

PRETTYLITTLETHING

Affiliate Programme

WELCOME PACK

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INTRODUCTION

The Brand

Welcome to our world. We provide the PrettyLittleThing girl with everything she needs to own her own style. Our girl is part of the online savvy shopping generation and trusts in us to deliver her product inspired from the catwalk and the coolest celeb muses of the moment. With hundreds of new products dropping daily, all "nothing to wear dilemmas" are gone for good. This is fast fashion accelerate.

Our Girl

Our girl is aged 16-25 and is addicted to fast fashion. She is constantly seeking the latest on-trend looks at killer prices so she can keep her style up to date for less. She is heavily influenced by social media and looks to her peers and celebrity culture for her inspiration. Being able to get her favourite celebrity's look or emulate style straight off the runway is important to her.

PLT X USA ft. Kylie Jenner

Our launch into the USA saw us break onto the scene with a killer party hosted by Kylie Jenner. Attended by LA influencers and general cool babes alike and filled with everything from performances from Rae Sremmurd and sounds from model and DJ Sam Black.

Social

We're all about the social media and constantly updating our channels with everything from heart-worthy inspo to celeb style we can get enough of.



760K



300K



1.5M

THE BENEFITS

Why join the party?

By joining our affiliate programme you can benefit from:

Commission

- Up to 8% commission for all confirmed sales (excludes delivery charges and VAT)
- 30 day cookies.*
- All commissions will be validated on a 35 day period and PrettyLittleThing.com reserves the right to decline commission on all returned goods.
- Last referrer gets the commission.

*This is the average cookie period, however this may vary depending on your websites functionality.

Product Feeds

1 default product feed which is updated every day. There is an option of having a bespoke feed if required.

Content and Creative

We offer a wide range of industry standard sized banners (bespoke banners and widgets available upon request) which can be found within the Awin interface. The programme also offers dynamic content links and an Affiliate newsletter with tips, news and latest offers.

To find out more about our banner creatives please refer to the banners section within this pack.

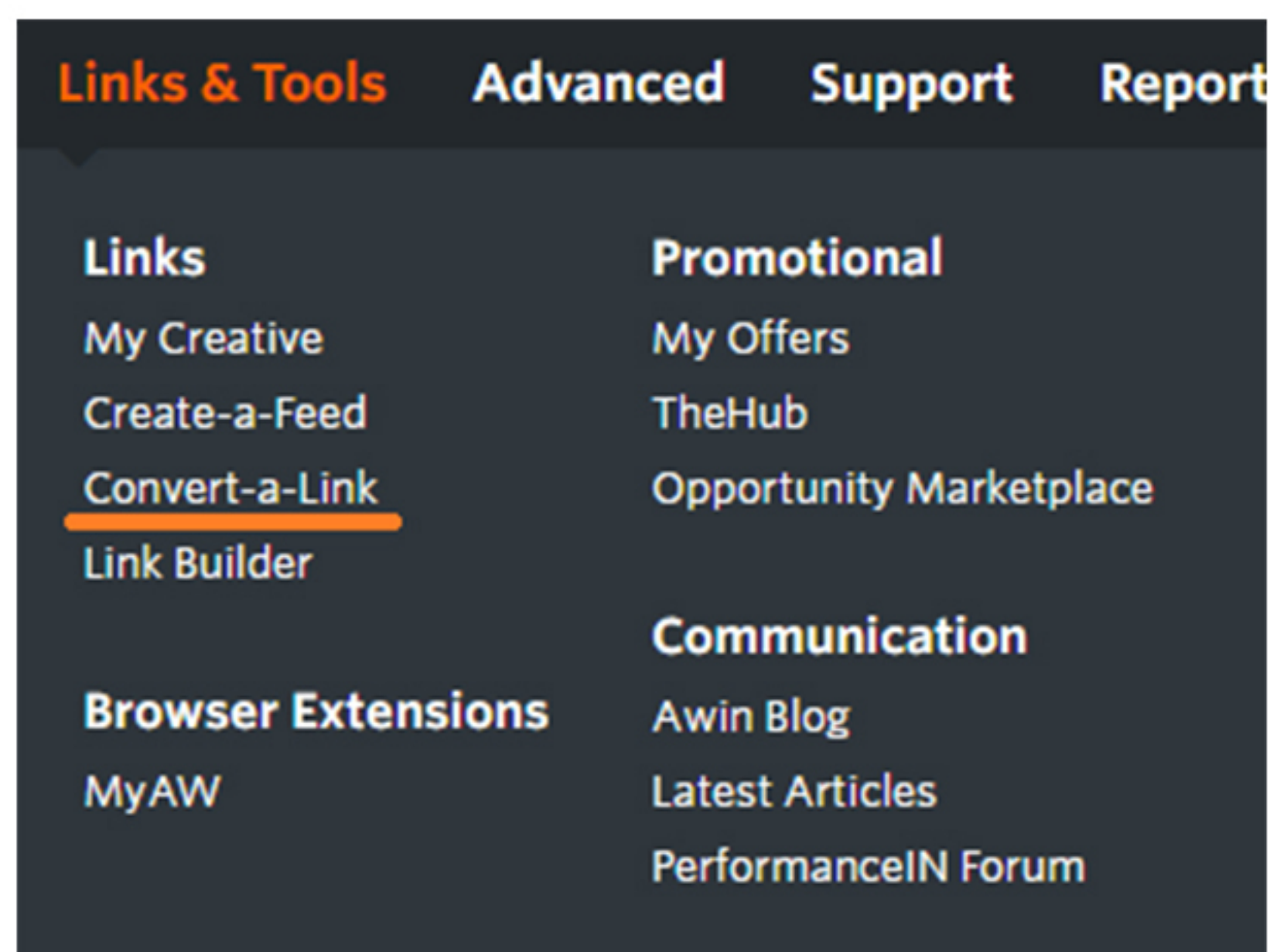
Support

Dedicated affiliate team in-house at PrettyLittleThing.us are available to provide individual support when required.

