GetResponse

GetResponse Affiliate Guide

All you need to know to start earning COMMI$$IONS

Affiliate Portal Explained

GetResponse

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Affiliate Portal

Login through **here**

Do's and Don'ts

Affiliate marketing is not a "get-rich-quick scheme". It's one of the most popular strategies for building a lasting business. GetResponse encourages long term win-win relationships with our Affiliate Partners. It is very important to operate within established laws, using best practices and ethical principles.

Here are a few quick tips to stay on the right track:

Do's

✓ **Make sure your profile is up to date**, your name, email, and website URL are current and provide full payout details so that we can transfer money to you on time.

✓ **Optimization is the key to a successful Affiliate campaign.** Track your referral results regularly and adjust campaigns accordingly. Verify that your traffic is converting and that free trials are upgrading into paid accounts.

✓ Although we provide plenty of free promo materials, by all means **create your own content and reviews.** Your content can be based on our resources, but don't just copy and paste, add content to add SEOP value and added value for your readers.

✓ **Make sure you always include your Affiliate ID** in referral links. Add your tracking parameter to every URL you link back to GetResponse. Don't just link to our home page, there are other great converting pages with features and resources. Also, have a link to our pricing page to encourage instant sales when possible. If you are planning to subscribe to GetResponse for your own needs, please avoid using your tracking link, as self-referrals are excluded from commissions.

✓ **Keep in mind that GetResponse MAX accounts are excluded from referrals under Affiliate Programs** referred via an affiliate tracking link. If you have a prospect that needs this type of account contact the affiliate
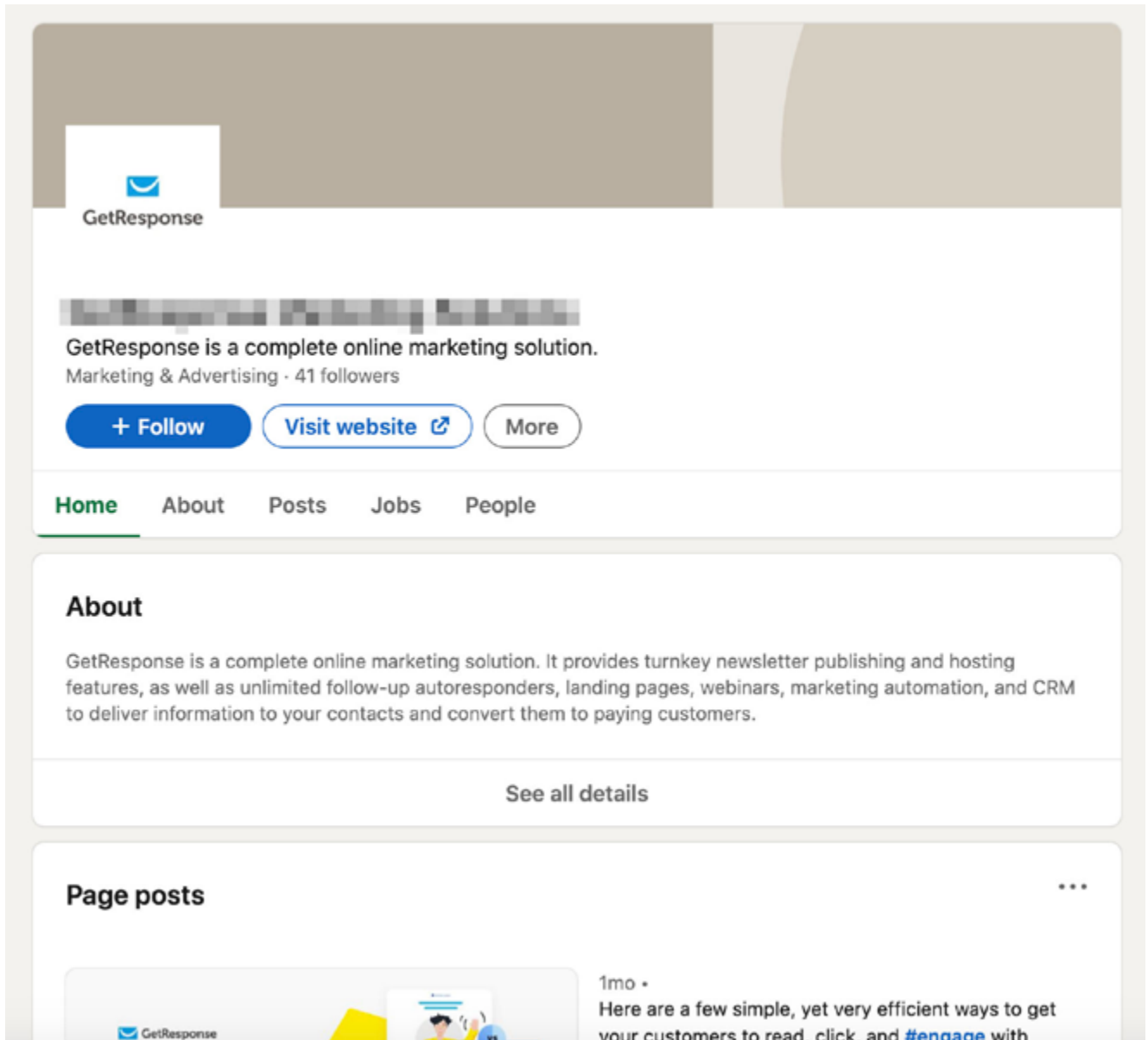
team or our sales team directly with the lead – when they close the sale you'll get paid.

Don'ts

x **Avoid PPC violations.** Bidding on GetResponse branded keywords is directly forbidden. If you use paid search or paid ads on any platform, you cannot use GetReponse branded keyworks or link the ads directly to GetResponse. Violations like this will get your Affiliate account suspended. Bidding on the GetResponse Brand or Direct linking drives costs up for everyone. Use ads with industry keywords like "conversion funnels" or "best email marketing". You can bid on those terms but only to direct traffic to your landing page, which can then promote and link to GetResponse.

x **Avoid SPAM** and stay away from purchased lists. Stick to good email marketing and list building practices. Multiple parties sending solicitation to the same people for the same products just annoys potential customers and is never effective.

x **Avoid setting up accounts that impersonate GetResponse or closely resemble our branding.** This can be misleading for customers, and you can gain more stating clearly who you are and why you recommend GetResponse. Violations of this nature will also get your Affiliate account suspended.

