

Welcome to the new
world of global
Partner Marketing & our
Tech Features.



Choose & Mix

#choose&mix is our flexible mindset when it comes to our tech - that is built in a modular way - and our product offering.

We offer our Advertisers, Agencies & Partners any kind of products and services based on our sophisticated tech platform: Public Partner Network, Private Programs, White Label Solutions, Tech Solutions, Lead Generation and more. In any kind of combination. Our Advertisers, Agencies and Partners choose & mix, just the way they prefer. Enabled by diverse tech features described in this document.

Please send us an email to welcome@the-a.net if you require further explanations or if you require missing features.

*We love to serve you!
Kind regards
a-net Team!*

Our Technology

Built in a modular way to support diverse requirements.

- Public Partner Network
- Private Programs
- White Label Solutions
- Master Accounts
- Various tracking methods incl. First Party Tracking
- Cross Channel Tracking
- Customer Journey Analysis & Attribution
- Corporate Reporting Dashboards
- Global currencies
- Tracking switch & sales deduplication
- Tag Management
- Dedicated Campaign Management
- Sophisticated User Rights Management
- & many more features, described as follows.

a-net Tracking.

a-net Tracking

Overview of important features

01/ Tracking methods

- 1st party and 3rd party tracking: click, view, post-view, cookie, cookie-less (fingerprint) tracking, direct linking.
- Measurement of all touchpoints: views, clicks, on-site actions

02/ Commissions

Individually set commission methods, including commissions based on algorithms: click, lead, engagements, sales, basket items, Mail-CPM.

03/ Connectors

Connection to Affiliate Networks and Adservers using APIs

a-net Tracking

Tracking Switch

01/ Define rules for tracking priorities:

- Tracking method
- Action (View, Click)
- Channel (incl. Single-Channel option)
- Minimum time from contact to sale
- Touchpoint (first, last, mid, single)
- Network
- Publisher

02/ “What if” simulation

- Action (View, Click)

a-net Tracking

Tracking Duration

01/ Duration of tracking can be defined by:

- Event (Lead / Sale)
- Tracking Method
- Channel
- Campaign
- Creative Ad
- Network
- Publisher

a-net Tracking

Basket Tracking

01/ Tracking of all products in basket (incl. Basket Freeze)

- ProductID, EAN, Brand, Category, Product Groups
- Additional fields for product characteristics
- Basket Freeze option

02/ Cancellation / returns and partial cancellations

- Based on products
- Using APIs
- Per upload

04/ Currency Exchange

- Applying rates of European Central Bank
- Own, fixed rates

a-net Tracking

Attribution

01/ Commission spread accross several touchpoints

- Variable number of touchpoints
- Maximum duration of commissioning
- Commission per touchpoint
- Multiple attribution per Publisher
- Exceptions for selected channels, networks or Publisher
- Calculation based on paid commissions or defined CPA

a-net Tracking

Further tracking options

01/ Tracking using own domain oder sub-domain

02/ Filters for Views, Clicks, Clickouts

03/ Black- and whitelisting for URLs and deeplinks

- Per Network
- Per Publisher / Website

04/ Parameter Forwarding

- Among others: Network ID, Publisher ID, Channel

a-net Tracking

Further tracking options cont.

05/ Automated adding of fixed parameters

- Per Channel
- Per Network
- Per Publisher / Website

06/ Life-time commissions

07/ Support of Do Not Track Header (DNT)

08/ Opt-In & Opt-Out

- Your users can opt-out of tracking
- Your users have to opt-in in order to be tracked

a-net Tracking

Data Privacy

01/ Servers based in Germany

02/ Opt-In & Opt-Out options

03/ Do Not Track Header (DNT)

04/ Anonymously use IP addresses in the backend for fraud control

Reporting.

