

Q4 checklist for merchants

Prep + planning

- Review Q4 2018 strategy/results to shape Q4 2019 campaign
 - Identify top publishers, sale periods, successful placements, etc.
 - Conduct internal SWOT analysis to highlight strengths/weaknesses
- Define goals/expectations for Q4 (KPI, ROI, ROAS, etc.)
- Identify specific Q4 holidays to participate in
- Plan your promotional calendar by Oct 31
- Determine placement budget

PRO TIP: Consider negotiating TM+ rights with search partners for maximum reach

- Ensure your website is optimized on both mobile and desktop for increased Q4 traffic (no Q4 development work!)
- Complete all new publisher recruitment by Oct 31

PRO TIP: Most publishers will not accept new partners in Q4

Review Merchant interface account

- Check that your program overview is current and relevant with statistics and details
- Update/confirm profile image and brand logo
- Update/confirm T&C's and PPC policy
- Update/confirm all relevant users have access to your account
- Update/confirm datafeed is seasonally relevant and accurate
- Review pending validations every 15 days
- Set up auto-deposit

Communicate

- Review pending publisher applications
- Consider contacting inactive affiliates to re-engage prior to Q4
- Compile contact information for top publisher "hit list"

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Program exposure

- Consider exclusive coupons and performance-based incentives
- For each promotion added, brainstorm a creative title
- Ensure offers have a call to action and link to the relevant page

PRO TIP: Create landing pages for specific promos and deals

- Communicate promotions and deals directly to top 20 publishers
- Request Q4 media decks from your top publisher "hit list"
- Request exposure proposals from top publishers (\$, sales, etc.)
- Compile list of all required assets for booked exposure and dates
- Gain additional exposure through the Holiday Center
- Book all exposure by Oct 31

PRO TIP: Schedule bonuses or commission changes ahead of time

- Take screenshots of placements and request copies of newsletters

Program maintenance

- Check top publishers have correct offers, creative and links
- Review inventory weekly to avoid affiliates promoting an out of stock product
- Review your budget and performance to consider booking last-minute exposure
- Consider running a competitor Q4 promotional analysis