

GETTING STARTED GUIDE

Starting Your Own Performance Marketing Program

Performance ad networks and publisher programs are a great opportunity to drive sales and web traffic, and get more leads. The best part of all? They're low risk: you don't pay a cent until you get paid first. However, starting your own ad network can seem daunting, especially if you don't know where to begin. It's not rocket science, but you do have some decisions to make. This guide will help you get started.

Pre-Launch:

01 Have a quality product and website. You could have the best publishers in the world, but no matter how excellent they are, they can't drive revenue if you don't have a quality product offering. For new networks, this can also mean establishing relationships with advertisers that provide quality products. Make sure to have your value proposition strongly defined with a well-crafted, quickly converting website (or landing page) to back it up.

02 Have a plan and do your research. Here are a few questions you should be able to answer before setting up your performance marketing program: Will the program and publishers be publicly broadcasted or privately recruited? What commission type will you use and how much do you plan to pay out? How much revenue will you expect from each publisher? What are your profit goals six months and one year out? What is your budget for the program?

03 Have a quality publisher platform/software system. This one should be obvious—you will need a way to ensure that your publishers are actually driving the traffic you're receiving, as well as a fair way to pay them out. HasOffers by TUNE will bring you the best bang for your buck if you're serious about performance marketing. [Here's why](#). If you want more details, reach out to emily@tune.com.

04 Make sure your back is covered. You'll want to have a policy for returns, cancellations, and fraud. Already working with HasOffers software? [We have customizable terms of service for you to use](#).

Post-Launch:

01 Recruit quality publishers. There are many ways to attract superior affiliates. We recommend testing a variety of ways to determine which will work best for you.

- a. Make sure you are constantly preventing and watching for fraud. As a best practice, we recommend that you review the publisher's application and approve it before letting them into your program.
- b. Display clear benefits to publishers for signing up. (See step two for some specific examples of benefits you could provide to your publishers.)
- c. Submit your offers to the top offer search engines. Here are three to get you started: [OfferVault.com](https://www.offervault.com), [oDigger.com](https://www.odigger.com), and [MyOfferGenie.com](https://www.myoffer.genie.com).

02 Find a way to stand out. Let's face it—there are a lot of publisher programs out there and, besides the obvious strategies of having a good product and high payout, it can be difficult to get noticed. Try some of the following strategies to get more publishers in your new program:

- a. Free banner/creative customization
- b. Weekly update calls
- c. Sponsored trips to Affiliate Summit and other conferences
- d. Private publisher meetups/events
- e. New offers: This can be tricky if you just have a single subscription or lead gen offer, so try and mix it up with different landing pages.
- f. Various giveaways

03 Track, manage, optimize, and repeat. Have your program up and running? Great, but that doesn't mean you can just sit back and watch the money flow in. Make sure you're watching which publishers are bringing in the most revenue, and that you're actively rewarding them accordingly (may we suggest HasOffers' feature, [payout and revenue groups?](#)). Also, watch for which offers, creatives, and landing pages are being optimized (Not sure how? [HasOffers can do it for you](#)).

Follow these steps and you'll bring in a positive revenue flow with your new publisher program in no time at all! Enjoy and, if you haven't already, [try HasOffers free for 30 days!](#)