Below is an example of brand violation – an affiliate, intentionally or not, created an account on LinkedIn "borrowing" our GetResponse branding. It's a disservice to everyone: misleading to potential customers, hurting our brand if there's low quality content and nonfamiliar observers take it as official account and, last but not least, has little effectiveness for the affiliate theirself.

The best results one can get is by positioning themselves clearly so the audience knows why and how information on a certain channel can be useful for them. Affiliates should add their own voice to the narrative instead of making it look like they are a GetResponse official account.

GetResponse

GetResponse is a complete online marketing solution.

Marketing & Advertising · 41 followers

+ Follow **Visit website** ⎘ **More**

Home   About   Posts   Jobs   People

About

GetResponse is a complete online marketing solution. It provides turnkey newsletter publishing and hosting features, as well as unlimited follow-up autoresponders, landing pages, webinars, marketing automation, and CRM to deliver information to your contacts and convert them to paying customers.

See all details

Page posts   · · ·

1mo ·

Here are a few simple, yet very efficient ways to get your customers to read, click, and #engage with

GetResponse
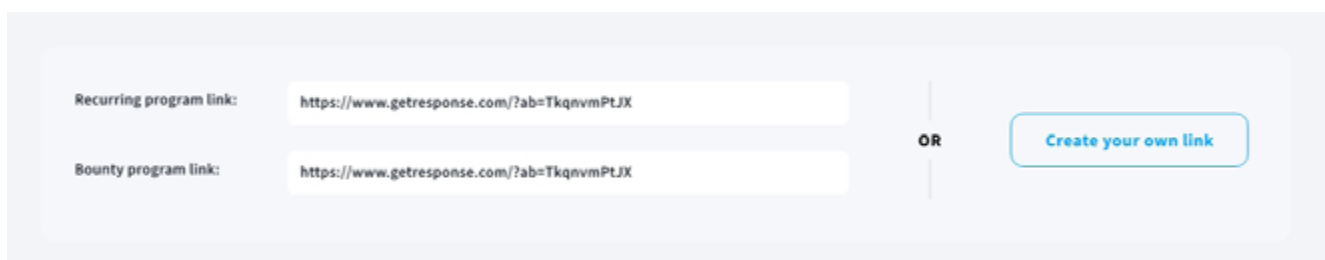
Your Affiliate Tracking Link

How do we recognize your prospects? They arrive at our conversion-optimized website from a link that contains your Affiliate ID. Affiliate cookie is saved in visitor browser for the whole domain so if someone clicks your link but then visits other pages within GetResponse domain it will also be attributed as your referral and you will get paid.

Your basic affiliate link sends prospects to the GetResponse home page but there are more options for you out there. Your Affiliate ID can be added to any URL from the getresponse.com domain. By forming deep linking you can send users to a specific part of our service that may be more relevant for the prospect, depending on individual situations.

You can create deep linking by adding **?a=youraffiliateID** (if you are in the Recurring Program) or **?ab=youraffiliateID** (if you are in Bounty Program) to the end of any URL within the getresponse.com domain.
Example: **https://getresponse.com/pricing?a=youraffiliateID**

You can also use the **Deep Link Generator** on the main dashboard to create your personalized link to any page on the GetResponse domain.

Recurring program link: https://www.getresponse.com/?ab=TkqnvmPtJX

Bounty program link: https://www.getresponse.com/?ab=TkqnvmPtJX

OR   Create your own link

Dynamic Text Ads

Look at the list of available ads and place their .js and HTML code on your website.
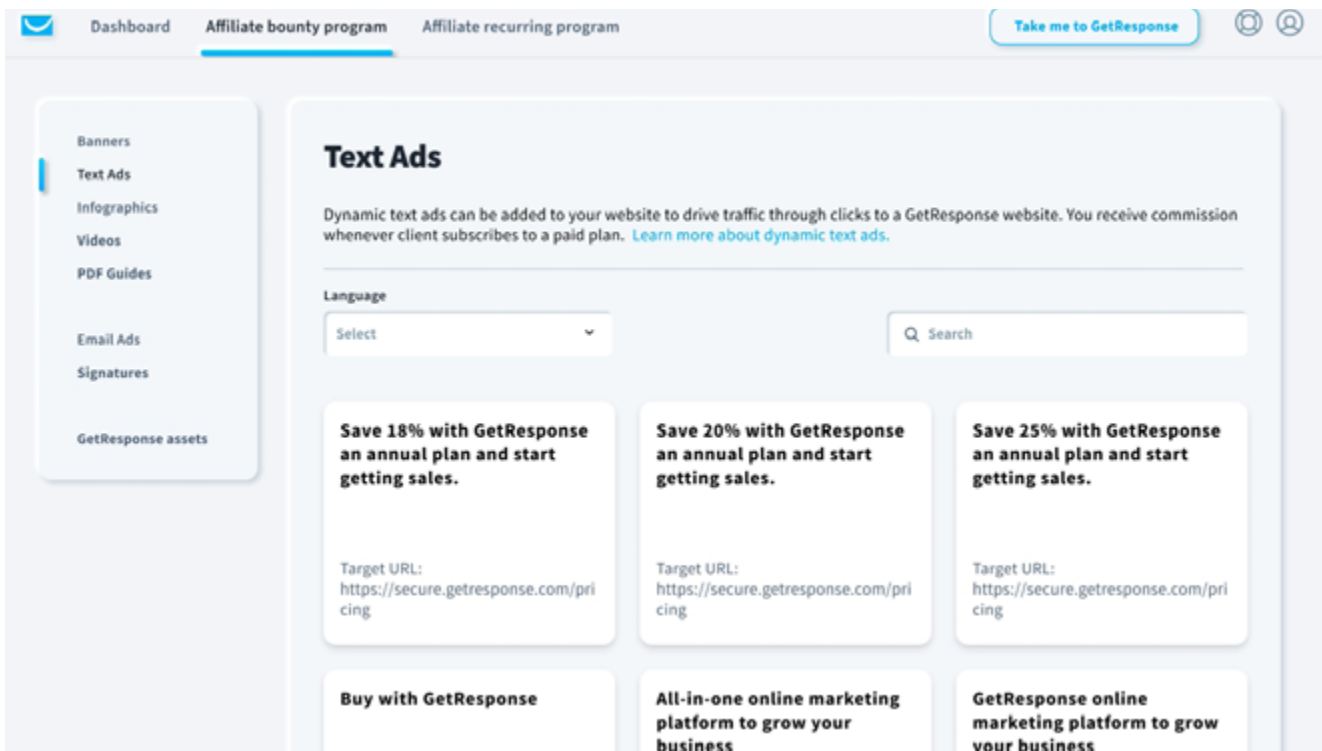
They're called dynamic because the content can be dynamically replaced without you changing anything. This guarantees that the ad is up to date and relevant even when the page has moved, or the promotion has expired. This is also a great library of content and links for you to choose from, in addition to the standard home page link.

