

User Guide

For Publisher

2010





Our success is measured by the results we achieve for You.



When you click on the sign-up button on ChineseAN website, you make your first step toward success. Our team of e-commerce experts will work with you whenever you need a hand or just a second opinion on how to optimize results. We work closely with you.

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How to make money with ChineseAN.com?





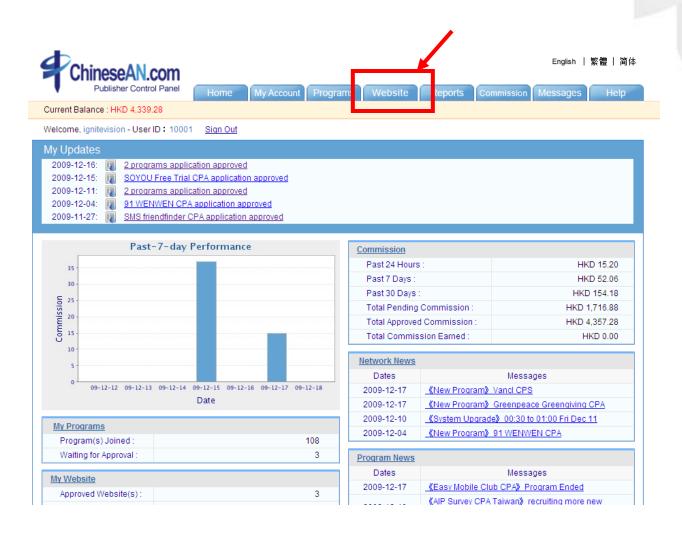
How to submit new Website(s)?

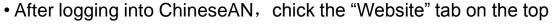


How to submit new website(s)

Access to website control panel





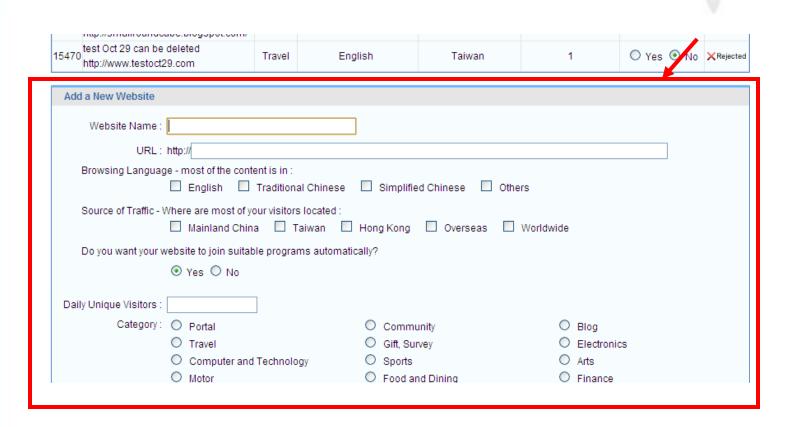




How to submit new website(s)

Add information for new website





Fill in the information of the new website



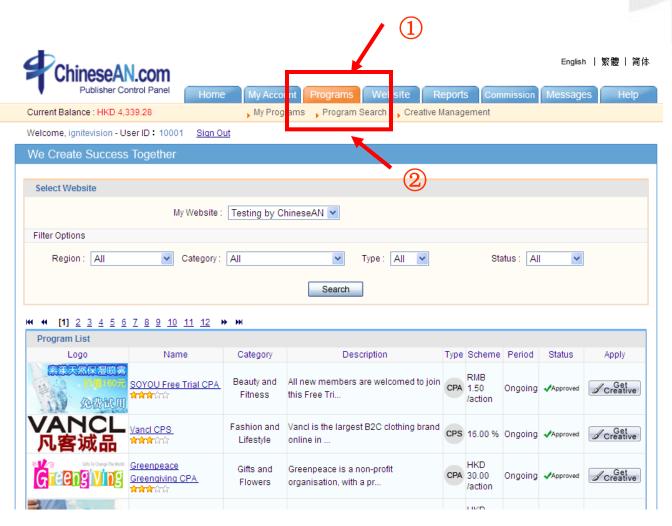
4

How to join Ad Program?