THE ESSENTIALS

Convert-a-link

Convert-a-link is the quickest and easiest way to monetise your content. Convert-a-link switches normal product links on your website into affiliate links with little effort. To find out more or to convert your own links, select 'Convert-a-link' from the 'Links & Tools' drop down of the interface.



Convert-a-Link

1 Switch on Convert-a-Link

To get started, switch on the Convert-a-Link functionality. Or to deactivate, simply switch off.

Convert-a-Link ☒

2 Add Javascript

Copy and paste the below Javascript at the bottom of the body element of each web page. All direct and product links will convert to affiliate links automatically. Link will appear normal to the users.

```
<script src="https://www.dwin2.com/pub.45628.min.js"></script>
```

or [download Wordpress plugin](#)

3 Start earning commission

Once integrated, the javascript will convert your normal links (such as www.vodafone.com) into tracking links, without them changing their appearance to your website visitors. If you have links to retailers that you have not joined up to, we will automatically sign you up to their affiliate programme and upon approval, you will be able to earn money with them.

How to test that convert-a-link is installed properly

To test that convert-a-link is installed and working correctly on your website, create a link to <http://convertalinktest.awin.com> (on a page where you have installed convert-a-link). Click on the link and if convert-a-link is working, you'll be directed to a success page.

If you are directed to a error page, please double check the implementation by following the installation guide [here](#) and try again. Once you switch on, please allow up to 5 minutes for convert-a-link to be activated.

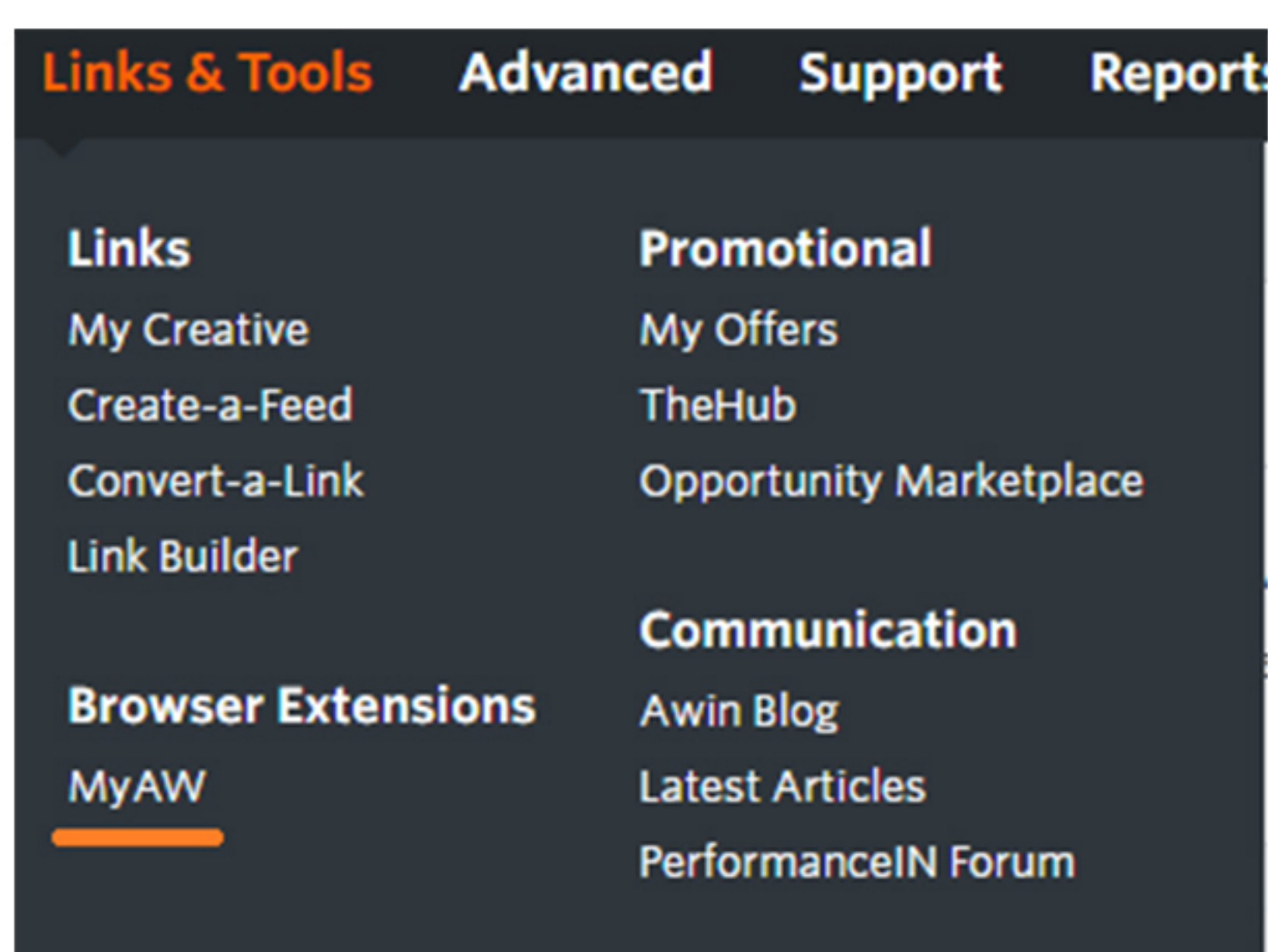
ADDING AFFILIATE LINKS TO YOUR WEBSITE DEEPLINKS

An affiliate deeplink is a special link which allows Awin to track any traffic that you generate for PrettyLittleThing.us. Through this deeplink Awin can identify whether the traffic that you send to PrettyLittleThing results in a sale and if so, their system calculates the amount of commission that should be rewarded to you for that successful sale.

