

Awin: Transparency FAQs

Increased transparency in the digital advertising supply chain is important as this makes it easier for buyers to understand which suppliers in the chain add the most value. This set of Transparency FAQs has been developed by a group of IAB UK members from different parts of the industry to help buyers understand more about the companies operating in digital advertising. The questions fall under three different categories - Pricing, Placement and Data.

Contents

Pricing

Placement

Data

Pricing

Correct as of February 2019

What is your business model and how do you make money?

Awin operates on a performance-based business model, commonly known as affiliate marketing. Partnering with advertisers and publishers, Awin negotiates a cost-per-acquisition commission payment that an advertiser pays for a completed action, typically a customer sale. Awin then charges an additional percentage on top of the commission payment as its fee. There may also be platform access fees on top of these payments. As an example, a retailer may decide to pay 5% of the value of a completed purchase to a publisher. Awin facilitates this relationship and tracks the transaction, paying the publisher. The business then charges a percentage fee on top (an override), which is a percentage of the commission.

Can you outline the full details of the agreement on a booking form / contract?

Yes, commissions, overrides and additional fees are all agreed up front. Advertisers may choose to vary the commissions based on the range of commercial opportunities.

Will you share who your trading partners are?

Our corporate website includes a full list of advertisers and publishers we partner with.

Please note the answers given are self-declared and are not verified by IAB UK or independently audited, unlike under industry-owned programmes such as JICWEBS. To view the latest JICWEBS Certifications, visit <https://jicwebs.org/certification-process/signatories/>



Placement

Correct as of February 2019

Do you own the inventory you sell?

No, we act as an intermediary between publishers who own their inventory and advertisers who can work with them through our network. All advertisers and publishers have the ability to communicate directly with each other, with contact details provided within Awin's user interface.

If you don't own your own inventory then how do you access inventory and which platforms do you use?

All publishers own their own inventory. Awin simply provides the ability for them to connect with advertisers and track sales. This is done via tagged links and creative facilitated via Awin. Awin also provides a reporting platform and arranges commission payments.

Do you specify your media placements and positions?

Publishers will work with advertisers to offer a range of promotional coverage. Advertisers can choose the level of control over media placements.

What insights do you provide back to advertisers?

Awin provides a reporting interface that includes a breakdown of each publisher's activity including clicks, impressions and sales. Where applicable revenue is also tracked back to individual publishers providing return on investment data.

Does the inventory you own or access include UGC content?

Yes, some publishers have this as their primary business model.

What brand safety measures do you use?

All publishers have to undergo a manual and automated series of checks prior to joining Awin. The business also requires a nominal fee in order to verify their identity. The fee is reimbursed in the publisher's first payment. In addition advertisers can manually approve all publishers to their affiliate campaign as well as set additional terms and conditions. All publishers are bound by the network's standard contract as well as an additional publisher agreement. Awin also has a series of proprietary and third-party tools in order to monitor ongoing performance.

Which industry standards have you been certified against?

There is no current affiliate marketing certification. Awin however, adheres to the self-regulatory framework the industry has created including codes of conduct regarding different types of affiliate activity.

Do you have a policy in place for ad-misplacement?

Yes, as well as our publisher terms and conditions, we also request all publishers sign up to our publisher code of conduct that explains how to market responsibly:

<https://www.awin.com/gb/terms-and-conditions/network-code-of-conduct>

Are you happy to share your optimisation tactics?

Yes, we publish content that explains how to maximise affiliate performance and many publishers share their tactics with the brands they promote.

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Data

Correct as of February 2019

Under GDPR what legal basis are you providing your services under?

Legitimate interest. Affiliate marketing is generally light touch in terms of the personal data collected which is typically limited to IP address and customer order reference.

If consent is the mechanism then can you prove how you obtained it?

N/A

Are you using the IAB Framework?

We are monitoring whether we need to be included. As the framework is primarily focused on the programmatic industry, it isn't necessarily the best fit for our business.

What other 3rd party data partners require consent for your business to deliver its service?

N/A

What do you do with data you obtain from advertiser's campaigns or data tags?

We do not use the data for any targeting or marketing. The data stored by Awin is used to apportion sales and commission payments.

Are advertisers permitted to appoint their own 3rd party partners for verification and measurement?

N/A

Will you provide a link to your privacy and data policies?

<https://www.awin.com/gb/legal/privacy-policy-gb>

Will you share how you build audience, contextual and targeting segments?

Awin offers a directory of publishers and all publishers are able to create their own profiles featuring their promotional methods. They are also free to contact advertisers directly through centrally stored contact details.

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