

# Covenant Eyes Affiliate

## Getting Started Guide

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# Letter to the Affiliate

Dear Affiliate,

Welcome to the Covenant Eyes Affiliate Program — we're excited to have you as a part of our team! With your help, we can educate more individuals and families to stay safe on the Internet. You're helping us change culture!

Let us help you be successful as an affiliate. In this Getting Started Guide, you'll find tools and tips to make the most of your affiliate efforts. We encourage you to save this document as a reference as you begin promoting Covenant Eyes.


Along the way, if you have any questions or concerns, contact us anytime. We look forward to working with you.

Best regards,

The Affiliate Coordinator Team



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# The Affiliate Dashboard

## Impact Radius Homepage: Getting Started

Have you created your Impact Radius account? No? Click [here](#) to get started

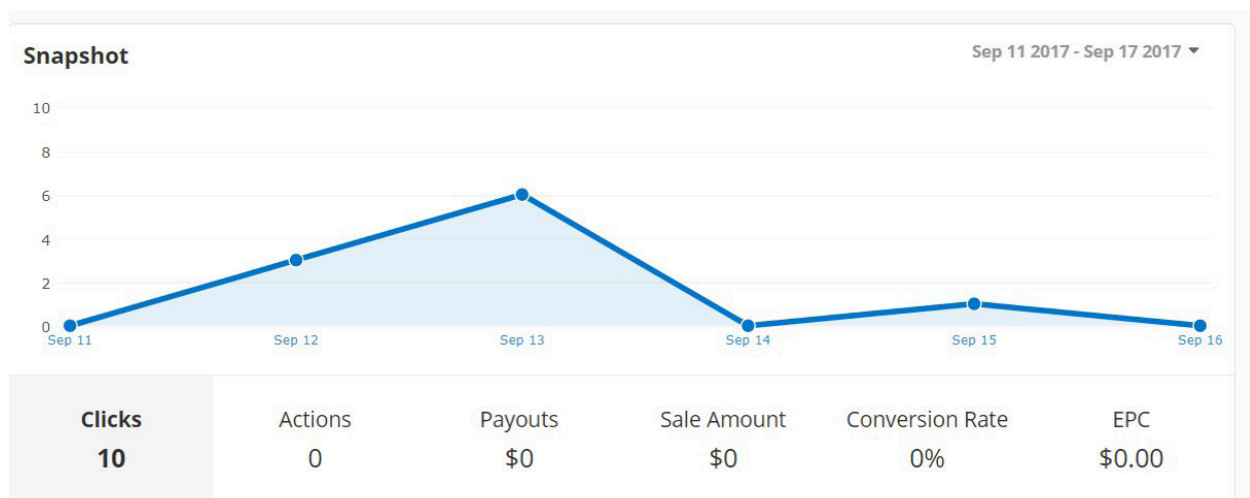
Understanding the affiliate tools and resources available to you is foundational to your success. Your first step is to familiarize yourself with several key areas of the affiliate dashboard.

### Payment Information

Let's start by updating your banking information so we can pay you. Check your profile To Do List (it's in the upper right corner of the dashboard home page). Click the link to add your banking preferences.

Watch [this video](#) for step by step walk through.

### Snapshot



Example 1.1: Snapshot

This is a high-level overview of your performance trends showing the number of clicks, actions, payouts, sale amount conversion rate, and EPC.

Just click on any of the view options to see that particular data's performance trend. The view in the screenshot is Clicks, as defined by the bold lettering and the light blue background.

## Tracking Link

The Tracking Link, found in the Create a Link widget each time you log in, is your personal affiliate link to use on your website or to hyperlink text in emails, newsletters, and social media. When you click on this link, it takes you to the Covenant Eyes home page.

This link does two important things when clicked:


1. It automatically inserts your affiliate information into the sign-up process, giving you credit for the sale.
2. It reports traffic stats so you can see how your web banners and promotions are performing.

## Create a Link


Creating a custom link allows you to link directly to any of our resources (such as ebooks and articles) with your affiliate code included in your link.

Anytime you link to any of our resources, it's crucial to include your affiliate link, so that if someone decides to sign up later, your link will follow them into sign-up.

The Create a Link tool can be found on your Dashboard in two locations: the Create a Link widget and the link icon in the left-hand menu.

CREATE A LINK 


Promote any brand with a simple link




Covenant Eyes, Inc. 

Enter a Landing Page (optional)

Create [Advanced](#)

Use this link to promote Covenant Eyes, Inc.

https://  

Share   

[View All](#)

Example 1.2: Creating Custom Links

Simply copy the URL (web address) of any Covenant Eyes page to which you want to link, and paste it into the “Enter Landing Page” box. Hit the **Create** button and It will generate a URL that includes your affiliate tracking code in the box below.

