

Welcome to our Publisher Affiliate Marketing Quiz!

Host: Sally Anne Dishong, Senior Education Strategist, San Francisco



If you have participated in a recent publisher webinar, you may have seen this quiz before the session started. By popular demand, we're including it in the Help Center so you can have some fun learning about Rakuten Marketing and some basic affiliate marketing concepts. Enjoy!

Please contact our Campus education and training team at ls-edu@linkshare.com if you have any questions or suggestions or need more information.

RAKUTEN LINKSHARE TODAY

We are Part of Rakuten Marketing Online Marketing Services

Simplifying online marketing in....

- **Affiliate Marketing**
- Retargeting & Display
- Search Marketing
- Customer Acquisition
- Product & Coupon Feeds

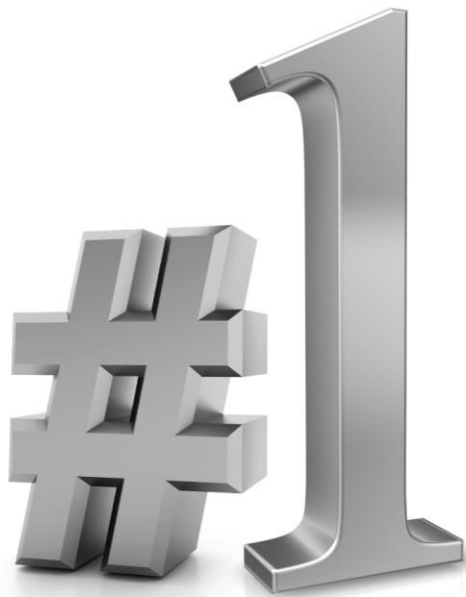


Rakuten Marketing Services



LEADING THE INDUSTRY

Leading the Industry Affiliate Marketing Solutions



The First Affiliate Network

- Leading The Industry For 16+ Years
- A Division Of Rakuten – One Of The Top Ten Internet Services Companies In The World

Rakuten Innovation


Forbes
















The World's Most
Innovative Companies

Rankings based on how well companies leverage people, process and philosophies.

Rakuten Founder and CEO, Hiroshi Mikitani, is building upon a strategy to become the largest Internet services company in the world.

SOME OF OUR INNOVATIVE CLIENTS WHO ALSO MADE THE RANKING

21		23	ESTÉE LAUDER	26	
34	L'ORÉAL	71	LVMH MOËT HENNESSY, LOUIS VUITTON		

Rank	Company
1	 Salesforce.com
2	 Alexion Pharmaceut
3	 Amazon.com
4	 Red Hat
5	 Baidu
6	 Intuitive Surg
7	 Rakuten Rakuten
8	 Edwards Life
9	 Larsen & Tou
10	 ARM Holdings
11	 Tencent 腾讯 Tencent Holding
12	 Hindustan Unil
13	 FMC Technolog
14	 Cerner
15	 Pernod Ricard



Innovation: Mobile



- Every new advertiser is tested before launch
- 75% of our advertisers are tracking transactions on at least one mobile device (phones, not tablets)

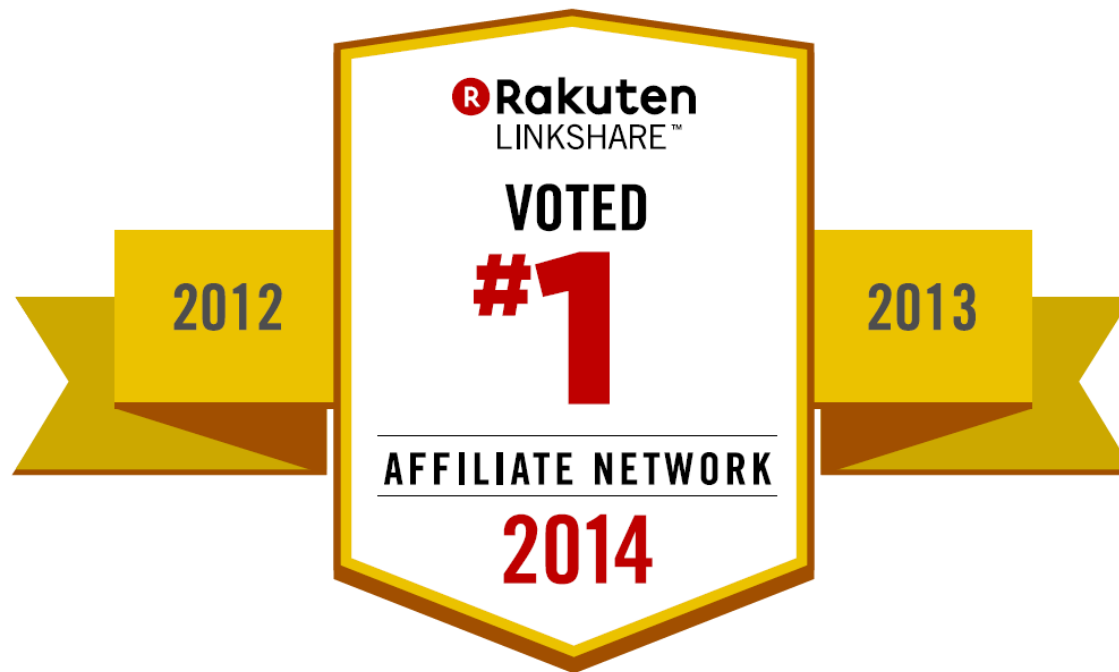
Global Affiliate Marketing



Driving Results Around the World

Thank you!

