

Welcome to ESET UK Affiliate Programme with CJ



Digital Security
Progress. Protected.



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It is with great enthusiasm that we would like to welcome you to the ESET UK Affiliate Programme with CJ.

In this welcome pack, you will find all you need to know about being a Publisher on the programme.

We want to equip you with the tools needed to drive revenue and to make an impact on the programme, including creating links and using available creative assets.



How to Sign Up

Click [HERE](#) to sign up.

Follow these simple steps:

- If you have a CJ account, then log in to join the programme.
- If you're new to the CJ network, please follow the below steps for signing up to CJ:
 1. Fill in all fields completely and correctly.
 2. Choose a password that is at least eight characters long and includes a combination of letters, numbers and/or special characters, and does not contain your username.
 3. After the registration, you will receive a verification email to create your own CJ Publisher Account.
 4. Click on the "Create My CJ Publisher Account" button in the verification email and you will be taken to a form to accept legal agreements. The two shorter agreements are simple checkboxes (age certification and certification of authority) and the three longer agreements are in collapsible sections (PSA, software and privacy policies). You must scroll through and explicitly accept all five agreements before you can continue.



How to Sign Up

Your unique publisher CID (company ID) is now created, but at this point it is not visible to Advertisers. You can browse Advertisers but can not be seen by them or interact with them.

Please always have your CID at hand when contacting CJ Support.

You will now access the Publisher onboarding checklist.



CJ Publisher Onboarding Checklist

You are required to complete the following steps while in 'setup mode' in order to earn commissions and get pay-outs:

- Set up at least one user
- Complete network profile (programme description)
- Set up at least one promotional property
- Provide company details (company name, address, phone etc.)
- Provide tax info
- Provide bank account info
- Answer some screener questions

CJ Account Setup

1. Click on "Get Started" on any of the steps in the setup checklist – a feature tour will launch.
2. The feature tour walks you through the steps of completing each task. This will familiarise you with the platform, in addition to completing the task.
3. At the end of each task, you will be prompted to start the next task or return to the checklist.
4. Once details are satisfactorily completed, the "Activate Account" button will become available.
5. On clicking this button, your CID status will be changed from "set up" to "active". You are now able to apply to and receive offers from Advertisers.
6. If you entered via a branded sign-up experience, an application will be sent through to the Advertiser in question at this time.
7. To accept a partnership offer, please go to "Advertisers" → "Pending Offers".



Being a Publisher for ESET – why work with them?

Top reasons to become an ESET Affiliate Publisher:

- Earn up to **30% commission** on wide range of consumer and business ESET products
- Even make money on renewals (rates start from **30%** every new transaction, **15%** every renewal transaction)
- Sales are tracked based on a 45-day cookie window
- Payments are made no longer than 60 days after approval (eg. sale made in Jan 2021, approval Feb 2021, payment after March 15th 2021)
- Enjoy affiliate-only offers, promotions, newsletters and campaigns
- Access advertising materials and direct support from a CJ programme manager
- Boost your website traffic – by promoting a world leader in IT security solutions



Meet ESET

Partner with ESET, the consumer and business security software vendor with one of the lightest system footprints and highest virus detection rates in the industry.

“For three decades, we’ve been helping people to protect their digital worlds. From a small, dynamic company we’ve grown into a global brand with over 110 million users in 200 countries and territories. Many things have changed, but our core aspirations, philosophy and values remain the same – to help build a more secure digital world where everyone can truly Enjoy Safer Technology.”

Become ESET Affiliate partner and earn when a visitor clicks to ESET from your site and completes a purchase via the [ESET UK official store](#).



Affiliate Links

Link Types Available: Text/Deep Links & Banners

Default Link Structure: <http://www.jdoqocy.com/click-1245-14053604?sid=Test>

How to generate links:

1. Login to the CJ Account Manager
2. Go to "Links" → "Search"
3. Enter "ESET" in the search field and select the relevant programme
4. Choose link type and select search
5. Click on the name of the link type you want
6. Select option "Get Code"
7. From the website dropdown, select the correct PID → update code
8. Choose "Click URL"
9. You now have your ESET UK affiliate link with the CJ tracking appended to it

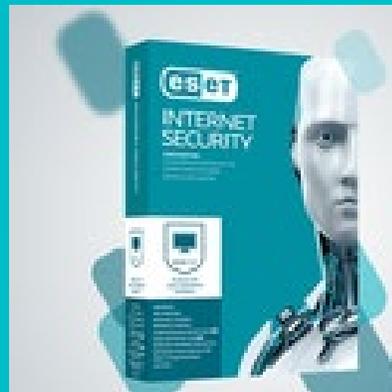
Please note that the update button will give you several different links, as we track through four different servers.



Creative Assets

These links and many more can be found on the CJ platform. Just follow these steps:

- Connect to your CJ Publisher Account
- On the top bar, choose "Links" → "Search"
- Type the Advertiser name
- Adjust the filters to select the banners
- Get your tracking html

A screenshot of the CJ platform search results for ESET banners. The interface shows a search bar with "ESET" entered, and a list of search results. The results are filtered by Status (Active), Link Type (Banner), Link Attributes (Allow Deep Linking, Mobile Optimized, Mobile App Download), Promotion (No Promotion, Coupons, Sale/Discount), and Publisher Group (All Groups). The search results list five banners with their respective IDs, statuses, and destination URLs.