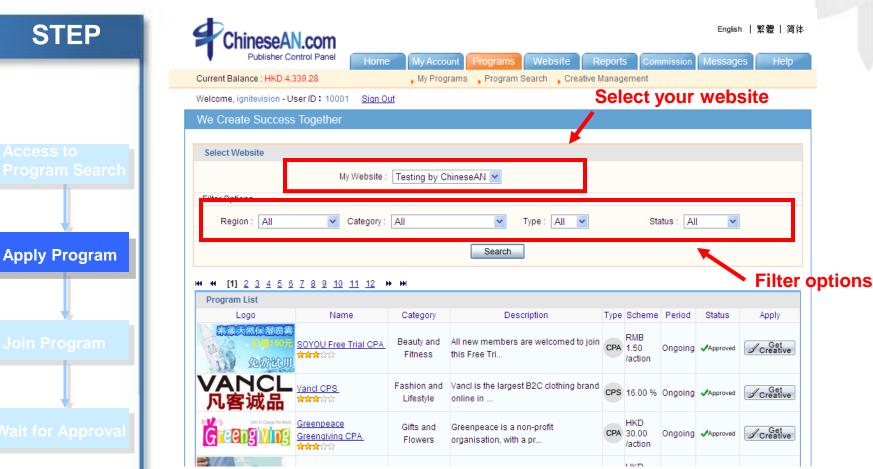
1. Enter the Ad Program panel





After logged in, click the tab "Programs" on top, then click "Program Search"

– 2. Application for Ad Program



• If you have more than 1 website, please select the appropriate website first before starting application. In order to facilitate the program search process, you may use the filters options to customize your search result.



-3. Joining particular Ad Program



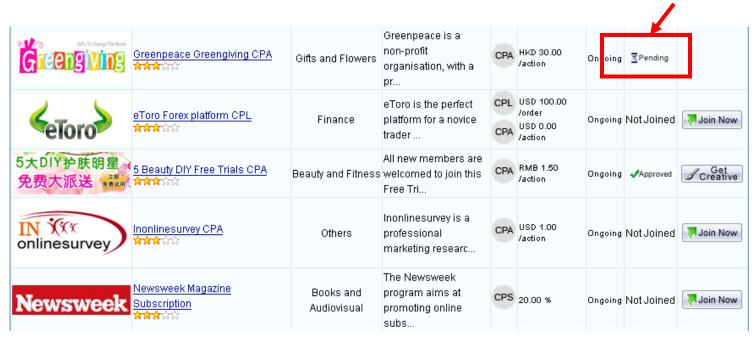
VANCL 凡客诚品	Vanci CPS កំណុំតំស់ស	Fashion and Lifestyle	Vancl is the largest B2C clothing brand online in	CPS	16.00 %	Ongoing	Not Join ed	Join Now
Greengiving	Greenpeace Greengiving CPA கூக்கில்ல்	Gifts and Flowers	Greenpeace is a non-profit organisation, with a pr	СРА	HKD 30.00 /action	Ongoing	Not Joined	Join Now
≼ eToro	eToro Forex platform CPL នាំនិន់ នៃនៃ	Finance	eToro is the perfect platform for a novice trader	CPA	USD 100.00 /order USD 0.00 /action	Ongoing	Not Joined	Join Now
5大DIY护肤明星 免费大派送	5 Beauty DIY Free Trials CPA នំនំនំ នំនំ	Beauty and Fitness	All new members are welcomed to join this Free Tri	СРА	RMB 1.50 /action	Ongoing	✓Approved	# Creative
IN XXX onlinesurvey	Inonlinesurvey CPA ជាមានជាប់	Others	Inonlinesurvey is a professional marketing researc	СРА	USD 1.00 /action	Ongoing	Not Joined	Join Now

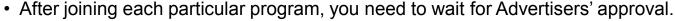
• If you want to join any program, just simply click "Join Now"



–4. Awaiting for Approval







* Please note that some of the program maybe set as Auto-Approval



4

How to get Promotion Code?



How to get Promotion Code?

