

Dear Member,

Happy New Year! January is usually a busy month for us and this one's no exception, with both the LAC conference and iGB Affiliate Awards ceremony to attend. This year has been very special – we have been shortlisted for **four iGB Affiliate** awards and will be donning our finest in the hopes of a win!

Now without further delay, here's the latest update from the NETELLER Affiliate team:



Product News

Take a look the [new NETELLER blog](#). We'll be posting loads of news and stories to help you promote NETELLER online. If you would like to participate as a guest affiliate blogger, please get in touch with us to discuss your ideas and we will be happy to support your unique initiatives.

Program Updates

Our migration to the new and improved affiliate program is now complete. Please ensure that you have changed all of the old tracking links within your network of websites to benefit from our new lifetime revenue share.

New Program Benefits

This month we will continue to explain some of the great features that the new affiliate platform can provide.

Using the ACID – Affiliate Custom ID tracking

When you are setting up your affiliate campaigns, you can make use of our ACID feature to track specific parameters back into your affiliate reporting. If you would like to incentivize your members for completing a transfer to a merchant or track the performance of your PPC or media buys within your affiliate account, you can do so by appending a piece of code (called the aid value) to the end of your tracking link.

A standard affiliate link you create looks like this:

```
<!-- Affiliate Code Do NOT Modify-->  
<a href="http://demo.com/processing/clickthrhg.asp?btag=a_12b_2658" target="_blank">  
</a>  
<!-- End affiliate Code-->
```

With ACID, your link would then become:

```
<!-- Affiliate Code Do NOT Modify-->
<a href="http://demo.com/processing/clickthrh.asp?btag=a_12b_2658&aid=Mycustcode123"
target="_blank">
</a>
<!-- End affiliate Code-->
```

Glossary

- **Site ID**=is the site id supplied by the system that identifies your website
- **Creative ID** =is the banner id generated automatically by the system when you create your affiliate link
- **AID**=Can be an alphanumeric variable character you wish to use to identify conversions

If you want to track conversions from a particular keyword, such as “**poker**,” your tracking links would look like this: **http:// partner.demo.com/processing/clickthrh.asp?btag=a_1b_1&aid=poker**
[Contact us](#) for a step-by-step guide on how to use this great reporting feature.

Have Questions?

Simply visit our Affiliate Program FAQ page and select your language of choice. If you need help with setting up tracking links, or how to use the new affiliate platform to make life a little easier, please feel free to get in touch with [Jennifer Ming](#).

Come and meet us at LAC:

We'll be exhibiting at **stand #54** of the main exhibition hall and have a host of goodies to give away, so come by and meet with us. We would love to hear more about you and share how we can add scale to your existing affiliate business.

NETELLER AFFILIATE TEAM

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