Reporting

Overview of important features

01/ Details per

- Day/ week / month / hour
- Keyword
- Channel
- Creative Ad
- Campaign
- Data source
- Network
- Website / Publisher

02/ Two grouping levels

03/ Heatmap for Newsletter Creatives

- Numer of clicks per link

Reporting

Comparison of time periods

01/ Compare two periods

- For all report types
- For all columns simultaneously

02/ Display of comparison value or percentage change

- Changes are shown in different sizes depending on change
- Display of values with a minimum change

03/ Changes displayed in charts

- Depending on type of report

Reporting

Exports

01/ Excel, CSV

02/ PDF

- Aggregated data
- Charts
- With own brand / colours
- Upon request in own Corporate Identity

03/ API

Reporting

Product Reports

01/ Based on basket items

02/ Details per

- ProductID
- EAN
- Brand
- Product Category
- Product Group
- Individual properties

03/ Report based on basket position

04/ Export via Excel, CSV, API

Reporting

Filter Options

01/ Filter Options

- Channel: SEM, SEO, Postview, Affiliate, ...
- Keywords
- Creative Ads
- Campaigns
- Events
- External data sources via API
- Networks
- Publisher / Website

02/ Further options

- All reports can be exported (Excel, CSV, PDF, API)
- Reports can be sorted
- Send via email (automated)

Reporting

Individual alerts

01/ Push Mails after thresholds

- Alerts based on clicks, Views, CTR, Events, Basket Value, etc.
- Filter options based on data source, network, event, channel, etc.
- Comparison of time periods customizable

Campaign Management.

Campaign Management

Overview of Campaign Features

01/ Unlimited clients & campaigns

- Unlimited clients
- Unlimited campaigns per client or account
- CPM, CPC, CPA, hybrid models

02/ Budget Cappings

- Overall campaign budget capping
- Per Publisher
- On a daily, weekly, monthly basis (fixed dates or rolling basis)
- Per Publisher & Creative Ad (upon request)

03/ 3rd Party Tracking

- Per Publisher (overall per account or per campaign)
- Server to server notification, incl. Sales confirmation, cancellations & Double-Opt-In (DOI)

Campaign Management

Ad Servers & Networks

01/ Google-Certification for Adwords, Ad-Exchange & Youtube

- Including 1st Party Tracking on your own domain

02/ Data extraction of Ad Servers & Networks

- Extraction of data of multiple sources & reporting

03/ Automated allocation of external data to your own Publishers

04/ In case your Ad Server is missing

- Please let us know

Campaign Management

Tools for Newsletter Ad Formats

- Automated integration of tracking links into the ad formats of newsletters
- Heatmap for newsletter creatives
- Acceptance Tool for newsletter send outs
- Integrated Litmus-Preview (own Litmus-Account as prerequisite)
- Prefilling

Campaign Management

Acceptance Tool

01/ Automated pre-check for newsletter send-out applications

- Tracking links implemented correctly?
- Do links lead to the correct landing pages?
- HTTPS for all creatives and links?
- Correct implementation of sales pixel?
- Creatives and images with the correct URL, name or hash ID?
- Correct subject applied?

02/ Automated notification of Publishers in case of errors

03/ Next steps of approval process for emails only after successful pre-check

04/ Transparency of current status at any time

Campaign Management Validation Tool

- 01/ For all campaigns or selected time periods
- 02/ Flexible Advertiser or Publisher payout
- 03/ Rebates (percentage or fixed)
- 04/ Cost & profit overviews
- 05/ Billing based on Validation Tool (upon request)

Campaign Management

Management of Payments

01/ Payments to Publishers

- Generation of SEPA or Paypal Import Files

02/ Invoices to Advertisers

03/ PDF Invoices

- With own branding (logo)
- Individual IDs for invoices and payment files

04/ Individual APIs to your own finance tool (upon request)

Campaign Management

Market Place

01/ Optimise your Publisher Payments

02/ Receive offers from Publishers

03/ Automated acceptance of offers below a maximum price

04/ Automated bidding system

Accounting.