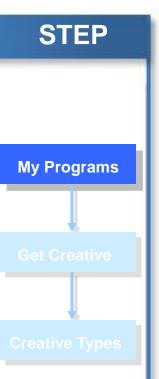
Blueprint of getting Promotion Code

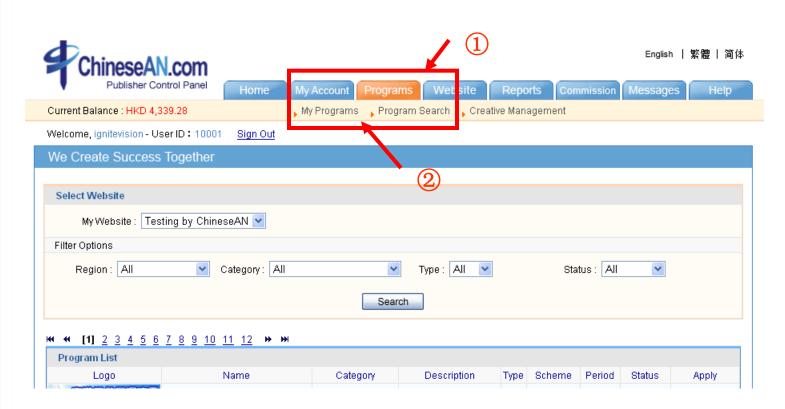




How to get Promotion Code

-1.My Programs





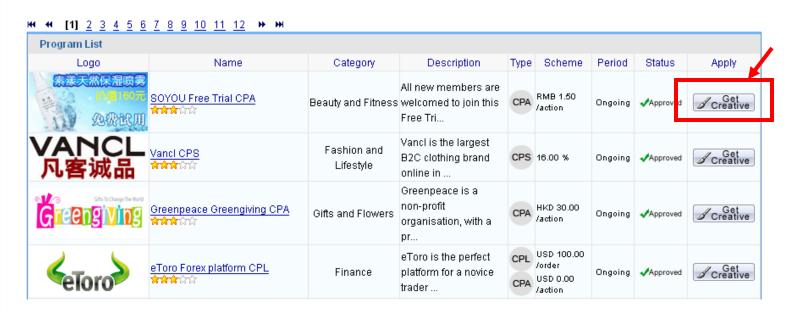
 After logged in, clicking the tab "Programs", then click "My programs" and you will see all programs available for your promotion.



How to get Promotion Code

-2. Get Creatives





Please click the "Get Creatives" tab in order to pick your favorable Creatives

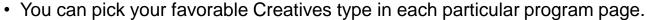


How to get Promotion Code

-3. Pick the Creatives that best suits you







*colour: Creatives Available, Grey: Creatives Unavailable



4

T-BOX



T-Box- 1. Access to T-Box control Panel





T-Box- 2. Pick a size



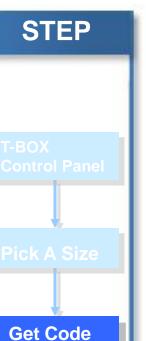
ChineseAN provides 3 sizes of T-Box: 720X90, 300X250, 160X600





• Pick a size for your T-box

T-Box- 3. Get your code





• After you have chosen a size, the T-box will be created. You may copy the Code and paste on your website

