title	Campaign Type	Vertical	Currency	% Commission	Fixed Commission	Campaign Details
<b>Pending T&amp;C</b>						
Test Campaign #1	sale	Finance	USD	10.00	0.00	<a href="#">View</a>
<b>Other Campaigns</b>						
Test Campaign #11	lead			0.00	0.00	<a href="#">View</a>
Test Campaign #12	lead			0.00	0.00	<a href="#">View</a>
Test Campaign #13	lead			0.00	0.00	<a href="#">View</a>
Test Campaign #14	lead			0.00	0.00	<a href="#">View</a>

## Accessing tracking links:

- i. Once approved, navigate to **Creative → Tracking**
- ii. In the table you will find your unique **tracking link**, complete with your unique tracking code linking you to the campaign.
- iii. Add this link on your website in order to start earning commission on any purchases made via clicking on this link.



Title	Default Destination	Publisher Reference	Deeplink	Tracking Link
Test Campaign #1	http://www.performancehorizon.com			http://demo.prf.heisickicampset11113akn

*If you would like add in your own publisher reference (pubref), you can do so by typing this into the 'Publisher Reference' field. Doing so will automatically update the tracking link in the table so that your unique pubref is integrated into it.*

*If you would like to link to a specific subpage on the advertiser website, take the destination URL and add it into the 'Deeplink' field. Again, the 'Tracking Link' will automatically update.*

## Accessing campaign creative:

- i. Navigate to **Creative → Overview**
- ii. Select the corresponding campaign and the type of **creative** you would like to use. Tracking links are automatically embedded within the creative.

*Please note there are a number of types of creative:*

**Image:** These are only available in JavaScript code. To use an image creative, click on the required image and copy the **Default Creative Code**.

**Text:** For JavaScript text link, copy the **Default Creative Code** from the table in order to use the text creative.

**HTML:** Copy the **HTML Tracking Code**.

**Feeds:** Click download to save to your computer.

Campaign	Image	Html	Email	Text	Feed	Lead Form
PHG All Demo	90	10	3	7	4	0
PHG IBM Demo	0	0	0	1	0	1
Test Campaign	1	0	1	1	0	0
PHG Misc Demo	4	2	0	1	1	0
Petes Test Shop	1	0	0	1	1	0

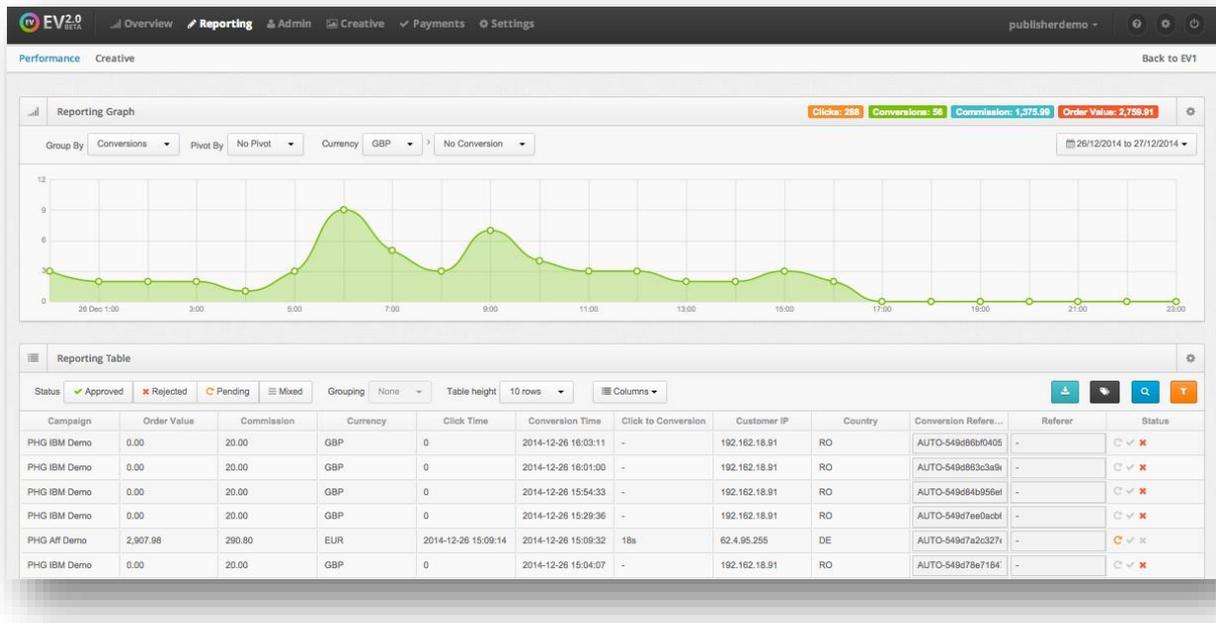
## Your commission rates:

- i. Navigate to **Admin** → **Campaign**
- ii. The **% Commission** column in the table displays your commission rate for each campaign on which you are approved.

% Commission	Fixed Commission	Category	SKU	Customer Type	Start Time	End Time	Description
10.00							

## Viewing your performance:

- i. Navigate to **Reporting**
- ii. Use the metrics and options to view different aspects of your performance. *You can download any of the reports which you generate.*



## Setting up a payment method:

### i. Navigate to **Settings** → **Payment** → **Add Payment**

Please note you can choose to have each currency paid to you in a different bank account or, you can choose to have currencies paid to you into one account by selecting "All"

### ii. **Tracked Currency:** currency in which the publisher has earned commission.

**Paid Currency:** currency in which the publisher would like to receive the funds, by selecting **All**, this means all currencies will be paid into the same bank account.

**Country of Bank:** country in which the publisher's bank account is registered.

### iii. Fill in your payment details

### iv. Enabling **Auto Self-bill/Payment** will automate the fund transfer based on of the following criteria:

**Payment Date:** Select a preferred day of the month on which a self-bill will be automatically raised, providing the minimum threshold of 30 USD (or equivalent) has been met.

**Threshold:** Choose a custom amount, which must be met before a self-bill will automatically be generated (e.g. 100 USD).

Create new payment method

Tracked Currency: Afghan afghani, Albanian lek, Algerian dinar, Ang...

Paid Currency: Pound sterling

Country of bank: United Kingdom

**Required**

Account Number: Please enter ...

Sort Code: Please enter ...

Account Name: Please enter ...

Bank Name: Please enter ...

Bank Address: Please enter ...

**Auto Selfbill / Payment**

Auto Selfbill / Payment Required:

Monthly Payment Date: once threshold met

Threshold: 0

Apply Cancel

**Please note:**

**By selecting *All*, you are not combining commissions into one payment in one currency. You are specifying that individual currency types should be paid into the same bank account.**

**You must complete the above section in order for any commissions to be paid into your bank account.**

**We are only able to make payments once sales have been approved and our Finance Team have received the funds.**

**We do not make payments by cheque.**

## Glossary

<b>advertiser</b>	A client that uses PH tracking technology
<b>API</b>	Application Programming Interface. A way to retrieve data from the PH platform
<b>campaigns</b>	An advertiser can elect to run multiple campaigns on their network. You must apply to each individually
<b>camref</b>	Your unique ID for a particular campaign. Used to track clicks and attribute sales to your account
<b>conversion</b>	Actions that are a result of traffic through your tracking link
<b>conversion amount</b>	This is the total transaction cost of the items purchased
<b>commission</b>	This is the amount of money that you earn from driving conversions
<b>deeplink</b>	A tracking link to a specific subpage on the advertiser's website
<b>merchant</b>	See advertiser
<b>network</b>	An advertiser network includes all of their campaigns. You are initially accepted onto the advertiser network before applying to campaigns
<b>pubref</b>	Also known as sub ID. This parameter allows you to enter your own unique reference or link ID to identify a click. This reference can be tracked from initial click through to the sale
<b>T &amp; Cs</b>	Terms and Conditions. The terms that are agreed upon between you and the advertiser that govern the relationship and set forth associated rules for participation