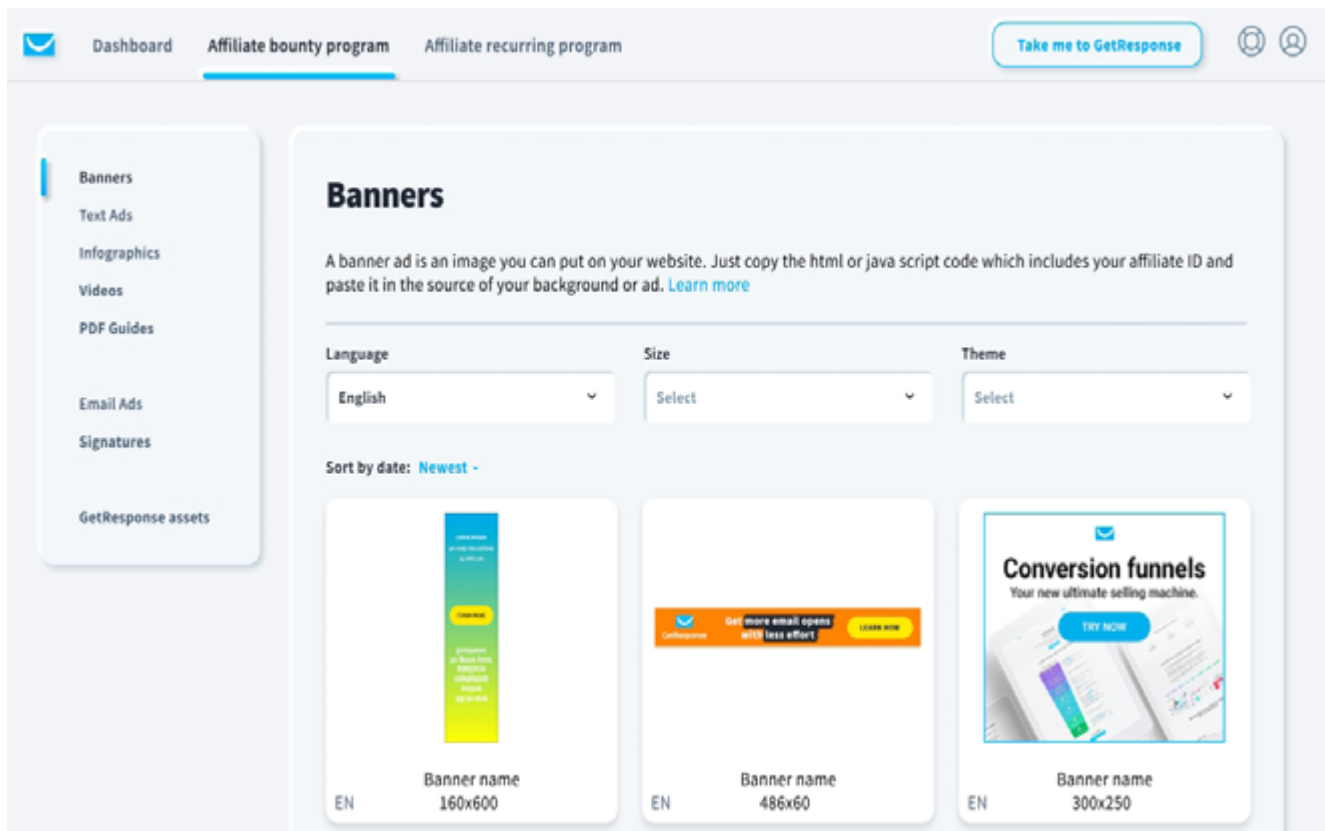Here are some **examples**, but explore your affiliate portal for more choices:

- 30 days FREE access to All-in-one online marketing platform
- Sell knowledge online with this Step-by-Step-Guide
- Best online marketing bundle for 2022
- GetResponse: Most affordable all-in-one marketing platform

Dynamic Banners

Banner Ads are a tried and tested tool for referring sales, if used correctly. The effect known as banner blindness may be a result of poor banner strategy, but attractive looking banners implemented on the right page will get the reader's attention.

Banner Ads should highlight your content or provide a unique offer. Make sure you don't overload your page with banners, use them strategically.

As with text ads, you have wide choice of banners in different sizes. They are Dynamic, so you don't have to worry about changing them out after a promo campaign has ended. We replace them automatically and update them with new versions to ensure your banners match our landing page branding.

Video Content

Video plays big role in this day and age, so it's worth experimenting with this type of content. You can choose from videos available in our portal and use the predefined code to embed them easily on your site.

The best practices, however, show that unique video content works best, especially on YouTube which detects duplicated content. Uploading our videos to your channel and adding your affiliate link in the description won't do the trick. A good answer to that would be mixing our videos with your own material.

