KOBO AFFILIATE PROGRAM
QUICK START GUIDE

Welcome to the Kobo Affiliate Program on the LinkShare Network! Want some tips and hints on the multiple ways you can link to kobobooks.com and take advantage of our dynamic creative and product catalogue? Look no further: all the answers are on this page! If you do have additional questions, you can contact Brad Scott, Kobo's very own Manager of Affiliate Networks (bscott@kobo.com) — he has all the answers.

WHAT KIND OF LINKS ARE AVAILABLE?

We've got tons of links to complement our many seasonal offers and ad hoc promotions. You're free to choose any style link that fits both your web space and your audience's needs. Let's take a quick look at the kinds of links we've got on LinkShare:

TEXT LINK

A text link is a text-based hot link that publishers often use since they aren't encumbered by graphics. Text links are super easy to use, they save download time, and they're the best performing type of link going.

BANNER/IMAGE LINKS

Banners appear on web pages as images with hot links, all of which work together to entice the viewer to click through. Some banners are animated, others are static, and they come in a variety of shapes and sizes. Even if they don't provide as much in terms of sales as more integrated content can, banners are amazing for adding a splash of colour and branding to a Web page.

DATA FEED LINK

Using a Data Feed is a pretty fantastic (and simple) way to link directly to individual Kobo products through an API. Merchandiser Data Feeds make for easy distribution and updating of individual product links. This is especially great for publishers that need (or just plain want) access to a complete and dynamic inventory of our products.

EMAIL LINK

Email links are text links with special tracking codes, so you can keep track of email traffic versus text link traffic. There is no difference to the user between a text link and an email link, but tracking their efficacy is priceless.

Note: Deep Linking is not a link type, but a function of all link types. For more info, see What are Deep Links (just below).

HOW DO I IMPLEMENT A NEW LINK?

To access Kobo links and implement the tracking link for your website, follow the steps below.

1. Click Links > Get Links on the Publisher Dashboard

2. Select Kobo from the drop-down menu

3. Select Banners / Images or Text / Email on the left menu

4. Choose the creative imagery that you like best

5. Click the Get Link button and copy the link code that appears in a pop up window

6. Paste this link into your website's HTML

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HOW DO I UNDERSTAND THE TRACKING LINK CODE?

The LinkShare tracking links you paste in your HTML can be a little overwhelming. For a full **breakdown of the link parameters click here.**

WHAT IS DEEP LINKING?

Deep Linking happens when you change a link's destination. This means that the visitor is driven to a specific product or page instead of the kobobooks.com homepage or category page.

HOW DO I ACCESS THE KOBO DATA FEED?

If you want access to a Data Feed in LinkShare, you'll have to join the LinkShare Merchandiser Program first. This way, you can integrate individual product links on your website without having to create links for each product manually.

The Merchandiser Program is designed for publishers who can support a database of product links that are updated on a daily basis. The following is a list of examples of sites that are well suited for the Merchandiser Program:

> eBooks directories sites
> Price comparison sites
> Books search engine sites

You can read the requirements to participate in the LinkShare Merchandiser program here.

After you have been approved for the Merchandiser program, you can apply to access for the Kobo Data Feed by following the steps below:

1. Click Links > Data Feeds on the Publisher Dashboard

2. Select the Kobo check box on the list and click Apply

Explore further instructions on how to download the feed and write a query with the API here.

HOW DO I CREATE A DEEP LINK?

To create a Deep Link to one or more pages on Kobo's site, follow the steps below. Please keep in mind that you may want another tab open on your browser to navigate the site.

1. Click Links > Deep Links on the Publisher Dashboard

2. Select Kobo from the drop-down menu

3. Select the button for either single or multiple links

4. Enter the URL of the page on Kobo that you want to link to. If you choose multiple links, enter the URLs, up to 50, one per line

5. Select the output format you desire: URL, text link, or image link

    URL: Click Create Link

    Text Link: Input the text for the link and click Create Link

    Image Link: Input the URL for the image and click Create Link

6. Paste the code into the HTML on your site

For more info about setting up links and getting started with the Kobo Affiliate program,

please contact your Affiliate Program Manager.

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