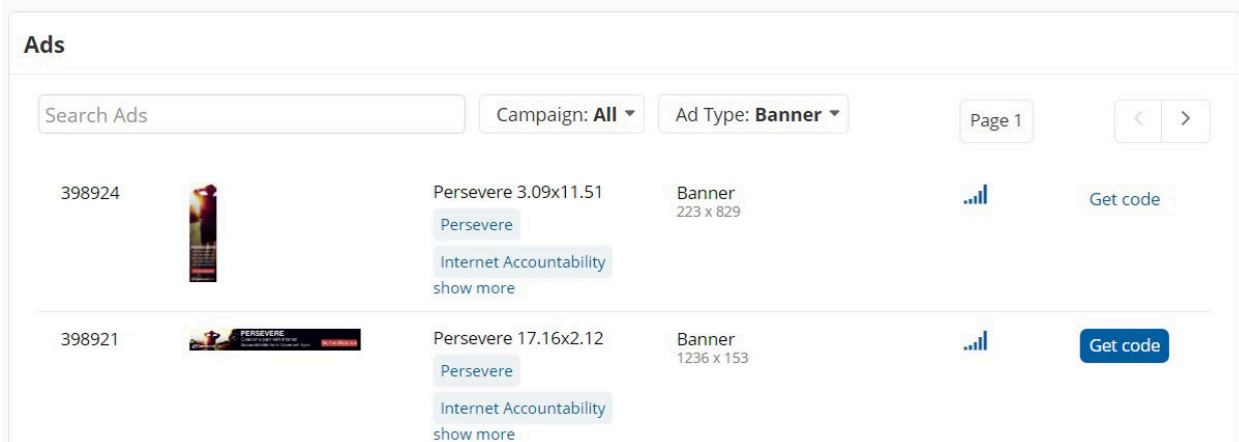
**NOTE:** Be sure to select http or https from the http(s):// dropdown before copying/pasting the link. Watch [this video](#) for more details.

## Resources to get you started:



Next, it’s time to start promoting. Check out our web banners for your use in promoting Covenant Eyes found in two locations. The first is on the Dashboard homepage and the second is in the Ads tab. There’s a host of images from which to choose. Best of all, they’re already personally coded with your affiliate link.

All you have to do is copy/paste the source code into your website and when someone clicks on this banner, your affiliate code will automatically insert into the sign-up process.

You’ll find additional Covenant Eyes promotional materials, such as videos, flyers, PowerPoint presentations, and other educational offerings, on our [Covenant Eyes Affiliate resource page](#).



The screenshot shows a web interface titled "Ads" with a search bar and filters. Two banner ads are listed:

ID	Image	Title	Dimensions	Type	Dimensions	Actions
398924		Persevere Persevere Internet Accountability show more	3.09x11.51	Banner	223 x 829	Get code
398921		Persevere Persevere Internet Accountability show more	17.16x2.12	Banner	1236 x 153	Get code

Example 1.3: Sample Banner

# Tips & Tools for Success

As you start promoting Covenant Eyes and earn sign-ups with your affiliate link, you'll definitely be checking your dashboard to watch the commissions roll in.

## **Snapshot:**

Let's take a look at the Snapshot on your Dashboard homepage again and break down what each field means. [This video](#) will provide more details.

**Clicks:** A click is a result of a visitor clicking on a link or ad.

**Actions:** An event that is tracked. Examples of actions include clicks, sales, leads, calls, page visits, downloads, dataposts, mobile app installs, and in-app events.

**Payouts:** The accumulating commission earned for conversions as stipulated in the Insertion Order.

**Sale Amount:** The accumulating value of account purchases based on type and value of the account.

**Conversion Rate:** Percentage of clicks converted to customers.

**EPC:** Average earnings per one hundred clicks.

## **Impact Radius Help Center and User Interface Tour**

You can find lots of training modules to help you use Impact Radius to its fullest potential by clicking on the question mark next to the search box at the top of the Dashboard homepage. Watch [this video](#) for more details.

# **Affiliate Education & Promotion**

## **Be organized**

Create a file to store important affiliate information and communications. This will help when you need to refer back to important information.

## **Be engaged**

Keep up on the latest affiliate offerings and developments to our services. Read the affiliate newsletter and other important communications we send.

## **Be informative**

Help your audience understand the “how” and the “why” behind using Covenant Eyes. Simply putting a banner on your site does not do this.

## **Use the tools**

We’ve created a host of resources to help you promote Covenant Eyes. Affiliates that utilize our ebooks, blog posts, banners, and presentations are much more successful than those that don’t.

## **Use events to your advantage**

Holidays, life events, summer vacation, and other occasions are a great way to promote Covenant Eyes. Get creative and use these events to springboard your efforts.

# Affiliate Resources

These resources will help guide your affiliate efforts. Our most successful affiliates do these things, so we created these easy guides so you can too.

- [Affiliate Resource Landing Page](#)
- [Promoting Covenant Eyes](#)
- [Creating a Landing Page](#)

## Promotional Tools:

- **Affiliate Flyers:** Order Covenant Eyes flyers to distribute.
- **Ebooks:** These are great educational resources to share. You may link to these ebooks with your affiliate code so you receive credit if the individual signs up for Covenant Eyes.
- **Covenant Eyes Blog:** Use these articles to help educate your audience. You may link to Covenant Eyes blog posts with your affiliate code so you receive credit for subsequent sign-ups.