ID	Status	Link Type	Destination URL
13978792	Active	Banner (970x250)	https://www.eset.com/uk/
13978790	Active	Banner (160x600)	https://www.eset.com/uk/
13978784	Active	Banner (300x250)	https://www.eset.com/uk/
13978783	Active	Banner (300x300)	https://www.eset.com/uk/
13978782	Active	Banner (728x90)	https://www.eset.com/uk/



When Will I Get Paid?

What does transaction status mean?

- **New:** Transactions are shown as "new" until validated. Validation occurs on the 28th of the month, one month after check out.
- **Locked:** Publisher commission has been confirmed. If locked and the publisher commission is 0 or reversed out (if already paid), this might refer to the non-commissionable products / cancelled / returned orders.
- **Closed:** Transactions are moved to "closed" once publishers have received payment.

When Will I Get Paid?

You can view the check out date in the CJ Account Manager within the Transaction Report. Choose: "Reports" → "Transaction" in the top bar. Once the report has been run, scroll to the right and locate "End Date Time".

- Commission is paid out only on completed orders.
- Common reasons you have not been paid or partially paid:
 1. The purchased product is not a commissionable one.
 2. The order has been cancelled.
 3. The order has been partially returned.

Bestselling Products



Consumer:

ESET Internet Security – offers advanced protection against all kinds of threats. Ideal for modern users concerned about their privacy, who actively use the internet for shopping, banking, work and communication. Winner of the Which? Best Buy antivirus software for three years running, ESET's comprehensive tools protect your entire home network from online threats.



Business:

ESET PROTECT Advanced – protects your company computers, laptops and mobile devices with security products all managed via a cloud-based management console. The solution includes cloud sandboxing technology, preventing zero-day threats, and full disk encryption capability for enhanced data protection.



Programme Guidelines: Dos and Don'ts

Fully functional website with quality content

1. You should ideally have a working, top-level domain with content focussed on a UK-based audience.
2. Your domain shouldn't contain registered trademark "ESET" or any misspellings or content that would be confusingly similar to the official [eset.com/uk](https://www.eset.com/uk) website.
3. We encourage providing authentic, high-quality content, such as product reviews and online security tips & tricks that resonate with your audience.
4. Your website must be free of illegal, offensive, questionable or low-quality content or links to sites containing such.
5. Place ESET text links or banners on your website, or in your online marketing communications, and start earning your commission.



Programme Guidelines: Dos and Don'ts

Official affiliate artwork

1. Please use the affiliate text links and official affiliate banners from the programme.
2. **Do not alter them** – we can offer you some pre-made links and banners free of charge.
3. Keep the wording and artwork the same as in the ESET promotion.
4. Use coupons and promotional codes that are provided exclusively through the affiliate programme.
5. ESET names and logos may not be used in any way without prior written permission from ESET.



Programme Guidelines: Dos and Don'ts

Paid Search

1. You may use paid search to promote ESET products, but restrictions must be followed.
2. **You are not permitted to bid on ESET's trademarked terms** or any variations or common misspellings, including: ESET, NOD32, ESET NOD32, NOD 32, Smart Security, Deslock and ThreatSense. Failure to abide will result in termination from the programme.
3. **Don't** use any actual coupon code in any part of a search ad including the headline and ad copy (i.e. ESET10OFF)
4. Positioning on renewal products is prohibited in search engine marketing and affiliate landing pages.



Programme Guidelines: Dos and Don'ts

Social Media & Email Marketing

1. You have various options for spreading the word about ESET with your audience. Please keep us in the loop prior to any social media or email marketing activity. This must be pre-approved by the Affiliate Manager before being issued.
2. **Don't promote ESET products using spam or unsolicited commercial email.**
3. Don't forget that any marketing communication shall be targeted for UK traffic only, as we can not grant commissions on purchases outside of the UK territory.



How to Pull Reports

Useful Reports are found in your CJ Account under "Reports". For period-over-period reporting and data visualisation, click into "Insights".

Performance Report

- Helps you see how your performance is trending.
- You can choose your performance metric from the dropdown under "Performance By".

Transaction Report

- Helps you look up specific transactions.
- You can also pull reports with all transactions for a certain time period.

Good to Know

- Clicking on the leaflet allows you to add more metrics to your report. The pop up that appears has many drop-down lists, so please explore what metrics are available for you here.

Support

This welcome pack is designed to help you achieve scalable growth with ESET UK. Should you need any other insights, please take a look at the CJ Support Centre.

You can access the support centre by logging into the CJ Account Manager and selecting the question mark icon located in the top right-hand side of the page.

For further help, please feel free to reach out to us at William.Clapham@cj.com.

Many thanks and we look forward to growing our partnership with you.

Best wishes,

CJ Advertiser Development Team & ESET Affiliate Network Team



Thank you