<https://www.awin.com/gb/news-and-events/589b389baf881a166d594935/awin-launches-myaw>

Google Plug In

You can access this from the 'Links & Tools' tab on the interface under the 'Browser Extensions' category; My AW helps track your referred traffic activity for PrettyLittleThing.us.

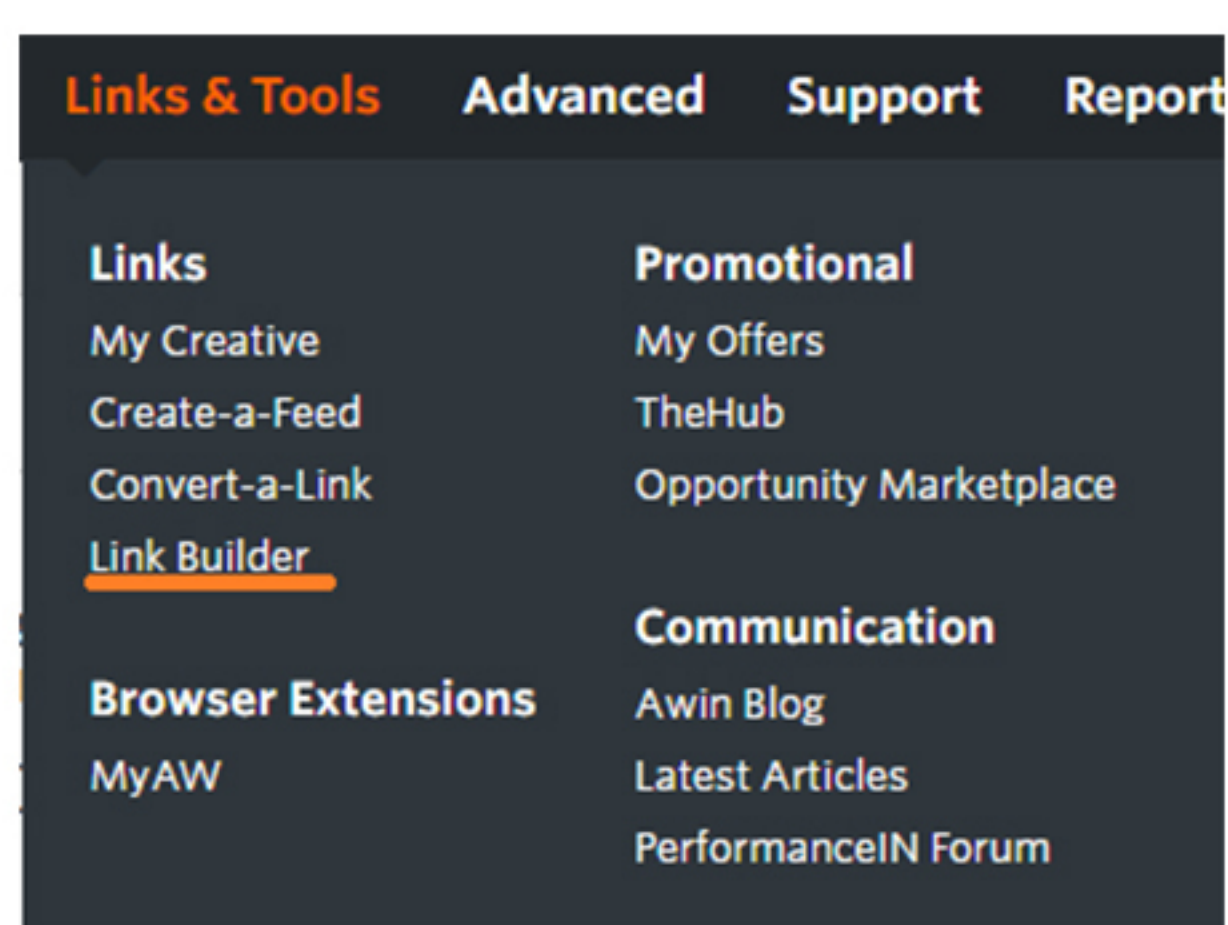


Once you have downloaded My AW you will be able to click on the icon within your preferred browser when you access the PrettyLittleThing.us homepage or product page and a pop up box will appear.

