

Affiliate Website FAQs

How can I make sure my customers are on my website?

In order to ensure that both you and your customers are “on” your affiliate site – please always use the link. These links work with cookies and the cookies will be stored for a short period of time BUT only for the device you are using. Cookies are not stored as per your customer’s account.

What this means is that if your customer visits your affiliate link today on their phone then the cookies on the phone are stored. But your customer doesn’t checkout from their phone – they use their computer at work instead. If they do not go through your link, then they are not “on” your site and that order will not count as a referral.

What is the Darling’s Lounge?

The Darling’s Lounge is your back office. There is a menu just below the Darling’s Lounge graphic which provides details on activity that happens on your affiliate website and information you need to work your business and to succeed with Du North.

The **AFFILIATE URLS** tab will allow you to generate a new URL which can lead your customers to a certain area of the website and still have them come through your affiliate website. Use this function when setting up new campaigns as well so that you can track the traffic and the visits to your affiliate website.

The **STATISTICS** tab will provide information regarding all of the above.

The **GRAPHS** tab will also provide information regarding all of the above.

The **REFERALLS** tab will list all of the visits which resulted in a sale and provide details on how much the referral is, the items purchased and whether the referral is unpaid, paid or rejected.

The **PAYOUTS** tab will list all of the payouts which were completed. Referral commissions payouts are completed semi-monthly within 3 business days of the 1st and 16th. Payouts will be completed through PayPal. Payouts are completed in the currency the order was placed and therefore there may be a USD and a CAD payout in your PayPal account however the Darling’s Lounge will only state one amount displayed.

The **VISITS** tab will provide information for everyone who has clicked on your link or visited your affiliate website. In the converted column, the visits which resulted in a sale will show a small green checkmark.

The **CREATIVES** tab will provide a few posts that you can use in your online marketing.

- We strongly encourage you to also use the social share buttons found at the bottom of every product as these are in-stock items available to purchase from your website and will contain data that links back to your website to ensure you receive the commission!

The **SETTINGS** tab will allow you to change your payment email (your preferred PayPal email) as well as allow you to enable new referral notifications.

The **DARLING DOCS** tab will allow you to review documents related to being a Du North Distributor. Manuals, contracts, terms and conditions, policies and forms can be found here. These can also be found in the Facebook Base Camp group in the files section.

The **YOUR LEADERS** tab will allow you to view the top Distributors for website sales. Please note these calculations are solely for website sales and not cash & carry sales.

The **DIRECT LINKS** tab will allow you to set up your domain to link directly to this site. This can be used rather than providing your affiliate link, should you so choose.

The **ORDER DETAILS** tab will allow you to view details on recent customers to your website.

How do I find out who visited my website or who placed an order?

By looking up info in the referrals and order details tab, you will be able to see who has placed an order, what was ordered and your resultant commission.

I'm not sure what the referral I'm seeing in my back office is about or how to deal with it?

Referrals show up when someone makes a purchase on your affiliate website. Your referral commissions are paid out twice a month through PayPal.

I am not set up on PayPal, can you send my referral commissions in a different way?

PayPal is the only method we will send your referral commissions through. If you are not set up with PayPal, a free account can be created. Please visit www.paypal.com

Why do I see not see my referrals?

If there is an order on hold for any reason (PayPal echeck, EMT in Canada, purchase orders) the referral will not show up until that order is in processing or cancelled.

Why would a referral be rejected?

Referrals are rejected when the order is cancelled for any reason. A referral may also be rejected if a Distributor order is placed through your affiliate website.

Are there any products that will not provide a referral?

Referrals are not provided on any Distributor purchase, on any promo items nor on any adventure packs. Referrals are also not calculated on shipping and taxes.

I've advertised my link everywhere – why am I not seeing any referrals?

Typical conversions* on a website are between 1-3%. If your stats show your conversion rate as greater than 3% - you are doing awesome!! If your stats show your conversion as lower than 1%, here are a few tricks to increase your referrals:

- Personally speak to those you are sending to your affiliate website
- Meet with people and show them the product
- Market extensively online (be in their face)
- Advertise where your regular customers will see those ads

Your regular customers who purchase from you directly will be your greatest customers on your affiliate website. Send them to your site when they are seeking a product which you do not have on hand at the time.

* A conversion is a visit to your website which resulted in a sale.