Affiliate newsletter module

Overview

The 2Checkout Newsletter module supports sending plain text as well as HTML email messages to your affiliates.

Keep in touch with your affiliates. Provide them with information about new products, launches and important features that are worth promoting via newsletters. Also, send tips to affiliates and share your sales know-how with them. Through the 2Checkout Newsletter module, you can create and manage newsletters for your affiliates and segment them based on location and approval date. For example, you can set up a monthly newsletter to send to the affiliates in your 2Checkout program. Add an incentive for affiliates to motivate them to sell your products.

Requirements

The 2Checkout Affiliate Network must be enabled for your account. Contact 2Checkout directly to start taking advantage of our affiliates.

Availability

Newsletters are subject to approval, following a review by an 2Checkout representative.

Use the 2Checkout Newsletter module to send out:

1. Plain text emails
2. HTML messages - engage customers on a deeper level with visually rich email experiences

Plain text newsletter

Here are the steps necessary to configure a plain text newsletter for your affiliates:

1. Go to Affiliate Network -> Newsletter. The Affiliate Newsletter Management is designed to let you compose and manage newsletters for your affiliates.
2. Scroll down to the Compose Newsletter area. Note: the Compose Newsletter area is available only in the absence of any pending newsletters. You'll be able to compose new messages after pending emails have been approved and sent out or after they're rejected by an 2Checkout representative.
3. Select the affiliates you want to receive the newsletter. You can filter them by multiple criteria. **Note:** Filters are available only if your affiliates supplied the details in the **Account information** area of their accounts.
   - Affiliate country - affiliate business country.
   - Type
     - Content & Reviews
     - Coupons/ Discounts
     - Loyalty/ Cashback
     - Email marketing
     - Search Engine Marketing
     - Social Media
     - Display/ Retargeting
     - VAR/ Reseller
   - Approval date - the date when affiliates joined your program.
   - Supported languages - The languages supported by affiliates for their referrals.
   - Geographic target - Markets that generate sales for your affiliates. The 2Checkout system fills in this field automatically and shares the info with you once affiliates request to join your program.

4. Enter a new email subject or edit the one automatically generated.
5. **Do not** check the checkbox next to the **Send HTML newsletter** option.
6. Provide the message in the **Text newsletter body** field. The email will be sent in text format only. HTML tags are not allowed.
7. Upload an image to be attached to the newsletter.
8. Click **Preview** to view a draft of your plain text newsletter before submitting it for approval. Approval and distribution usually takes less than two (2) working days.
9. Click **Save newsletter** to submit the message for approval. Affiliate Newsletters must be approved manually by 2Checkout.

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**HTML newsletter**

Here are the steps necessary to configure a HTML newsletter for your affiliates:

1. Go to **Affiliate Network** -> **Newsletter**. The Affiliate Newsletter Management is designed to let you compose and manage newsletters for your affiliates.
2. Scroll down to the **Compose Newsletter** area. **Note:** the **Compose Newsletter** area is available only in the absence of any pending newsletters. You'll be able to compose new messages after pending emails have been approved and sent out or after they're rejected by an 2Checkout representative.
3. Select the affiliates who will receive the newsletter. You can filter them by multiple criteria. **Note:** Filters are available only if your affiliates supplied the details in the **Account information** area of their accounts.
   - Affiliate country - affiliate business country.
   - Type
     - Content & Reviews
● Coupons/ Discounts
● Loyalty/ Cashback
● Email marketing
● Search Engine Marketing
● Social Media
● Display/ Retargeting
● VAR/ Reseller

◦ Approval date - the date when affiliates joined your program.
◦ Supported languages - The languages supported by affiliates for their referrals.
◦ Geographic target - Markets that generate sales for your affiliates. The 2Checkout system fills in this field automatically and shares the info with you once affiliates request to join your program.

4. Enter a new email subject or edit the one automatically generated.
5. Check the checkbox next to the Send HTML newsletter option and select the HTML tab.
6. Provide the message in the HTML newsletter body field. The email will be sent in HTML format. HTML tags are allowed.
7. Optional: You can also configure a plain text message in concert to the HTML newsletter by providing the message in the Text newsletter body field. Following approval of your newsletter, the 2Checkout system will send out both the plain text and the HTML versions of the newsletter in parallel. Recipients using email clients featuring HTML support will receive the HTML message, while those with email clients lacking HTML support will receive the plain text messages.
8. Upload an image to be attached to the newsletter.
9. With the HTML tab selected click Preview to view a draft of your HTML newsletter before submitting it for approval. Approval and distribution usually takes less than two (2) working days.
10. Click Save newsletter to submit the message for approval. Affiliate Newsletters must be approved manually by 2Checkout.

Technologies used

Custom Affiliate Newsletters can be built using primarily HTML and CSS (inline). It's less recommended to include JavaScript since the messages need to be tailored to email clients, which tend not to support JS properly.

Affiliate newsletter metrics

As of November 17\textsuperscript{th}, 2015, \textbf{2Checkout tracks the newsletters you send} so that you can evaluate their performance. Tracking is not available for newsletters sent prior to November 17\textsuperscript{th}, 2015.

Click View Details on a sent newsletter to see metrics related to delivery, bounce, open and click rates. \textbf{Important:} Open rate tracking only works when the following 2 criteria are met:

- You send the email in HTML format
- The recipient's email client is able to display images. 2Checkout uses a pixel tracking technology in order to identify opened emails.
2Checkout tracks the following metrics:

- **Recipients** - the number of affiliates that you have sent the newsletter to
- **Delivered** - the number of newsletters that have reached the recipients' mail servers
- **Bounces** - the number of both temporarily and permanently delivery failures. This usually occurs when a recipient's mail server rejects a newsletter. The most common reasons for bounced emails include misspelled email addresses or full recipient mailboxes. 2Checkout marks bounces that return a permanent error message as **hard bounces** and drops future messages sent to these recipients from the very beginning.
- **Opens** - the total number of times recipients have opened an HTML email
  - **Unique opens** - the number of unique recipients that have opened the HTML email
- **Clicks** - the total number of URL clicks inside an email
  - **Unique clicks** - the number of unique recipients that have clicked links inside an email

https://knowledgecenter.2checkout.com/Documentation/33Affiliate_network/00Affiliate_newsletter_module

Updated: Sat, 14 Mar 2020 07:56:46 GMT