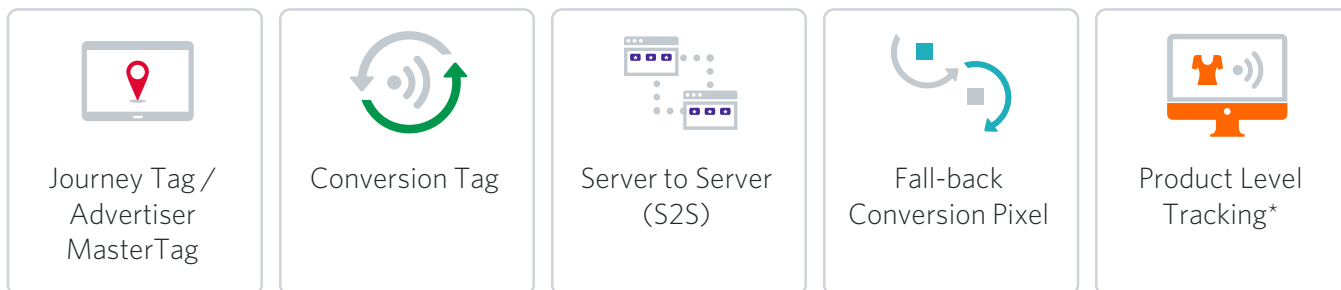


Awin Tracking Policy



Awin's tracking consists of five core elements:



*Optional

Awin requires that all mandatory elements of its desired tracking setup are implemented. This is imperative to accurately track affiliate sales when cookie blockers and tracking prevention mechanisms are becoming more prevalent in the industry to ensure the true value of the channel is recognized and that publishers are fairly rewarded for the performance they deliver.

Element	Placement	Description	Dependency
<u>Journey Tag / Advertiser MasterTag</u> <i>also referred to as MasterTag or Dwin1 Tag</i>	All pages ^(see 6)	JavaScript library that contains all functions required for the tracking solution	Mandatory
<u>Conversion Tag</u> <i>also referred to as Tracking Code or Tracking Tag</i>	Confirmation page ^(see 6)	JavaScript declaration that instructs the MasterTag a conversion has taken place	Mandatory
<u>Server to Server (S2S)</u>	Server side	Browser-independent tracking method	Mandatory
<u>Fall-back Conversion Pixel</u> <i>also referred to as Image Pixel</i>	Confirmation page	Alternative tracking method	Mandatory
<u>Product Level Tracking</u>	Confirmation page	Allows the advertiser to utilize reporting down to each individually purchased product	Optional

1 The MasterTag, Conversion Tag and Fall-back Conversion Pixel must be placed on all confirmation pages (see 6) where a commissionable action takes place (for example across desktop, mobile, and all other devices).

2 For any transactional mobile apps, SDK integration with our tracking code is mandatory. It is not subject to 15 business days but must be completed as soon as reasonably possible. If the advertiser has no SDK in place, then reasonable endeavours must be taken to add an SDK and then integrate this with Awin tracking code as soon as reasonably possible.

3 The MasterTag must be placed on all pages (see 6) for Awin to track through first-party cookies (many third-party cookies are now blocked by certain browsers) to track cross device transactions and to enable ad-blocking circumvention features of Awin tracking.

4 Features to promote coupon code or discount code tracking (where applicable) are mandatory components of Awin's tracking capabilities. If an advertiser accepts coupon codes or discount codes presented by purchasers, the advertiser must pass the discount codes used in those transactions to Awin in our Conversion Tag.

5 The Conversion Tag and Fall-back Conversion Pixel must be fired on all confirmation pages (see 6) either unconditionally or using channel parameters. The Awin tracking code must be fired if no marketing channel has been assigned for Awin to identify any transaction originated through affiliate touch points or through more advanced tracking technologies. This is to allow influencer activity to be accurately tracked and rewarded. Without unconditional firing, influencer activity can only be seen where the action was tracked to another affiliate partner, and not to another channel. The same also applies to cross-device tracking and coupon tracking.

6 The MasterTag should be integrated on all pages except those which display or process payment information.

7 Server to Server (S2S) tracking must be fired on all confirmation pages from server side to guarantee highest tracking quality and support browser-independent tracking.

8 Awin recommends that clients take full advantage of the [Custom Parameter options](#) available within the Conversion Tag to pass back all other relevant data captured at the confirmation page. Guides can be provided detailing recommended parameters based on the sector the client operates within.

9 Awin will support the integration by running a full testing program once the MasterTag, Conversion Tag and Fall-back Conversion Pixel have all been integrated.

10 Once live, HTTP requests and all JavaScript tracking provided by Awin should be maintained so that it can be loaded by the browser and executed successfully. The data required by Awin in the Conversion Tag should remain consistent and as originally advised during program testing. If there are any planned changes to on site data layers or systems that provide this data, Awin must be notified as soon as reasonably practicable.

11 Once live, if the name of a [Commission Group](#) is to be changed, the client must inform Awin at least 48 hours before to enable the renaming of the group within the Awin interface and ensure commissions are accurately allocated. If no notice is given and Awin is not notified to update the commission group name, the client will be liable to pay commissions (and if relevant, override) at the default rate set for the program.

12 Once live, The MasterTag, Conversion Tag and Fall-back Conversion Pixel code must be kept live at all times, and if removed either in error or for planned maintenance with less than 48 hours notice, compensation must be paid to affiliates calculated as per your agreement with Awin.

13 Linking of programs across different markets/ territory programs to track sales across different URLs is mandatory.