This way you can make a unique GetResponse review using large portion of our content and add your personal opinion as an intro to the video or use your voice over the video. Just be creative and keep in mind the added information value for the user.
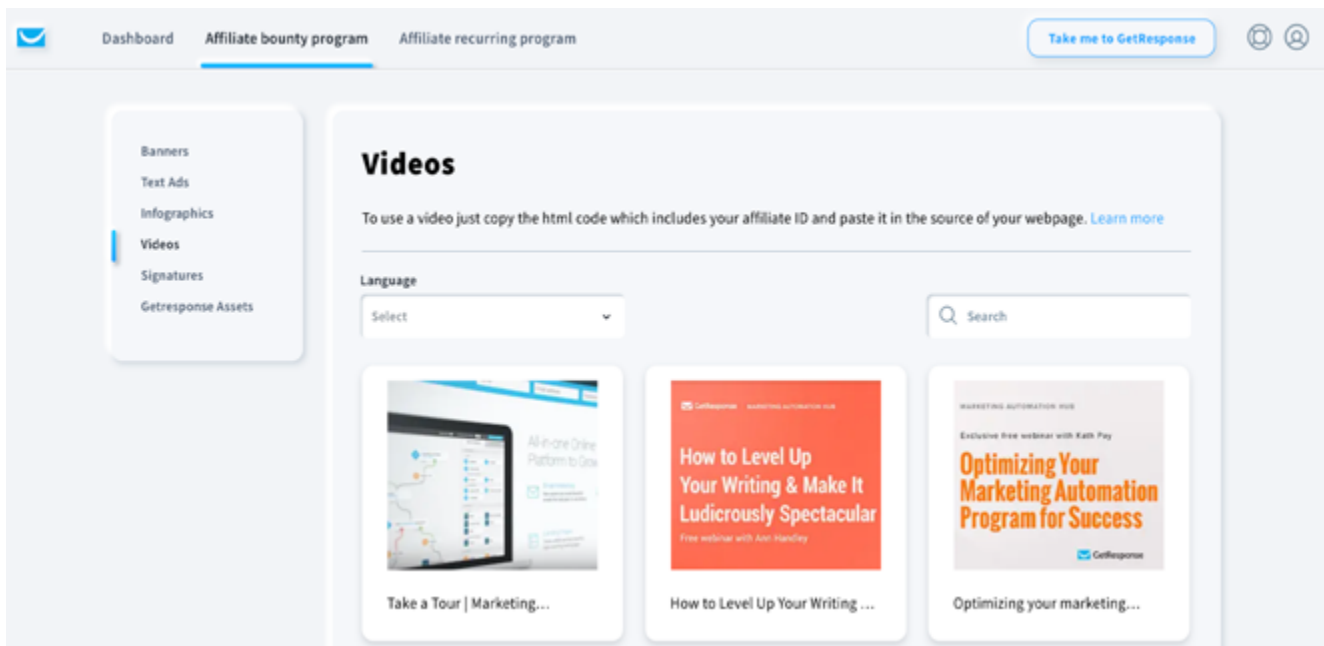
Reporting Explained

The Affiliate Portal includes reporting statics for Sales activity and Ad Performance. Monitor your results regularly and optimize based on performance for best results.

A single sale can mean hundreds of dollars over the lifetime of the user account, so we've made it easy to track every sale. How do we recognize your prospects? They arrive at our conversion-optimized website from a link that contains your Affiliate URL. So, make sure all of your links have your affiliate tracking parameter.
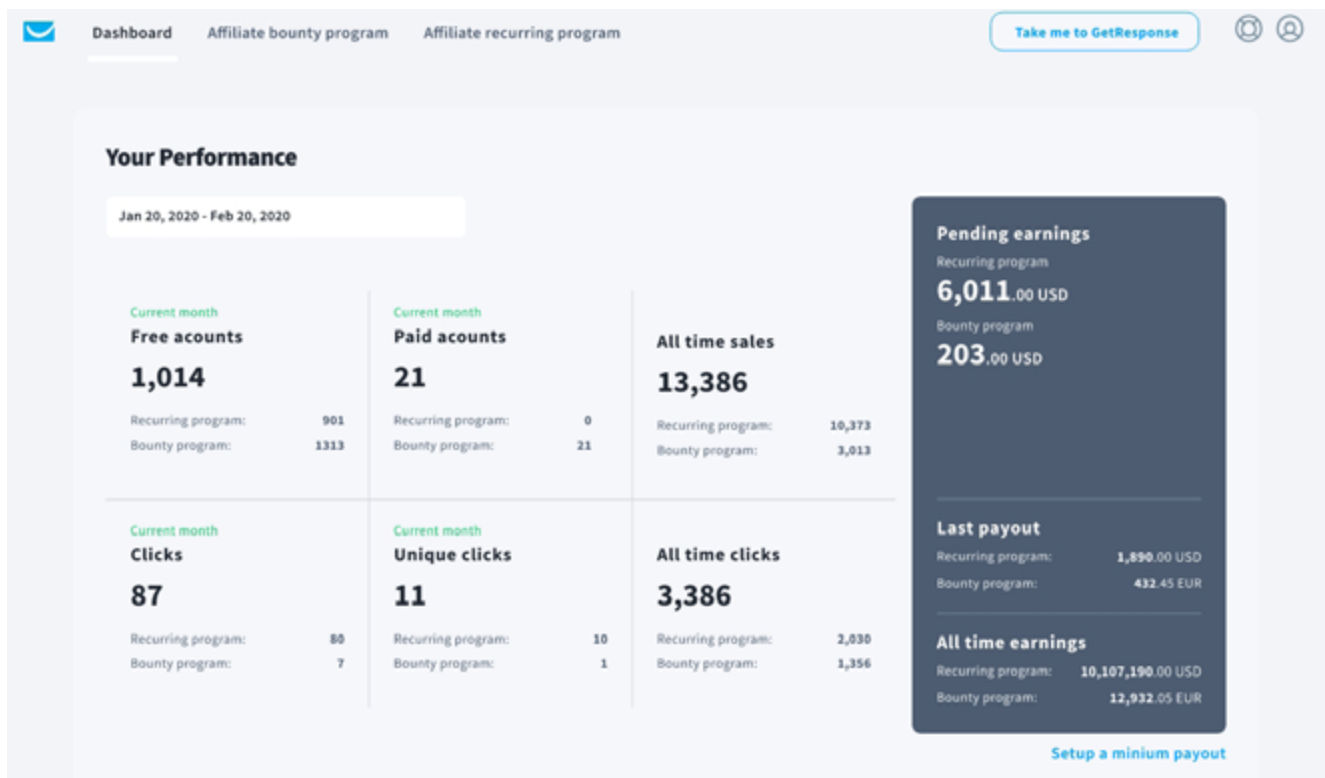
Referred accounts

This key affiliate metric is one that you should follow regularly. Affiliate marketing is no different to any other business in a sense that it cannot live off existing customers only.