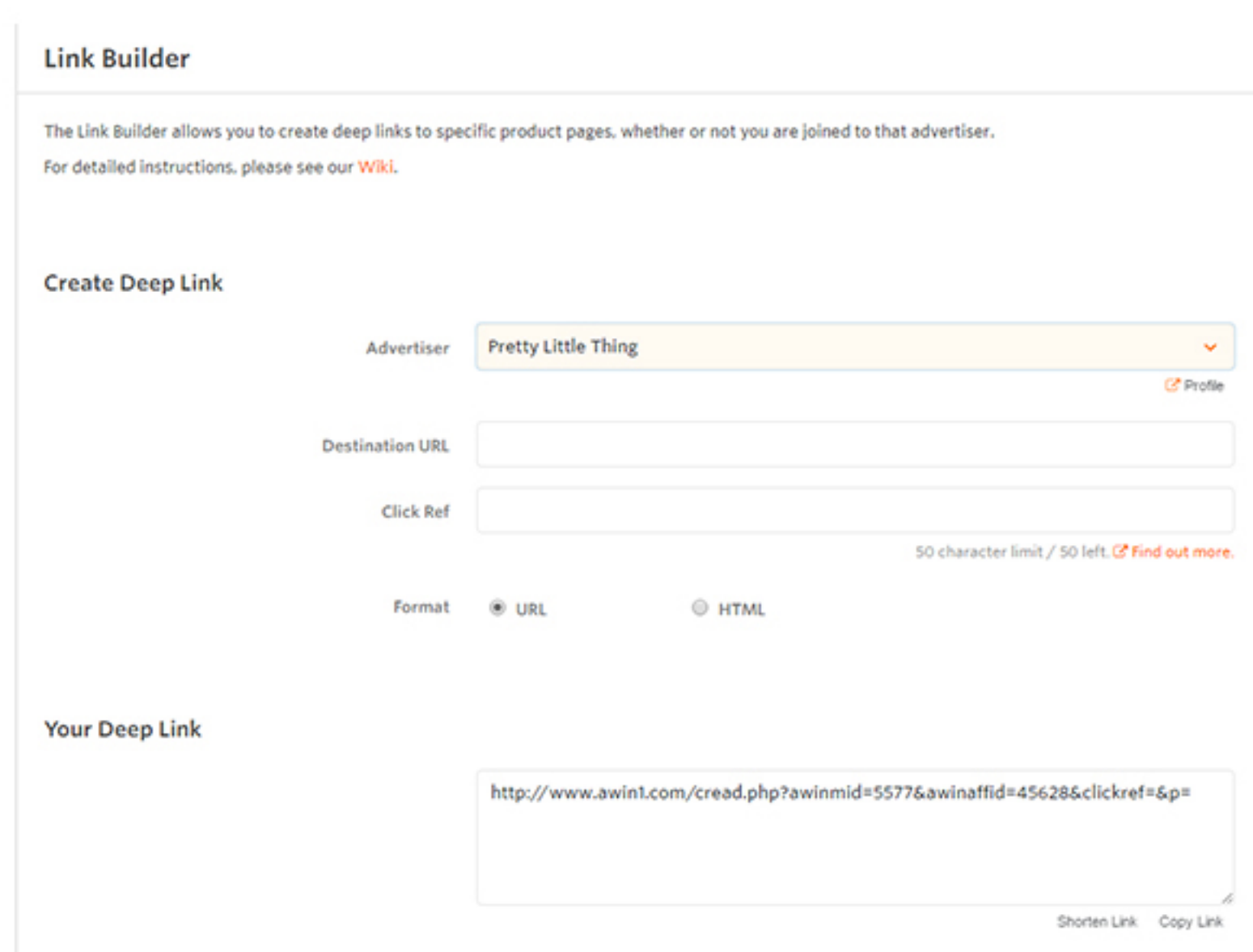
CREATING AFFILIATE PRODUCT LINKS MANUALLY

If you do not wish to download the Google Chrome plug in, you can instead create your affiliate text links manually. In order to do this please follow these steps:

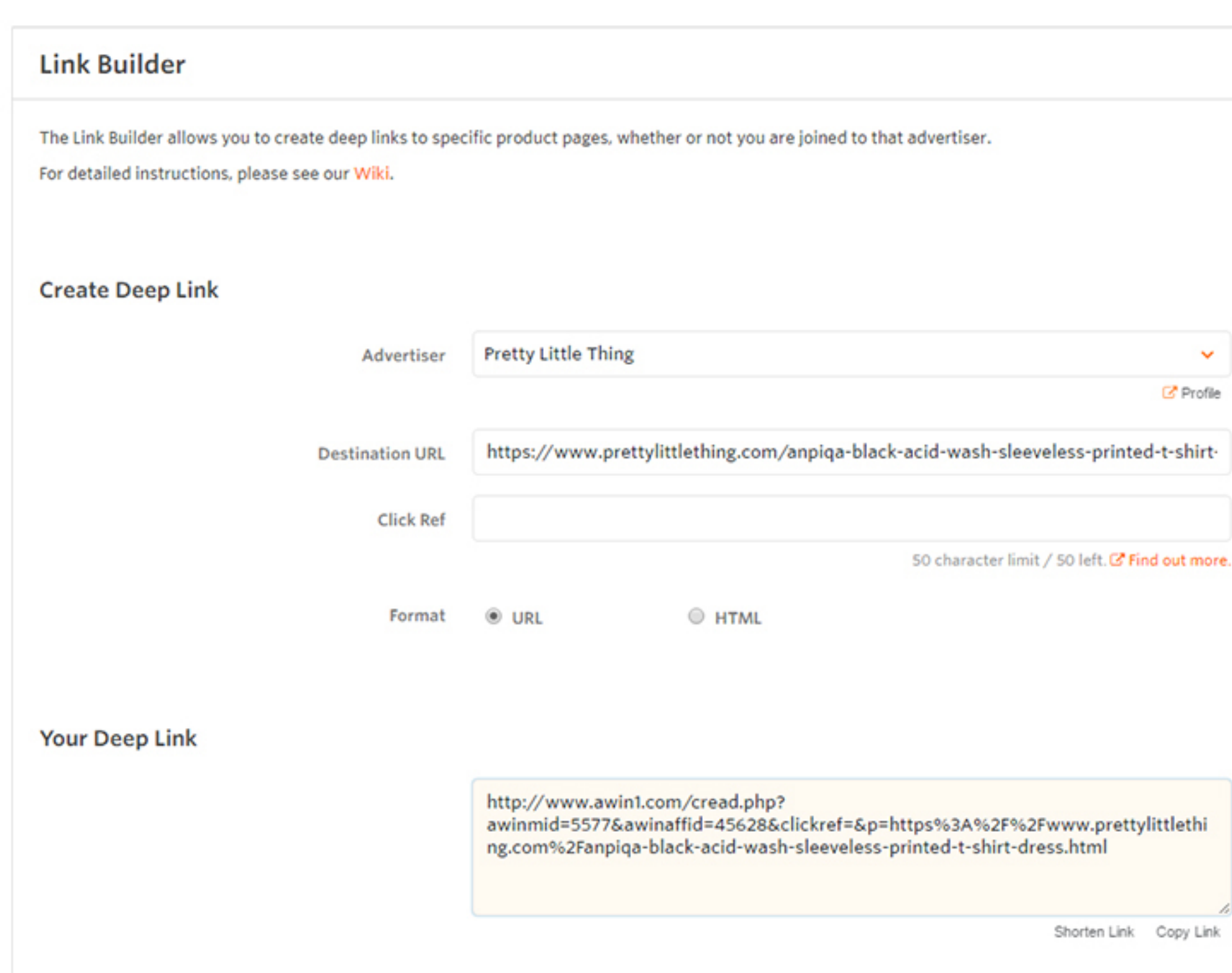
1. Click 'Link Builder' within the 'Links & Tools' tab in the interface.