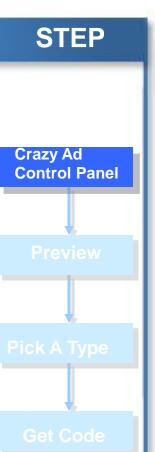


4

Crazy Ad



Crazy Ad- 1. Access to Crazy Ad control panel

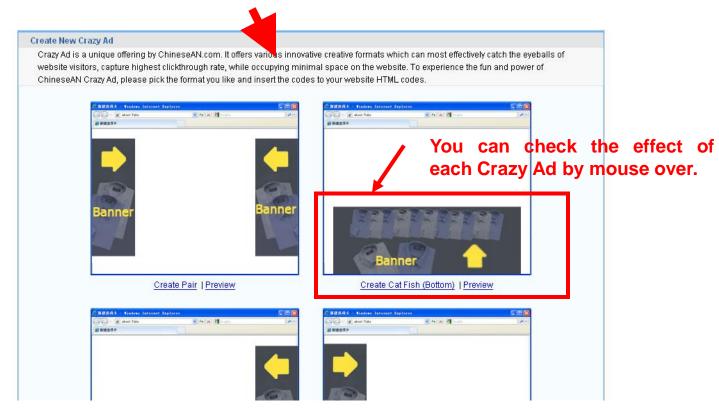


What is Crazy Ad?: A banner which has special effect by mouse over
 Strengths: Creating Amazing Effect by simply putting the code on Website

Click the Crazy Ad icon,

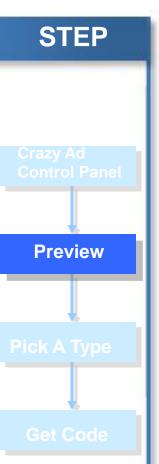


then access to the Crazy Ad control panel.





Crazy Ad- 2. Preview different types of Crazy Ad



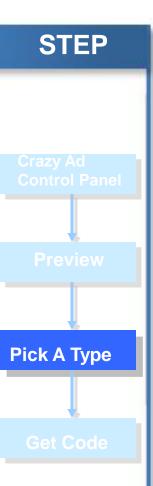
ChineseAN currently offer Pairs, Catfish, Left border and Right border to publishers



You can check out the effect of each particular Crazy Ad by clicking the Preview button



Crazy Ad- 3. Pick and create your favorable Ad



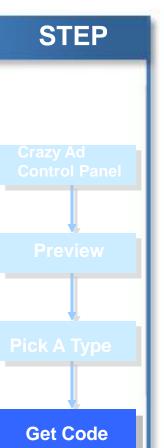




Click the Create XXX



Crazy Ad – 4. Get your code





• After creating your favorable Crazy Ad, please copy and paste the code on your website



4

Normal Creatives



Normal Creatives – 1. Access to Normal Creatives control panel

STEP

Normal Creatives Control Panel

Pick A Typ€

Get Code

What is Normal Banner?: Standard Banner + Text Link Advantage: Easy to use, suitable for starter

• Click the Normal Creatives icon control panel.



, then access to the Normal Banner





Normal Creatives - 2. Choose from different banners

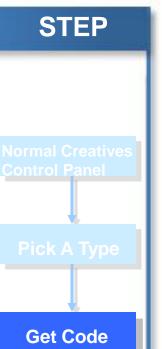


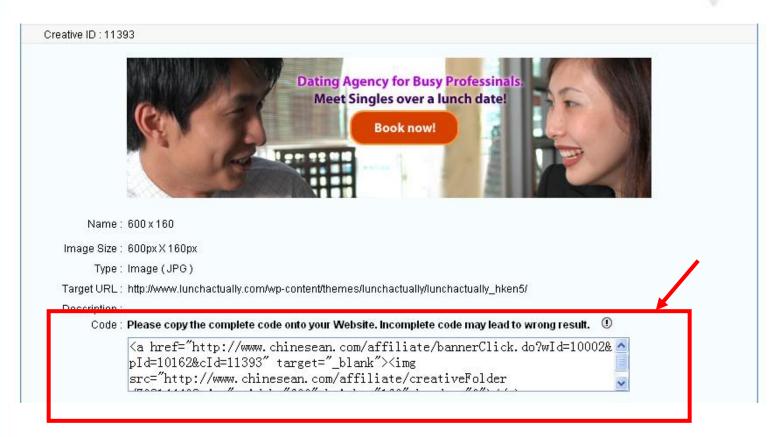


You can check all the information of all Normal Banner in this page.



Normal Creatives - 3. Get code





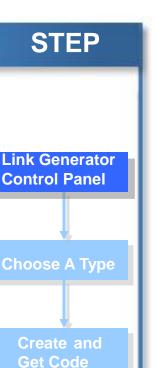


 Once you have picked you favorable Banner, you can simply copy the code and paste on your website.