For Making Us #1 Three Years in a Row



Source: A recent mThink magazine survey of about 20,000 advertisers, publishers and agencies



PUBLISHER HELP CENTER

HOME

GLOSSARY

SUPPORT



Search

Welcome to the new Publisher Help Center! This site is in beta testing and still under construction. Use the [Feedback](#) tab at left to ask questions about the site and provide comments. Continue to use the existing [Publisher Help Center](#) for the most complete content.



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Learning Center Tutorials

Manage Your Account

Join Advertiser Programs

Send & Receive Messages

Get Paid Commissions

Affiliate Marketing Quiz

1. Who are the key players in a typical affiliate marketing transaction?
 - a. Advertiser
 - b. Consumer
 - c. Internet Advertising Bureau
 - d. Performance Marketing Association
 - e. Affiliate Network
 - f. Publisher
 - g. All of the above
 - h. a, b, e, and f

Affiliate Marketing Quiz

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Key players are advertiser, consumer, affiliate network and publisher.

* Watch this introductory video for more about how affiliate marketing works: <http://www.linkshare.com/campus/>

Affiliate Marketing Quiz

- 2. How would you distinguish between an advertiser and a publisher in the Rakuten LinkShare Network?**
- a. The advertiser is an agency that creates campaigns for its clients; a publisher is the newspaper or magazine the agency buys ad space from.
 - b. The advertiser is the organization running a website that places links on its site to promote a publisher's products; a publisher is the organization selling products on the Internet.
 - c. The advertiser is the organization selling products on the web; a publisher is the organization running a website that places links on its site to promote the advertiser's products.

Affiliate Marketing Quiz

2. How would you distinguish between an advertiser and a publisher in the Rakuten LinkShare Network?

- a. The advertiser is an agency that creates campaigns for its clients; a publisher is the newspaper or magazine the agency buys ad space from.
- b. The advertiser is the organization running a website that places links on its site to promote a publisher's products; a publisher is the organization selling products on the Internet.
- c. **The advertiser is the organization selling products on the Web; a publisher is the organization running a website that places links on its site to promote the advertiser's products.**

***Also called an affiliate, a publisher displays ads, text links, or product links from an advertiser in return for a commission when a sale is made or when a lead is acquired. The sale can also be tied to a specific action such as filling out a form or downloading a free software trial. Rakuten LinkShare facilitates relationships between publishers and advertisers by providing the underlying technology that manages links, tracks results and commissions, and sends payments. More information: <http://www.linkshare.com/advertisers/publishers/>**

Affiliate Marketing Quiz

- 3. In the context of an affiliate marketing transaction, what is a “cookie”?**
- a. A sweet treat an advertiser gives to a publisher to thank them for their business
 - b. A software program that is downloaded to a consumer’s computer to display pop up ads
 - c. A small file placed on the consumer’s computer hard drive when they visit the publisher’s website to track the transaction to the advertiser’s site

Affiliate Marketing Quiz

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*Here’s a video tutorial about how cookies are used in the Rakuten LinkShare Network for transaction tracking:

<http://helpcenter.linkshare.com/publisher/questions.php?questionid=1347>

Affiliate Marketing Quiz

4. Before placing an advertiser's text link on their sites, publishers can alter the text of the link.
- a. True
 - b. False

Affiliate Marketing Quiz

4. Before placing an advertiser's text link on their sites, publishers can alter the text of the link.

a. True

b. False

* Here's an article that explains how publishers can change the text in an advertiser's links:

<http://helpcenter.linkshare.com/publisher/questions.php?questionid=133>

Affiliate Marketing Quiz

5. If a publisher removed the 1x 1 impression tracking pixel from an advertiser's link what would happen?
- a. The link would break and the customer would not be able to use it
 - b. The transaction would not be attributable to a specific publisher
 - c. Impression data would be lost, but click-through and sales information would not be affected

Affiliate Marketing Quiz

5. If a publisher removed the 1x 1 impression tracking pixel from an advertiser's link what would happen?
- a. The link would break and the customer would not be able to use it
 - b. The transaction would not be attributable to a specific Publisher
 - c. **Impression data would be lost, but click-through and sales information would not be affected**

*The 1x1 pixel helps Rakuten LinkShare track impressions publishers generate when we do not serve an advertiser's image. A publisher can remove the 1x1 pixel from an advertiser's linking code; however, the publisher will not receive credit for any impressions, and impressions will not be reflected in any of the Rakuten LinkShare reports. (Note that click-through and sales information will not be affected.) An impression is generated when the image appears on the publisher's site, and some advertisers may reward publishers when they generate a certain impression level. Here's the reference:

<http://helpcenter.linkshare.com/publisher/questions.php?questionid=134>

Contact Information for Additional Support

To contact US Publisher Support you can:

- Email us: publisher@support.linkshare.com
- Call us toll-free: 888-880-8430 or call: 1-646-943-8200 and select option 7
- We are available Monday through Friday, 9:00 a.m. to 6:00 p.m. ET

To contact UK Publisher Support, please email:

ls-uksupport@linkshare.com

For Support using Merchandiser please email:

merchandiser-a@linkshare.com