Even when you have loyal customers their lifetime value is limited, so you should implement strategies that attract new referrals on a regular basis. That way even churned accounts won't do any harm to your earnings because there are new accounts to compensate it.
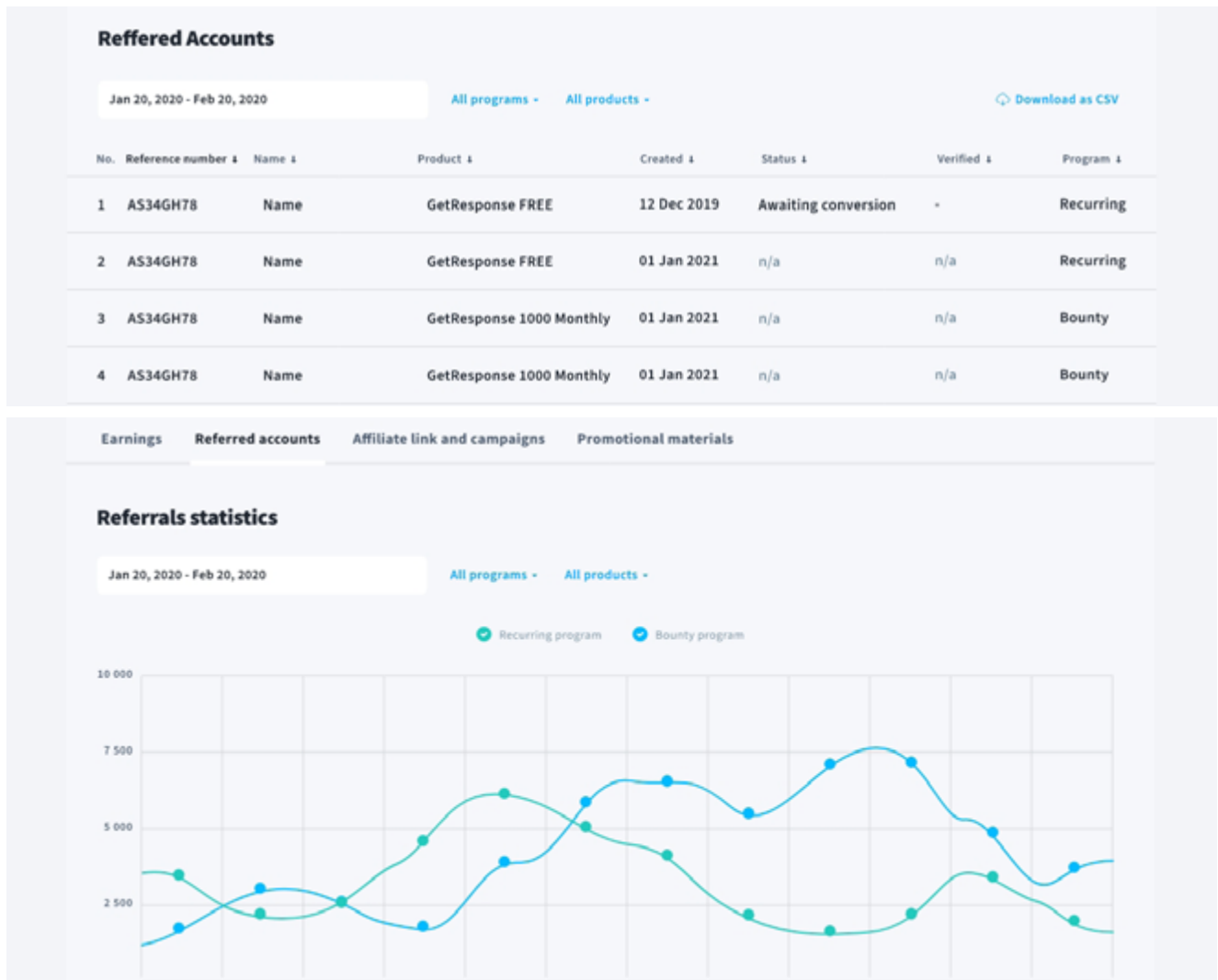
If you have closely monitored list of subscribers to whom you recommend GetResponse there is a way to check if they already purchased one of the paid or free GetResponse plans you referred to them.

The **"account reference number"** that you can see in the first column can also be found in customer's account details so you may ask your subscribers to provide you with that number and cross check if they are on your referrals list.

Affiliate Link Campaigns

This part of your affiliate statistics shows information that will enable you to identify which links are converting best and which links need to be replaced.

You will want to monitor not just free trials and sales because these metrics are the derivative of another important metric that gets sometimes overlooked by affiliates.

Thanks to the visual graph you can catch such things faster and see, like on this example below, that some links on your site may be broken or you lost part of your traffic because hits stopped getting recorded and the line is flat.