Link Generator



Link Generator – 1. Access to Link Generator control panel



What is Link Generator: Create Html code according to your own preference Advantages: Flexible, can improve conversion rate

 Click the Link Generator icon, panel.

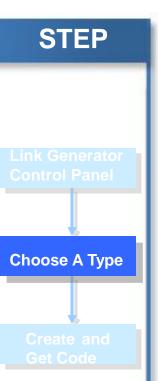


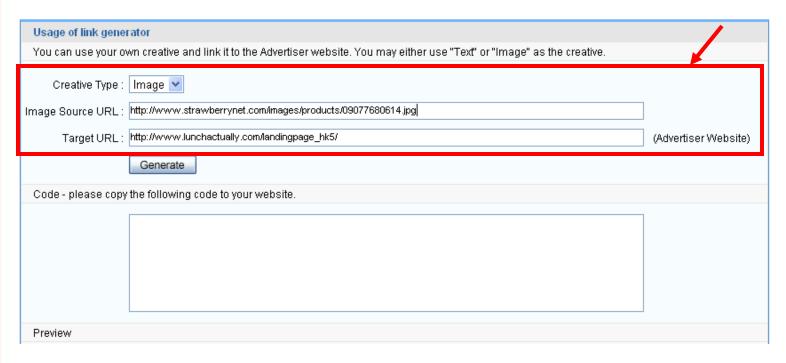
then access to the Link Generator control

Vou can use your own creative and link it to the Advertiser website. You may either use "Text" or "Image" as the creative. Creative Type: Image V			
Creative Type: Image Text Image Target URL: Flash Code - please copy the following code to your website. Code - please copy the following code to your website.	Usage of link gene	erator	
Image Source URL: Image Target URL: Image Flash Generate Code - please copy the following code to your website. (Advertiser Website)	You can use your o	wn creative and link it to the Advertiser website. You may either use "Text" or "Image" as the creative.	
	Image Source URL :	Text Image Flash Tup://www.unchactually.com/landingpage_hk5/	(Advertiser Website)
Preview	Code - please copy	y the following code to your website.	
Preview			
	Preview		



Link Generator – 2. Choose a type, Enter target URL

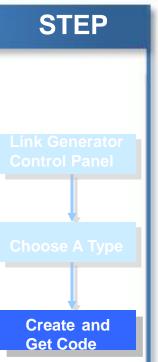


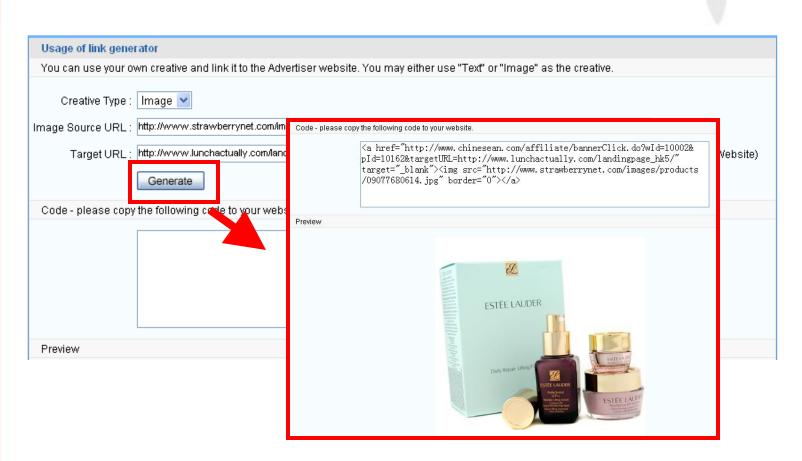


• Firstly, you need to choose 1 among Text, Image, Flash, then you have to fill in you desired Target URL. After that, click "Generate".



Link Generator 3. Generate code to use





• After clicking "Generate, you can see that your code has been created and you can simply copy it and place on your website.



