FMTC

Tips to help you get the most out of your text links

These FMTC guidelines will ensure that your offers are attractive to the market, pulled correctly into our feed and used by as many publishers as possible:

- ### *Use Text Links*
  Currently, we do not pull banners - or any image related content - so be sure to enter your deals and offers as text links.

- ### *Include Dates*
  Please include the start and end dates and add them to the appropriate fields in the network for each promotion. Do not put any information about the end date/time - or it being evergreen - in the label.

  If there is no end date the system will assign it a date like 2035 or mark it as unknown. This will result in your deal being Evergreen & staying active in our system.

- ### *Use Coupon Codes*
  Coupon codes offer customers a direct path to action. Like Terms and Conditions, coupon codes shouldn't be included in the deal label; they should be entered into the appropriate field in the affiliate network. They also need to be tested to make sure they are not defective.

  Review your codes and look out for any typos or extra spaces. For example, if your coupon code is WINTER21, make sure you don't accidentally write WINTER2021 or WINTER 21.

- ***Include Terms & Restrictions***

  Any requirement or exclusion should be included in the terms and conditions and it should NOT be included in the copy or description.

- ***Update Deals When Needed***

  If there is a change to a deal, (e.g. expiration dates, product prices, terms and conditions, etc.) be sure to update the information in the network. Our system detects changes made to labels or coupons, then our Data Entry Team reviews the changes and makes the appropriate updates.

  We pull data from the API approximately every 30 minutes (depending on your network) and changes are made as we receive them.

- ***Add deals often***

  Keep deals fresh and up-to-date and offer publishers as many deals as you can. 'Shop New Products' isn't typically a deal so be aware of the text links you are adding.

  Here are some examples of deals you can offer:
  % off
  BOGOF
  3-4-2
  Buy X & get X
  Free shipping if spend $X
  Get a free X if you buy X,
  Get a free X if you spend $X
  Save $X when you spend $X
  Save $% when you spend $X

- ***Examples of Deal Best Practices in Use***

  Deal labels shouldn't use too many descriptive words.

  Bad Deal Label: 15% off Enas Sight/Enas Sight pack/Enas Sight Wireless Outdoor Battery Security Camera
  Here's a concise alternative: 15% off select Enas Sight Security Cameras

How to Make Offers More Attractive

- ***Don't forget to add Coupon Codes (as mentioned above)***

- ***What publishers look for***
  Free Shipping, Coupon Codes, Urgent CTA

- ***Include a discount amount in ad copies***
  Deals may seem more attractive if the discount is displayed. For example, you could put "50% off Women's Winter Jackets " / " $30 off Orders $300+ Sitewide

For additional information on 'How to Write a Deal Label', check out a recent blog post here.

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Any further questions on text links, please reach out to your Representative, Helen Kembery on helen.kembery@fmtc.co