2. Select PrettyLittleThing and chose either to have a HTML or URL format for your affiliate link.



3. Copy the product URL of the page you would like to link to and paste this URL into the 'Destination URL' box in the below.



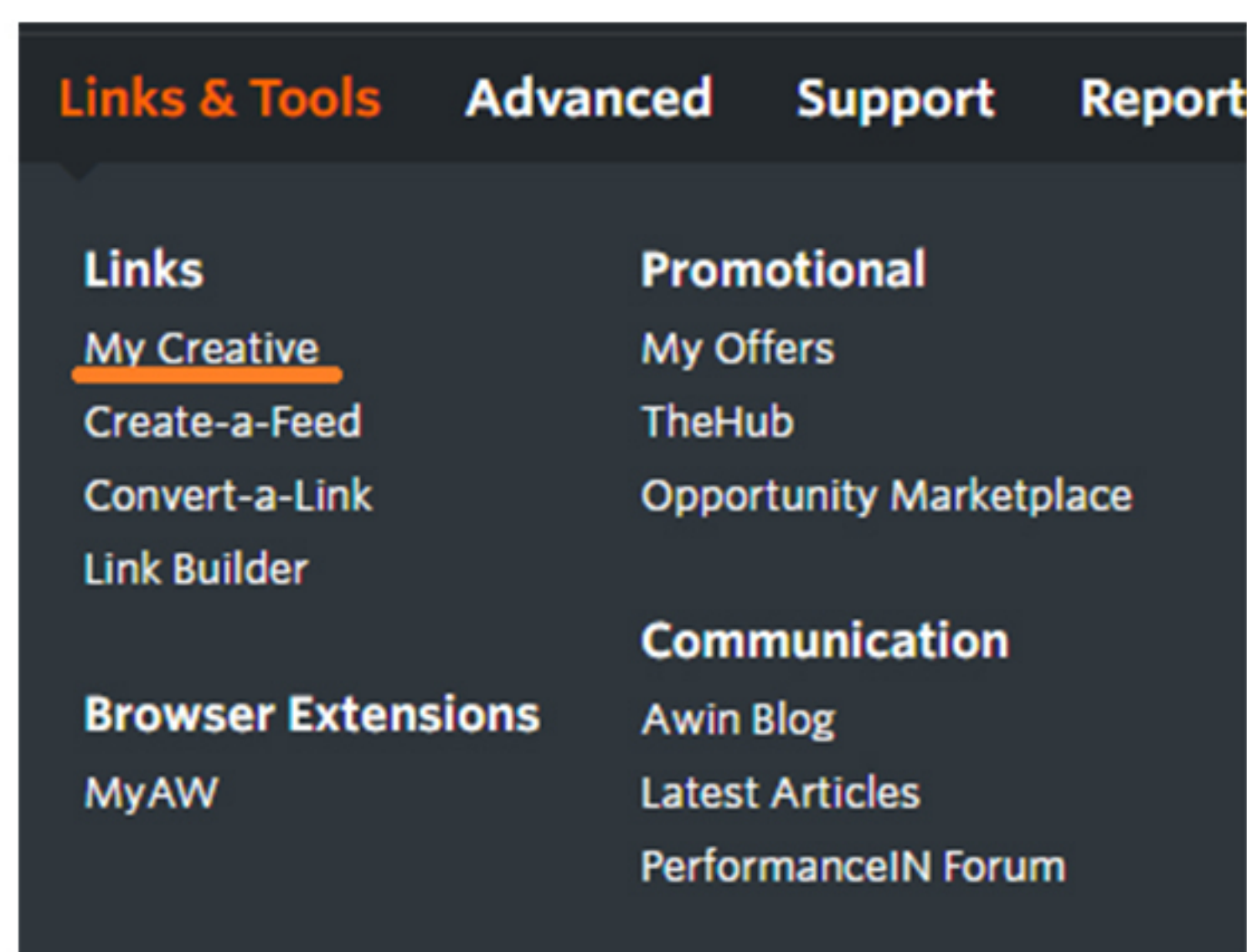
4. Your affiliate link to that specific product will then be displayed in the 'Your Deep Link' box (you can shorten this should you wish).

5. Always remember to add this affiliate tracking to all PrettyLittleThing products you promote on your website to ensure you always get rewarded for the sales you have helped generate.

