

Migrations overview



What is a migration?

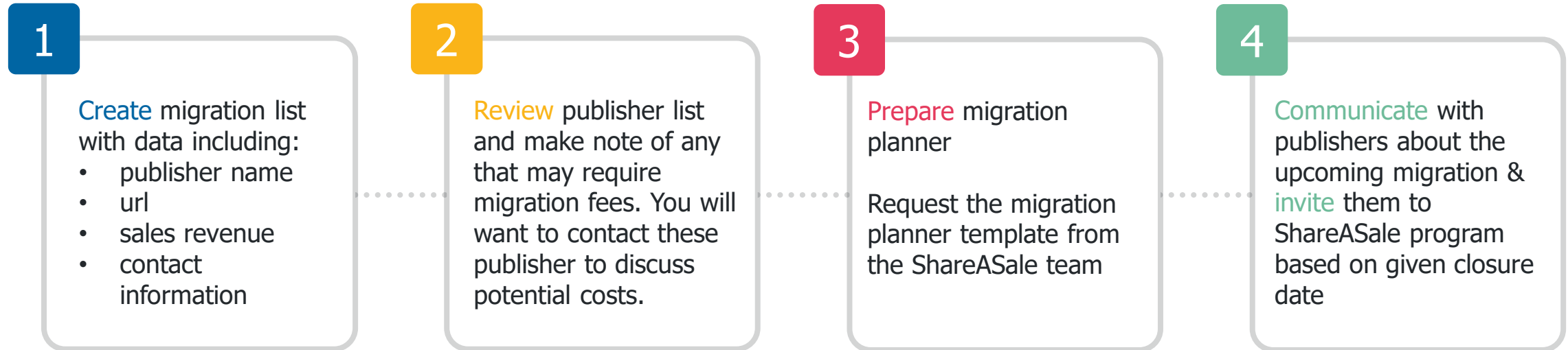
When a brand wants to move their current affiliate base from an existing affiliate network to another affiliate network in a smooth, seamless manner as to avoid any drop-off in performance.

What is the goal of a migration?

To have all sale-active affiliates joined to the program (pre-joined if the program is in integration) before the other affiliate program closes to ensure a smooth transition from the previous network to ShareASale.

Where to start

From start to finish, a typical migration takes about 6 weeks. However, this can vary by brand so it's important to communicate with expectations and timelines to your publisher base.



1. Request list of migration data from existing network

- Pull or request transaction data for the last **12 months** (at least) – if you have less than 12 months you will not be able to reference YoY data. Ideally you want to see this by month on a publisher level.
- Things to request or include:
 - ✓ **Publisher URLs:** this is helpful if publisher names are different on ShareASale
 - ✓ **Publisher Commission Rates:** default rates and any current increased rates that need to be carried over
 - ✓ **Publisher cookie periods:** these may vary by partner type
 - ✓ **Publisher contact information:** Names and emails

2. Review publisher list

- Make note of the publishers that generate the most revenue & traffic – these should be the priority for the migration as the goal is to migrate 100% of revenue
- Note any publishers that are not on ShareASale – these will require extra steps to onboard. Consider leveraging the ShareASale Merchant Development team for assistance with these as needed.
- Review any publishers that required an **integration fee**, these may require a migration fee so you will want to work with these publishers closely to negotiate any associated fees
- Review any publisher that are inactive:
 - ✓ For publishers **driving clicks not sales**, use the migration as an opportunity to engage with these affiliates to understand how they drive traffic for similar brands and what they need in order to become sale active
 - ✓ For publishers **driving no clicks, no sales** consider removing these affiliates from your program and leveraging the migration as an opportunity to clean up your publisher base

3. Prepare your migration planner

A migration planner maps out a realistic **timeline** and allows for easy tracking of affiliate **migration progress** along with publisher conversations.

✓ TIP: request a migration planner template from the ShareASale Merchant Development team

This planner should be kept up to date with all pieces of the migration – you can organize the performance data here and keep track of publisher status

Recommended Migration Timeline

Migration Checklist	WEEK					
TASK	1	2	3	4: Launch Week	5	6
Implement Tracking Tag and Test	█					
Program and profile setup*	█					
Create list of affiliates to migrate	█					
Audit affiliates, consider removing non-active affiliates	█					
Announcement to affiliates about migration		█				
Migrate Top 10 revenue partners		█				
Migrate Top 20 revenue partners		█				
Migrate remaining revenue partners			█			
Final reminder to affiliates						█
Program closure on previous network						█

***Things to consider when setting up your ShareASale program:**

- Complete account details
- Set up commission details
- Deposit setup
- Program partner terms
- Partner approval criteria
- Affiliate communications
- Creative uploads
- Data feed uploads

4. Communicating with publishers & inviting them to the program

- **Important:** During the initial communication be sure to include the below, **ShareASale can also provide a communication template should this be needed**
 - ✓ A timeline of the upcoming migration
 - ✓ Closure date of the existing program
 - ✓ Link to join the ShareASale program
 - ✓ Your contact information should the publisher require additional support
- We suggest giving your publishers **at least 30 days notice** ahead of closure date, with the option to switch to ShareASale at any point within those 30 days
- If a publisher is unresponsive or not willing to join ShareASale, **consider migration incentives** such as “receive a +2% commission for the first month after joining ShareASale” or “drive a sale within first month of joining ShareASale and receive \$50 bonus to your account”

Final migration steps

Once the program is **closed** on your previous network, the below steps can be completed:

- ✓ Send communication to all migrated, joined (or pre-joined) affiliates confirming that **links should now be switched** to ShareASale links
- ✓ Invite any affiliates who are on the network and were unresponsive
- ✓ **Check the tracking** of joined publishers to ensure they are migrating all active links on site
- ✓ For top content publishers, check that all existing content & articles are updated to include ShareASale tracking links
- ✓ Utilize the [Redirect Path Extension](#) for Chrome to easily check links

Post Migration Checklist

- Compare performance of ShareASale program each week after migration is completed to identify any affiliates who may not have switched their links from the old network
- Measure progress by comparing the revenue affiliates drove for your brand prior to migration vs. the revenue of the current program
 - ✓ The logic here being that if you only have 50% of migrating affiliates joined but these are the majority of top affiliates driving 90% of program revenue you've completed a successful migration and likely removed any inactive partners
- Consider recruiting new publisher opportunities to help bring in new incremental revenue for the brand. You can request publisher catalogs and publisher recommendations from the ShareASale Merchant Development team.