

**IS MY PROGRAM Q4 READY?****Your peak trading program checklist**

As we approach the peak trading period of Q4, Webgains Account Managers and our 1,800 plus advertiser clients are now busy strategising campaigns and activity for the weeks ahead. To help you do the same, here's the simple checklist that Webgains Account Managers are going through with their advertiser programs right now.

- ☐ **Reach out to your top publishers** – Strengthen collaboration and confirm any tenancies for Q4.
- ☐ **Check your commission rates** – Ensure they're competitive enough to attract attention during this busy period.
- ☐ **Recruit new publishers early** – Many publishers freeze onboarding new brands in Q4, so this must be done as soon as possible.
- ☐ **Share your Q4 offers and promotions** – Make sure all your publishers are informed and ready to push them.
- ☐ **Process pending publisher applications** – Don't leave potential new partnerships waiting.
- ☐ **Check your product feed** – Confirm it's up-to-date and processing without errors.
- ☐ **Upload your vouchers** – Ensure that you've added all your vouchers and offers to your affiliate platform or network.
- ☐ **Update your banners** – See that your latest creative is available to your partners.



The *Service-First* Affiliate Network

Although we're certain that the above Q4 checklist will be helpful, we understand that you may have some additional questions. For example, what would be a competitive commission rate for my brand this Q4?

For concerns like this or anything else, please head to **Webgains Knowledge Hub** contact us as follows:

Get in touch

For Supported Webgains accounts - please email your Webgains Account Manager or support@webgains.com

For Self-Managed Webgains accounts - please email edge@webgains.com

For brands without an existing Webgains program - please email hello@webgains.com