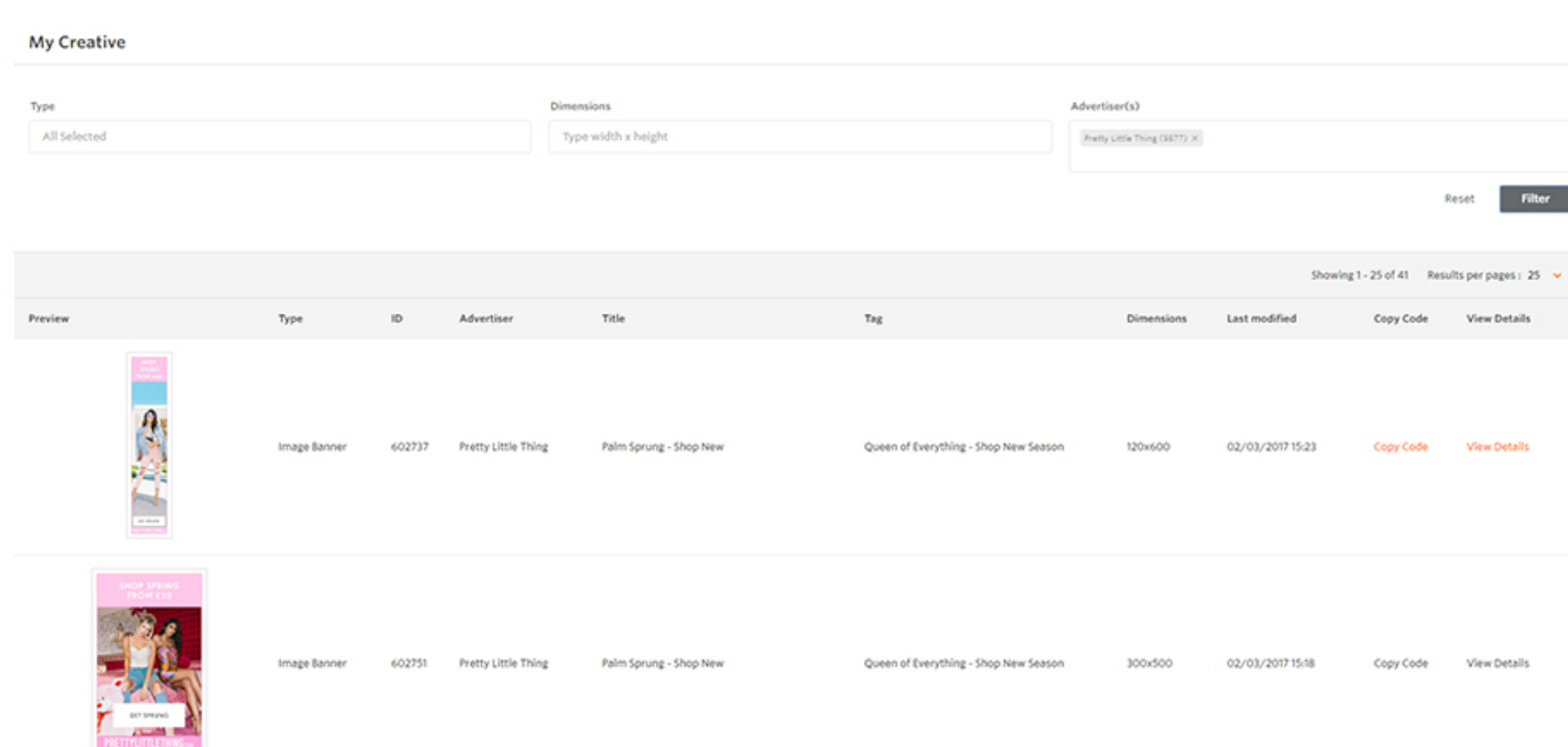
BANNERS AND LINKS

PrettyLittleThing.us supply banners regularly within the Awin interface. Placing banners on your website is a quick and easy way to promote the brand. You need to follow the following 3 simple steps in order to add a banner to your website:

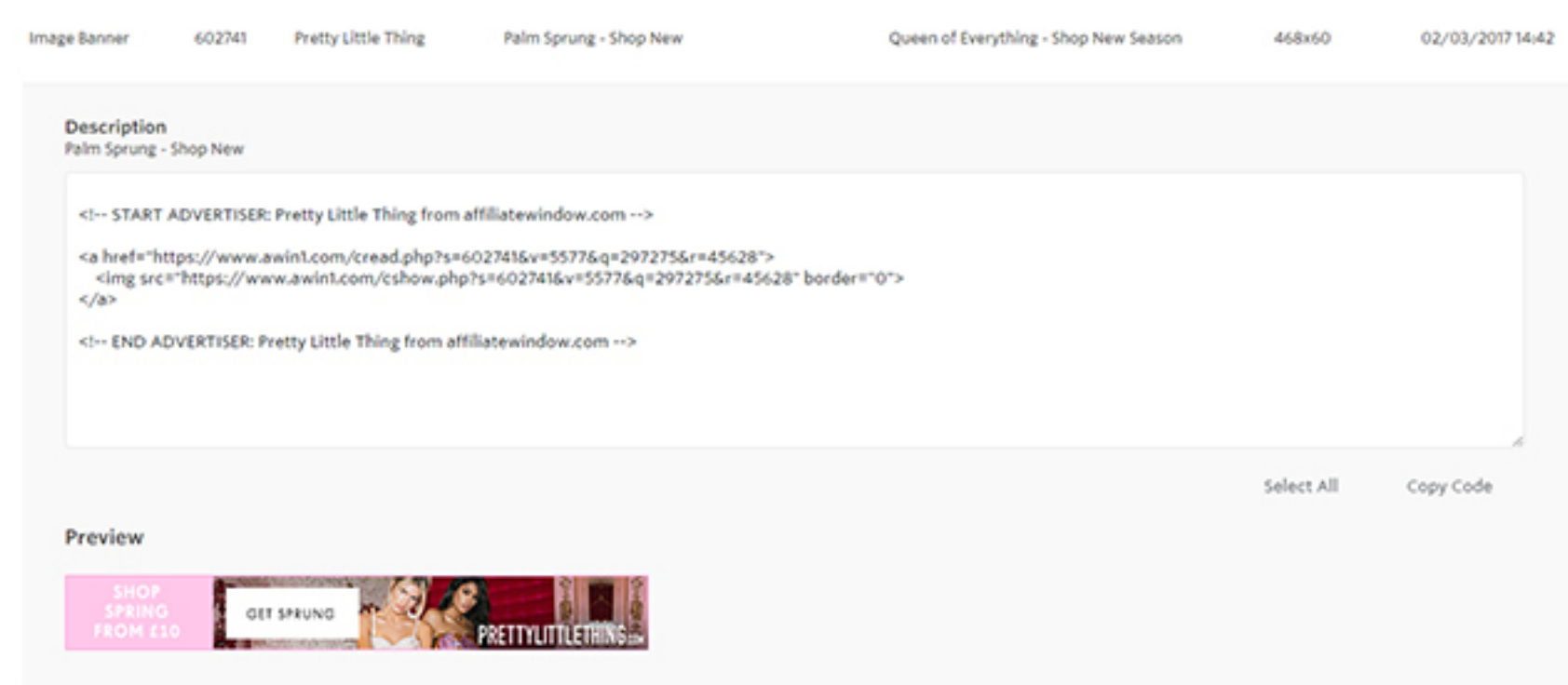
1. Go to the 'Links and Tools' tab in the interface and choose 'My Creative'.



2. You will then need to select PrettyLittleThing.us from the list of Advertisers available. You will be able to view all banner sizes that are available and the number of banners within each category.



3. Once you have selected the appropriate banner size, you can preview the creative and view the HTML or JavaScript code for your chosen banner which you can then copy and paste onto your website.

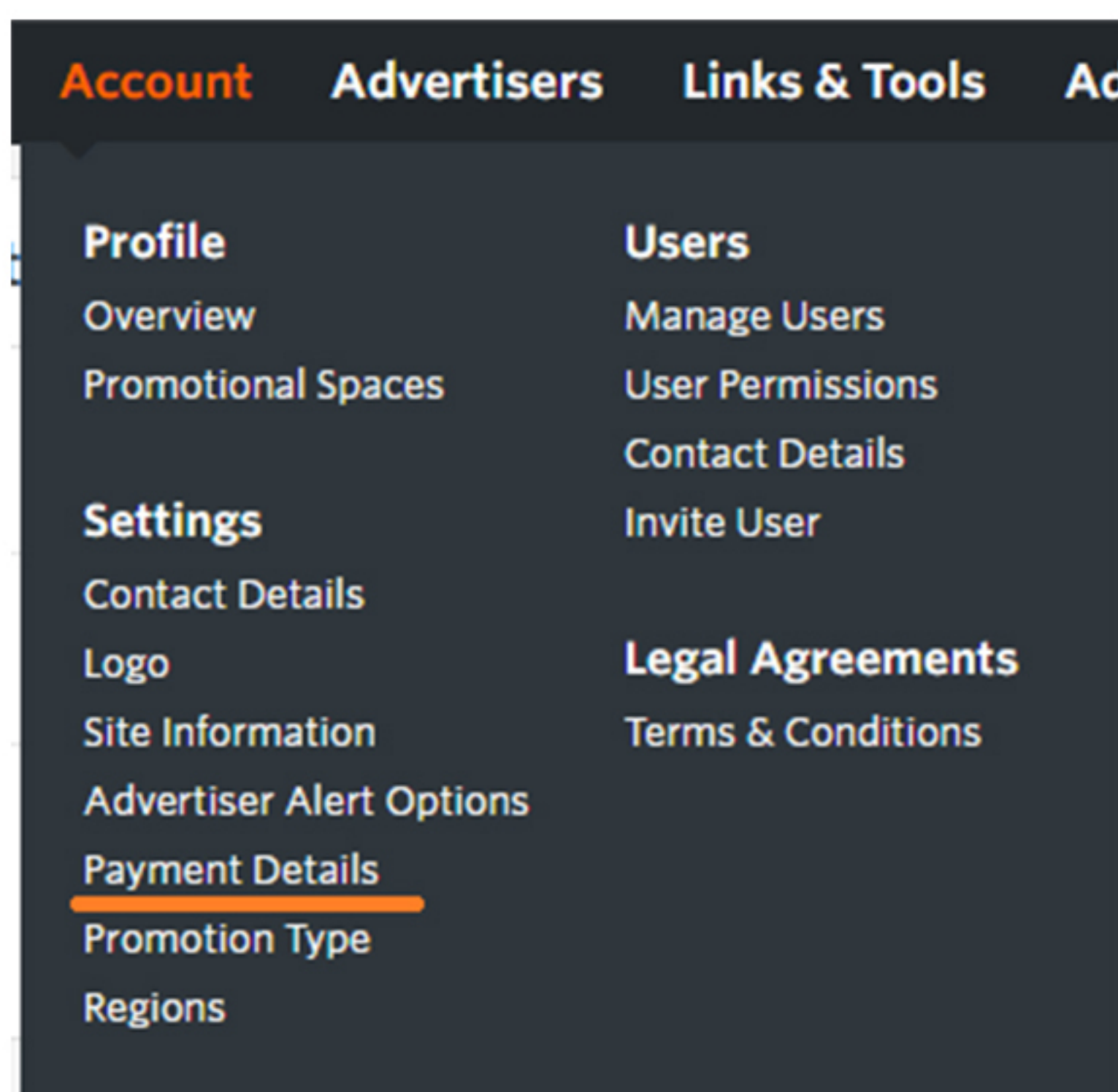


In regards to links, you will again need to go to the 'Links and Tools' tab in the interface and this time choose 'Text Links', again select PrettyLittleThing.us from the list of advertisers and you will be able to select the HTML or URL link to promote PrettyLittleThing.com.