Accounting

Offers, Invoices, Credit Notes

01/ Generation of offers

- Offers / insertion orders to Advertisers as an Agency
- Generation of campaigns imported from offers
- Billing based on offers

02/ Confirmation of Offers

- Customizable forms for offer confirmations
- Automated send outs of forms
- Manual editing of forms per Publisher
- Confirmation and acceptance of confirmed forms via QR code

03/ Billing

- Credit notes for Publishers
- Invoicing to Advertisers
- Based on offers, traffic or Publisher commissions

Cross Channel Tracking.

Cross Channel Tracking

Key Features

01/ Central tracking of all online channels

02/ Integration of external sources (API)

03/ Manual adjustments of media costs

04/ Various Analysis

- Customer Journey
- Customer Actions
- Assisted Sales

05/ Tracking Switch

- Prioritisation of traffic by network , channel, action, touchpoint, etc.
- Time filter for touchpoints (Basket Freeze)

Cross Channel Tracking

Customer Journey

01/ Customer Journey by channel or customer action

- Orders, basket value, cost

02/ Time between touchpoints

- First Touchpoint to last Touchpoint
- First Touchpoint to Sale
- Last Touchpoint to Sale

03/ Amount of touchpoints to be analysed is customizable

04/ Reporting of touchpoints based on order of sequence or relative change

Cross Channel Tracking

Assisted Sales

01/ Dependencies

- Of channels
- Of Publishers / Websites
- Of keywords

02/ Graphics for overview reports

03/ Amount of touchpoints to be analysed is customizable

04/ Reporting of touchpoints based on order of sequence or relative change

Cross Channel Tracking

Funnel Analysis

01/ Individual funnel-sets

- Based on e.g. sales funnels in online shop

02/ Reporting by

- Number of events
- Basket value

Private Network.

Private Network

Publisher Management

- Waitling list with Publisher information
- Feature “Invite Publisher”
- Mailing feature incl. History
- Bonus payments
- Automated feature for comments in regards to all relevant changes (e.g. change of commissions, payments)
- Blacklisting of Publishers
- Referrer lists

Private Network

Commission Rates

- Any combination of leads and sales possible
- Definition of minimum amount of payment or maximum (in case of % CPA)
- Rates based on product level
- Hidden rates
- Individual attribution models
- Tiered commissions (incl. Individually set performance levels)
- Coupons (incl. Individual coupons per Publisher)

Private Network

Export of Leads & Sales

- Export and import of events (Excel, CSV, API)
- Basket Tracking
- Order confirmation and cancellation per basket item
- Automated sales deduplication including other affiliate networks
- Individual deduplication rules
- Automated confirmation and cancellation for leads and sales
- Currency converter for sales

Private Network

Product Data

01/ Multiple product feeds per program

02/ Individually set update intervals

03/ Download of product feeds by Publishers

- Manual download in frontend
- Automated process

04/ Download format can be defined individually

- Data fields can be defined by Publishers

Private Network

Creative Ad / Media Management

01/ Different kinds of creative ad types

- GIF / JPEG / PNG
- HTML
- Newsletter
- Flash / Video
- Text

02/ Automated integration of tracking links into creative ads of newsletters

03/ Heatmaps for newsletter ads (amount of clicks per link)

04/ Categorization of ads to campaigns and categories

05/ Bulk upload and download of creative ads

Private Network

Payments

01/ Generation of payments to Publishers

02/ PDF Payments with

- Your own logo
- Your own invoice numbers

03/ Paypal & SEPA payments

04/ Individual interfaces with your finance software (upon request)

05/ Payment by a-net (upon request)

Order Management.

Order Management

Central Order Management

01/ Centrally confirm or cancel leads and sales

02/ Update of leads and sales in affiliate networks via APIs

03/ Tools for deduplication

- Also available without the a-net deduplication feature

04/ Fraud detection tool

- Your own logo
- Tool based on rules to identify and cancel invalid leads and sales

Order Management

Deduplication

01/ Deduplication of events based on individual rules

02/ Deduplication of events also possible without changes in tracking

- Import of leads and sales from affiliate networks
- Valuation of events based on OrderID
- Update of leads and sales in affiliate networks based on APIs

APIs.