The fastest route to high commissions is to identify which campaigns are driving sales, so you can focus your attention and resources to maximize your commission. Once you have a winning formula, it's time to invest in bringing in more traffic.
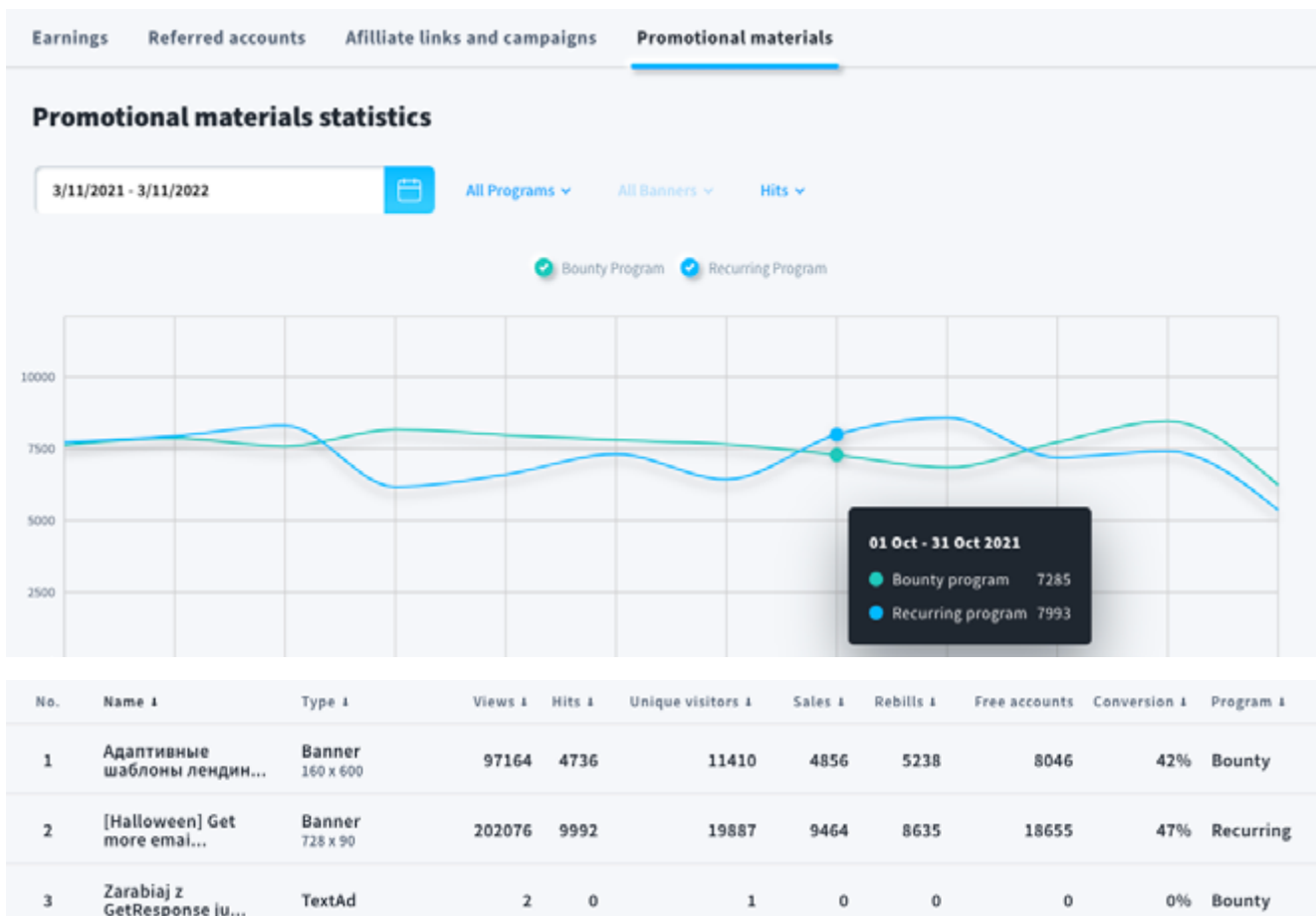
This part of your affiliate statistics shows information that will enable you to identify which links are converting best and which links need to be replaced.

![GetResponse]
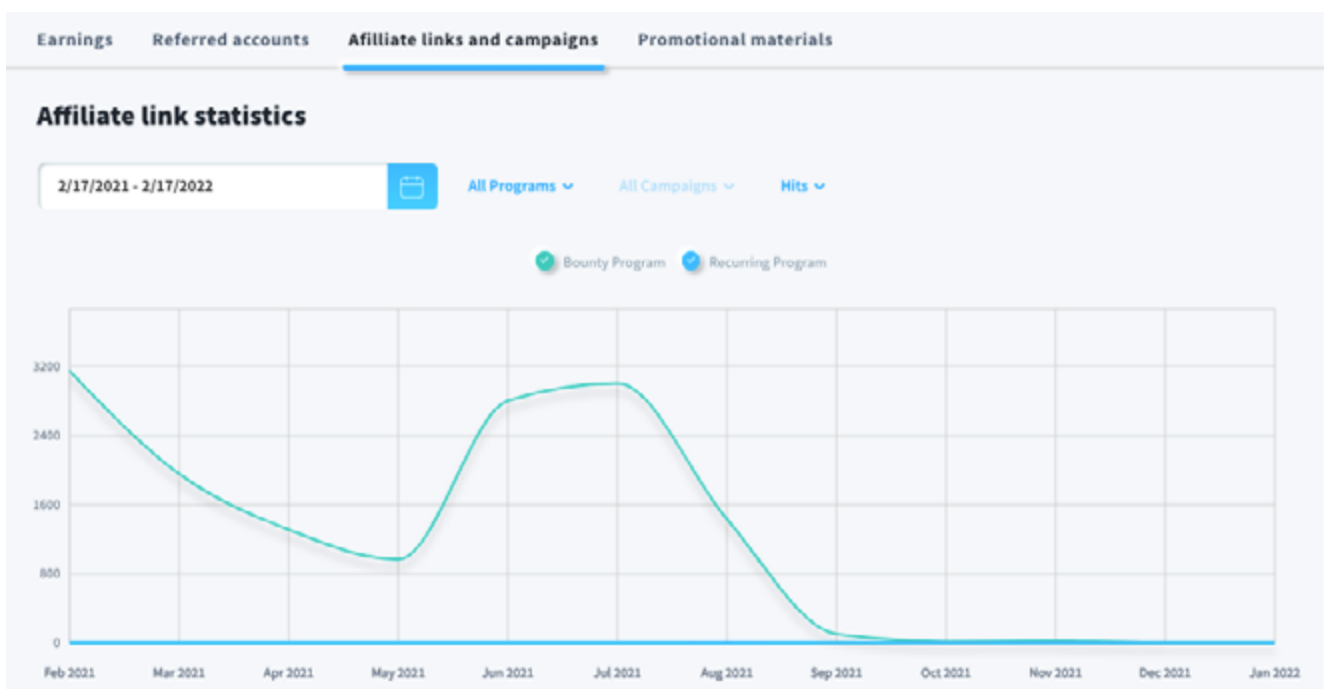
Promotional Materials

Similar to standard affiliate links, when you use banners or text ads you can check their performance stats in the "Promotional materials" section of statistics page.

Placing a banner or text ad on your page is a low hanging fruit that doesn't require a huge time investment from you, but can always result in conversions when the ad is there.

| No.	Name ⬍	Type ⬍	Views ⬍	Hits ⬍	Unique visitors ⬍	Sales ⬍	Rebills ⬍	Free accounts	Conversion ⬍	Program ⬍
1	Адаптивные шаблоны лендин...	Banner 160 x 600	97164	4736	11410	4856	5238	8046	42%	Bounty
2	[Halloween] Get more emai...	Banner 728 x 90	202076	9992	19887	9464	8635	18655	47%	Recurring
3	Zarabiaj z GetResponse ju...	TextAd	2	0	1	0	0	0	0%	Bounty

Earnings & Payouts

You can see your payout summary on the performance module of the dashboard. Below the dashboard is a detailed list of referrals that contributed to your monthly commission.