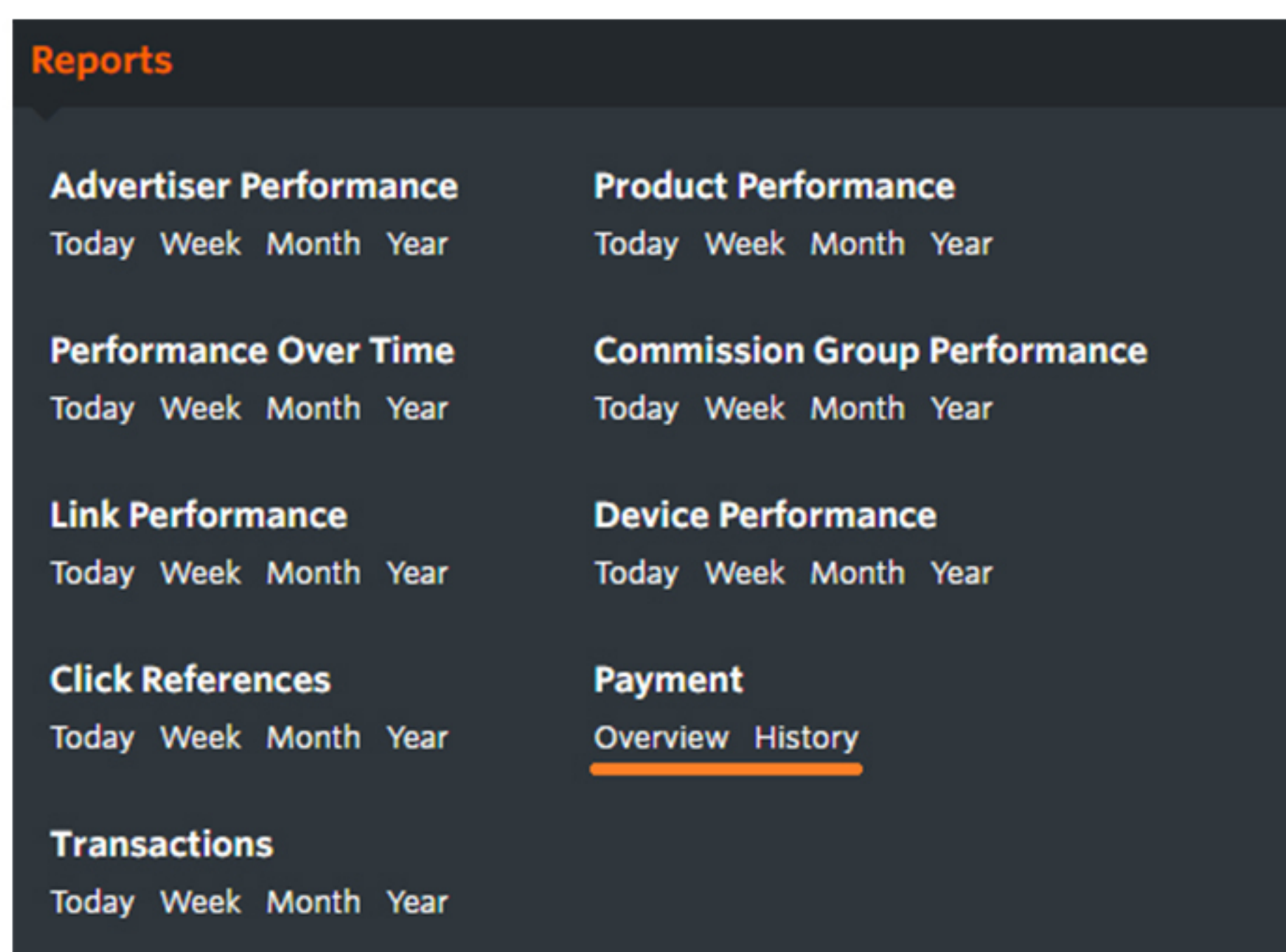
PAYMENT

Sales are confirmed after 35 days once the returns period has ended – part returns will be amended within the system to the new sale price and full returns will be declined, this will include all sales that were confirmed (validated) during the month previous.

You can view and update your payment details by clicking 'Payment Details' within the Account section of the interface.



You can also view historical payments by clicking 'Overview History' under Payments within the Reports section of the interface.



CONTACTS

Natalie Pendlebury

Senior Marketing Executive

PrettyLittleThing.us

Email: Natalie.Pendlebury@PrettyLittleThing.com

Charlie Dickinson

Marketing Executive

PrettyLittleThing.us

Email: Charlie.Dickinson@PrettyLittleThing.com

Chorley Wood

Digital Marketing Assistant

Prettylittlething.com

Email: Chorley.Wood@PrettyLittleThing.com

Kimberly Casazza

Account Manager

Awin

Email: Kimberly.Casazza@awin.com

For urgent requests please call

0161 713 3371