APIs

Advertiser APIs

01/ Reports

- Export
- Import (including other data sources)

02/ Events (Leads, Sales) and basket items

- Export
- Import and update of status
- Cancellation / confirmation

03/ List of campaigns, Mediaplan

APIs

Publisher APIs

01/ Reports

- Export

02/ Events (Leads, Sales) and basket items

- Export
- Basket items (after confirmation by Advertiser)

03/ List of programs and campaigns, program / campaign information

04/ List of campaigns, Mediaplan

Tag Management.

Tag Management

Why use the a-net Tag Management?

01/ Multi-site Management

- One-time basic setup (e.g. container, variables, tags)
- Easy change of defaults per site
- Available on any site, including newly generated sites
- Individual configuration per site possible

02/ Access to tracking data

- In combination with the a-net tracking switch
- Access to current and already prioritised tracking data
- Ideal setup to manage tags independent of the rules of the tracking switch

03/ User friendly setup

- No experience of Regular Expressions needed
- Assignment of tags to a container within one click

Tag Management

a-net Tag Management features

01/ Web Frontend for managing all tags

02/ Integration of JavaScript, HTML, IMG and iframe tags

03/ Use your own variables to steer delivery

04/ Manage delivery based on time periods

05/ Set rules and filter individually to steer delivery

- Save complex filters and reuse them
- Including access to tracking data

06/ Statistics based on usage and date, website, container / tag

07/ Management of users, rights and workflow

Tag Management

Container & Tags

01/ Setup any kind of container

02/ Hierarchical container structure

03/ Identification of container per URL or individual ContainerID

04/ Setup of own tags

- Date of start and end for definition of exact times
- Syntax check of tag-code (JavaScript)
- Tag formats: HTML, JavaScript and iframe
- Two containers per site (+ NoScript)
- Define order of tags

Tag Management

Hierarchical container structure

01/ For running several countries or portals

- On the same system
- With the same structure

02/ Container, tags and variables

- Setup and management centrally
- Available on all portals

03/ Benefits

- Less resources required
- Less sources for errors

Tag Management

Workflow Management

01/ Optional confirmation of new elements that are setup by e.g. IT

- Variables: is the variable available on the site?
- Container: is the tracking container installed on the site?
- Tags

02/ Alert per Email in case of elements that are not approved

03/ Grafical alerts on elements that are not approved

Tag Management

Variables

01/ Any kinds of variables can be defined

- Own and individual variables
- Existing JavaScript variables
- URL parameter

02/ Different types of data types (incl. check of types)

03/ Default value for all variables

04/ Name of variable may differ from the name of placeholder

Tag Management

Cookies

01/ Define cookies on your own

- Http cookies (optional)
- Secure cookies (optional)

02/ Save values of variables in cookies

- E.g. on landing pages

03/ Read values of variables in cookies

- E.g. on confirmation page

04/ Prioritisation of cookies compared to variables

Tag Management

Save different versions

01/ Backups of versions incl.

- Container
- Tags
- Variables

02/ Publish a previous version

- Benefit: publish any version at any time

Tag Management

Testing of containers and tags

01/ Testing of all tags and containers

- Test of elements that are not yet approved
 - Variables, tags, containers
- Test independantly of filter terms
- Test independantly of dates and approved times

02/ Test using interface or tag call

03/ Differentiate reporting areas between development, staging or production

User Rights Management.

User Rights Management

Overview of user rights

01/ Setup of new users

02/ Define user rights flexibly

03/ Assign user rights to users as you prefer

- Per client
- Per program

04/ Switch on/off rights based on all available features

05/ For all products

- Tag Management
- Private Network
- Cross Channel Tracking
- Campaign Management

Missing an important feature?

Please let us know!
welcome@the-a.net



The a-net GmbH

c/o WeWork
Oskar-von-Miller-Ring 20
80333 Munich
Germany

Email: welcome@the-a.net
www.the-a-net.com