4

Other Resources



Other resources

1. Access to Other Resources control panel

STEP

Other resources Control Panel

Download

What is Other Resources?: Apart from the previous Creatives, Advertiser may provide some other sources to facilitate your promotion, including Product Feed, EDM template, etc

• Click the "Other resources" icon, control panel.

then access to the Other Resources

其他广告素材	
名称: 下载: 介绍:	Rules for publishers 广告投放规則 Rules of Publishers.doc Please download and read the "Rules for Publishers" before starting your promotion. 请各位站长在开始推广前先下载并阅读
	产品数据库 产品数据库_doc 暂时只提供简体中文版本 产品数据库每天会自动更新,敬请留意
名称: 下载: 介绍:	Other Banners 其它广告创作 Other Creatives (其他磨告創作).doc Other Banners will be updated over time 其它广告创作会自动更新, 敬请留意



Other Resources

2. Download your favorable resources





•Choose your favorable resource and direct download by clicking the Text Link.



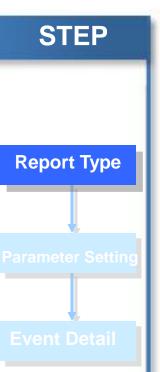
4

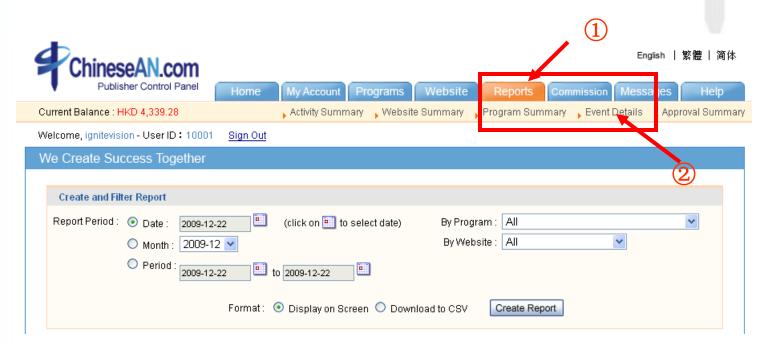
How to make use of reporting?



How to make use of reporting

1. Access to report control panel



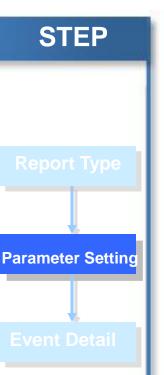


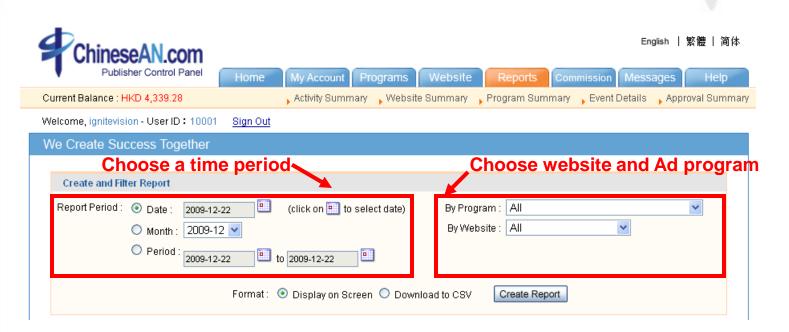
After logged in, click the tab "Report", then click the "event detail"



How to make use of reporting?

-2. Set different parameters to customize your report





• You can set different parameters to customize your own report.



How to make use of reporting?