Pending earnings is what has been accumulated on your account since the last payout you received. These sales are due for payment after commissions are locked at the end of the Billing Period which ends two weeks from the end of the Earning Period.
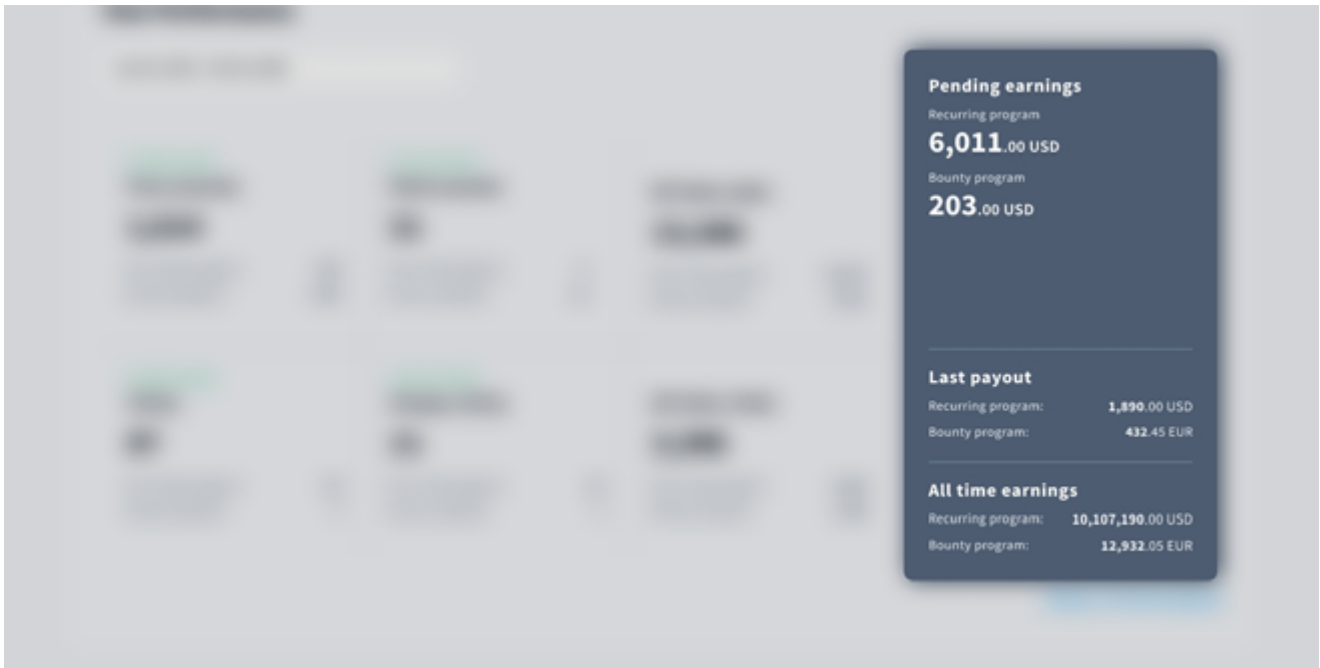
It's been designed to give you a complete picture of your earnings to see how your commissions grow.
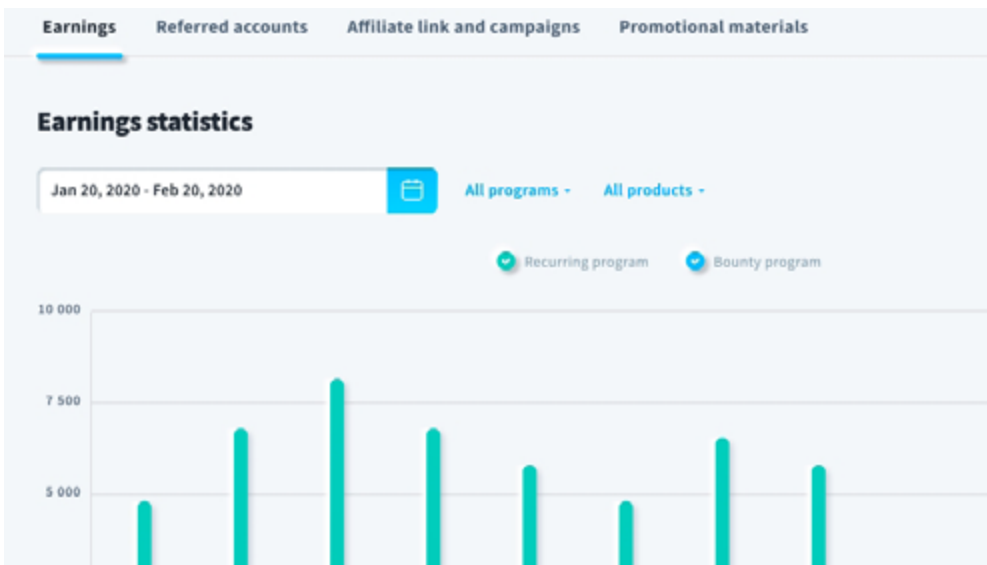
The minimum payout threshold is $50 so you if your commssion value is less than that it will be kept on your account until you reach the above mentioned minimum.

Jan 20, 2020 - Feb 20, 2020	📅	All programs ▾	USD ▾			☁ Download as CSV
No.	**Payout date ↓**		**Amount paid ↓**	**Currency ↓**	**Pyment method ↓**	
1	12 Dec 2019		1 890.00	USD	PayPal	
2	12 Dec 2019		432.00	EUR	PayPal	
3	12 Dec 2019		5 008.00	USD	PayPal	

Hey, these are not some inflated numbers but real earnings of our affiliates. Obviously that's an example of a prosperous account, but this person is not a super human and it's all within a reach if you invest your time in it like in any business the brings results.

Integrate your affiliate account with the GetResponse app

Don't miss out on the benefits of integration and access to the complete GetResponse marketing ecosystem.

Create a website, build your audience, automate your communication workflow, create conversion funnels, and earn commissions by referring GetResponse to your audience. Get it all in one amazing platform, with only a single login!

