

### Watch our Interface Video Walkthrough

It's essential to learn the fundamentals of the Awin platform. Let us walk you through the interface tools, reports and everything you need to get going with our step-by-step [video guide](#).

### Upload banners into the My Creative tool

This can be found through **Toolbox > My Creative**. Publishers will use banners to promote you on their websites. It's good to offer different banners in a range of sizes. See our recommended banner sizes [here](#).

### Upload promotions or offers into the My Offers tool

This can be found through **Toolbox > My Offers**. We recommend uploading any evergreen (never-ending) offers into this tool (e.g., Free Shipping over \$30) so affiliates always have something to promote on your behalf. See our full article on using this tool [here](#), and a video tutorial [here](#).

### Upload a Product Feed into your account

This can be found under **Toolbox > Product Feeds**. Feeds are essential for providing publishers with product details. Some publishers will require this data to drive transactions on your program. See our guide on creating and uploading a product feed [here](#).

### Invite relevant publishers in the Publisher Directory

Under the **Publishers > Publisher Directory** you can search for publishers by name, keyword, or URL, and filter by promotional type and region. To find the most successful publishers check their sector performance within the Performance tab on their profile. Invite publishers to join your program and reach out to start working with them.

### Check your Publisher Recommendations and invite any good fits to your program

We use an algorithm to match you to affiliates we think would be a good fit for you, find these under the **Recommended Tab** in the Publisher Directory. You can also rate affiliates to improve the publisher recommendations you receive. You can learn more about our tool [here](#).

### Read our Post-Launch Strategy Guide

We find advertisers who read this guide are most likely to have a successful and well-run affiliate program on Awin. View our guide [here](#).

### Digest the Best Practice Guidelines

Understand our affiliate marketing best practice guidelines, to ensure your program is following industry standards. You can view our guidelines [here](#).

### Introduce your program the right way

A positive introduction is a strong way to kick-start your affiliate program. Set up a '[Welcome Email](#)' so every approved publisher automatically receives a personalized message from you, and opens up a communication channel helping your relationship to thrive. Set this up on your program, by reading our article [here](#).

**Work through any Publisher Approvals you have outstanding**

These can be found under **Publishers > Publisher Approvals**. Look through these requests to accept/reject publishers you think would work well with your program. These can build up over time, so we recommend working through them on a weekly/bi-weekly basis while publishers are most engaged with your program.

**Validate Pending Commissions**

Validating publisher commissions quickly enables faster return on investment for publishers. You can validate single transactions under **Commission > Validate Pending Transaction**. Quick validations will encourage publisher to favor your program knowing they won't have to wait long periods of time to be paid. If you have a lot of transactions to validate, you can batch validate transactions. Instructions on how to do this can be found [here](#). As transactions come through at a pending status, ensure you process declines within the auto-validation period before they approve.

**Check your sales levels**

View the Publisher Performance and Performance Over Time report in the reporting tab of the interface. If you find that there is a significant drop in sales this may indicate an issue which will require further investigation. To check your tracking is in working as it should, you can conduct a test transaction found under **Support > Tracking Diagnosis**.

**Reach out directly to any newly accepted publishers**

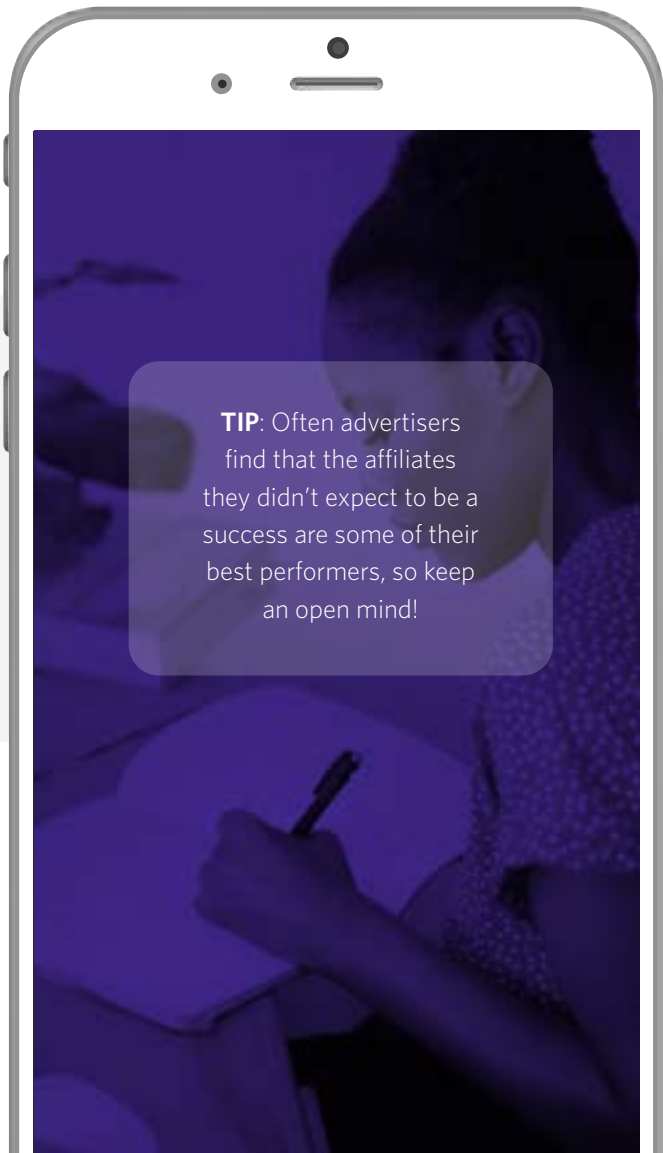
Affiliate marketing is all about relationships, so it's key to reach out to the publishers you've accepted onto your program. Tell them about your brand and any promotions you're running. Check to see if they've onboarded you and find out about any marketing opportunities they may have to promote you.

**Validate Transaction Queries**

If a publisher believes commission has not tracked/been awarded correctly they will raise a Transaction Query. These can be found under **Commission > Validate Pending Transaction Queries**. These are most common amongst customer facing publishers, including Cashback and Loyalty partners, but any publisher can raise a transaction query. Transaction Queries will auto-validate within 75 days so it's important to monitor these closely.

**Communicate with publishers**

Regular communication with publishers is central to a successful affiliate program, keeping them up to date on what's new with your brand via the [Communication Center](#). Whether that's informing them of upcoming promotions, new product launches, or updates to terms and conditions, make sure you keep them in the loop.



**TIP:** Often advertisers find that the affiliates they didn't expect to be a success are some of their best performers, so keep an open mind!