-3. Check your events detail



Event Details								
Transaction ID	Date (Time)	Website	T-Box Name	Program	Event	Ref. No	Commissio	Status
1101848	2009-09-04 (16:54:55)	Testing by ChineseAN		AIP Survey Malaysia CPA	СРА	100000069	USD 1.5	X Rejected
1102915	2009-09-07 (15:59:22)	Testing by ChineseAN		Facekoo CPS	CPS	03-305739-35	RMB 17.8	X Rejected
1103402	2009-09-08 (15:25:22)	Testing by ChineseAN		be2 Singapore Matchmaking	CPL	30838232_200	HKD 200.0	Pending
1104883	2009-09-11 (18:15:32)	Testing by ChineseAN		ChineseAN Affiliate Referral	СРА	13480	RMB 0.0	Pending
1105036	2009-09-12 (00:03:13)	Testing by ChineseAN		ChineseAN Affiliate Referral	СРА	13483	RMB 0.0	Pending
1105792	2009-09-13 (12:03:14)	Testing by ChineseAN		ChineseAN Affiliate Referral	СРА	13495	RMB 0.0	Pending
1106277	2009-09-14 (12:09:11)	Testing by ChineseAN		AIP Survey Hong Kong CPA-3	СРА	HK100027604	HKD 15.0	X Rejected
1106864	2009-09-15 (16:37:21)	Testing by ChineseAN		be2 Hong Kong Matchmaking CPL	CPL	30838976_200	HKD 450.0	√ Approved
1106865	2009-09-15 (16:37:37)	Testing by ChineseAN		be2 Hong Kong Matchmaking CPL	CPL	30689676_200	HKD 450.0	√ Approved
1106874	2009-09-15 (16:42:46)	Testing by ChineseAN		be2 Taiwan Matchmaking CPL	CPL	30838441_200	HKD 280.0	√ Approved

• You can check your event's status on the right hand side in the table.



4

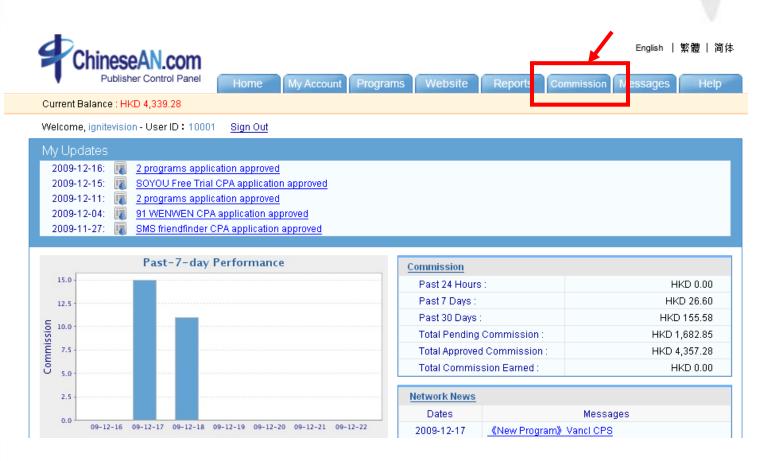
How to apply for Commission?

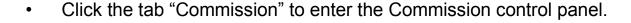


How to apply for commission?

- 1. Access to Commission control panel





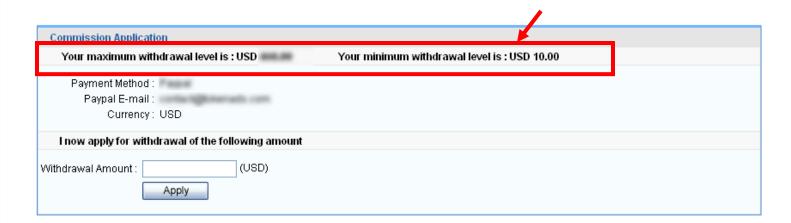




How to apply for commission

-2. Check the approved commission





- You may apply for commission once there is approved commission in your account.
- * The approved commission amount must reach the minimum withdrawal level.



How to apply for commission

- 3. Insert the withdrawal amount and apply





• Fill the amount you would like to withdraw in the space provided, then you can click the "Apply" button below. All application will be processed within 1 week.



4

How to add your own Parameter?



How to add your own Parameter?

In order to facilitate the work of publishers, ChineseAN supports publishers to add their own parameter "mld" in your promotion link in order to distinguish conversions from different sources.

Here is the way to develop your own link:

Assuming that this is the link for you:

http://www.chinesean.com/affiliate/bannerClick.do?wId=10002&pId=10075&cId=11002

You can add a parameter at the back of the link in order to trace the member ID

http://www.chinesean.com/affiliate/bannerClick.do?wId=10002&pId=10075&cId=11002&mId=

" please add your Member ID in this space.

Examples:

http://www.chinesean.com/affiliate/bannerClick.do?wId=11128&pId=10002&cId=10678&mId=[creditUser]

After that, you may check related information by downloading the event detail table in csv format



Contact Us

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