To get started go to My Account / Linked Account
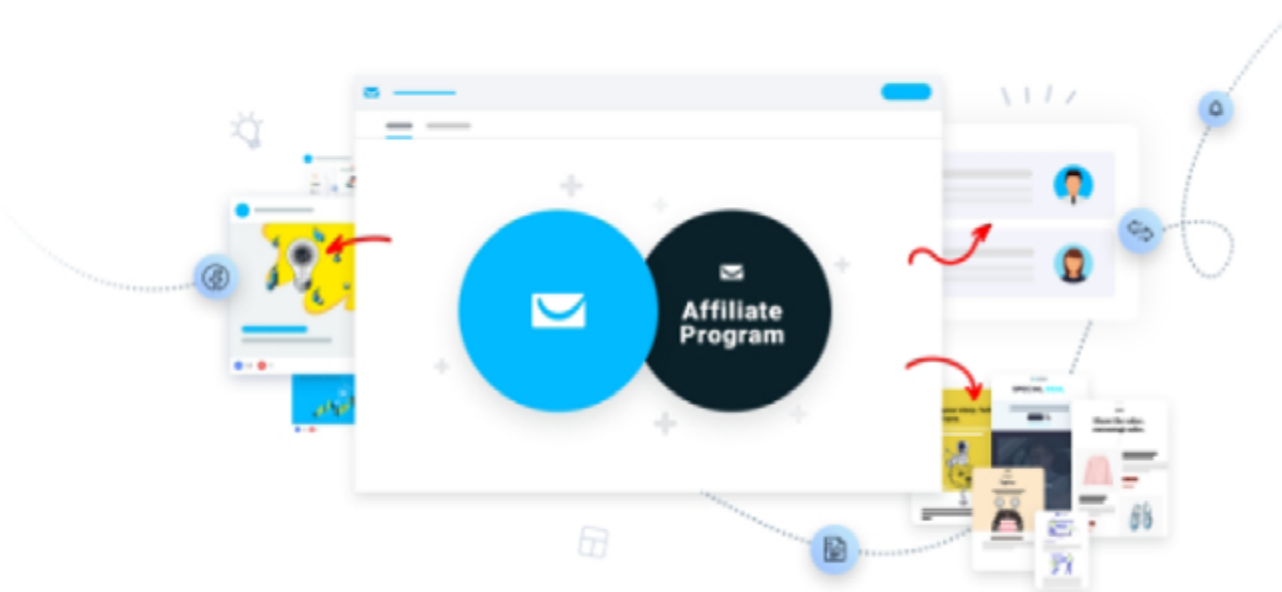
Affiliate Guides

In addition to this guide we offer you other useful guides that will help you optimize your affiliate offers and promote effectively to your audience.

You can find those other guides on the main dashboard.
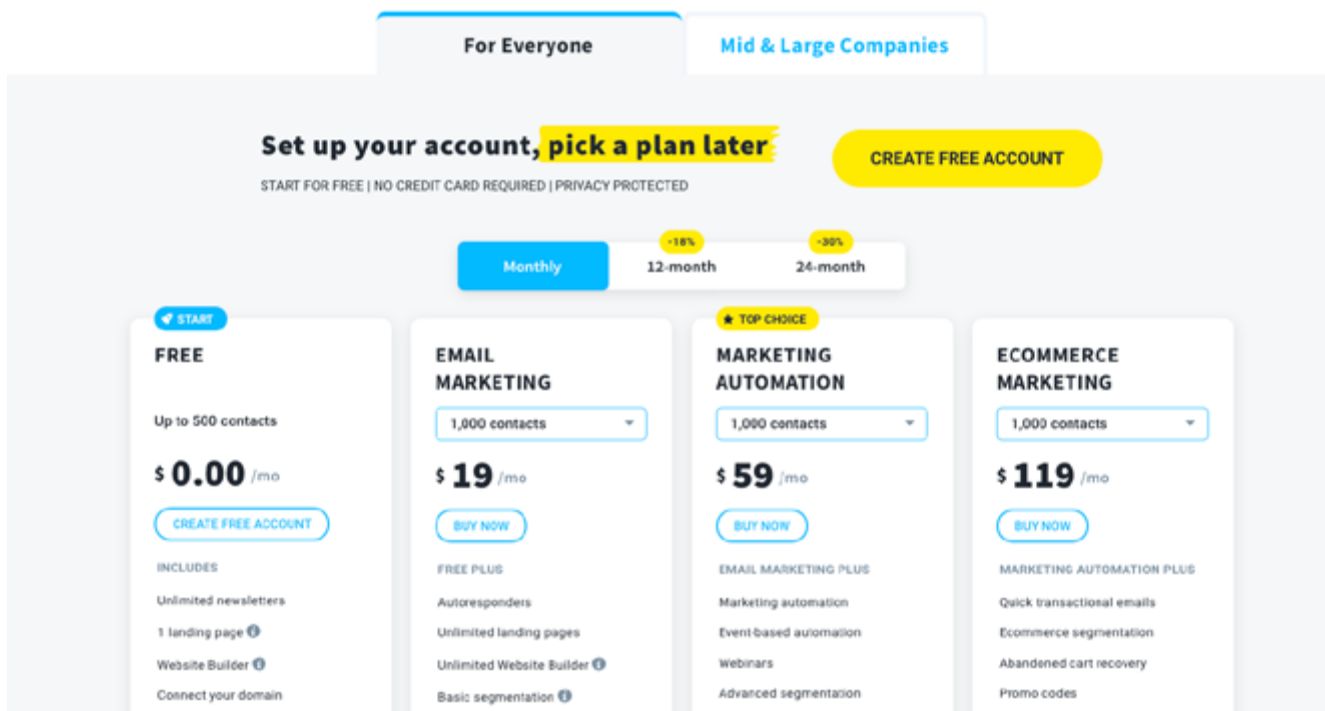
Product and Pricing Plans

Invest some time to discover all the features available in the GetResponse APP to be familiar with the product you recommend. Part of success is to know your product well to address different needs and match it with the right plan including the set of features the user needs.

Stay on top of the product updates and useful affiliate resources we deliver via Affiliate Monthly Newsletter and if you are subscribed to GetResponse plenty of new product solutions are notified on a weekly basis.

Each plan gives you 33% of invoiced net value and not just once but every month that customer pays the subscription or $100 for each new paid customer.

Let us know if there is anything else that you want covered.
Write us at gr-affiliates@cs.getresponse.com with "Affiliate Guide" as a subject.

GetResponse

✉

Questions?

gr-affiliates@cs.getresponse.com

getresponse.com/affiliate-programs