

## How to Set-up your Account

Go to [www.pointsbetpartners.com](http://www.pointsbetpartners.com) and click “login” on the top righthand side of the screen.

Login using your username (listed in your email) and the Password “PointsBet22”

Once you login, please go to the account tab, and then “Edit account details” (shown in the picture below).

The screenshot shows the 'Edit account details' page. At the top is a navigation bar with tabs: Home, Reports, Marketing, Finances, Account (selected), and Support. Below the navigation bar is a sidebar menu with sections: ACCOUNT (with a dropdown arrow) and COMMUNICATIONS (with a dropdown arrow). Under ACCOUNT, there are links for Account details, Edit account details (highlighted in blue), Login history, and Authorisation. Under COMMUNICATIONS, there are links for News and Email archive. The main content area is titled 'Edit account details' and includes a note: 'Fields marked with \* must be completed.' The form contains several fields: 'Current password' (with a placeholder), 'New password' (with a placeholder), 'Confirm password' (with a placeholder), '\* Email address' (with the value 'blaine.nichols2@gmail.com'), 'Email mailout subscription' (with a checked 'Subscribed' checkbox), '\* Country' (with a dropdown menu showing 'United States of Amer...'), '\* Affiliate Name', '\* First Name', '\* Last Name', '\* Company Name', and '\* Mobile Number'. Each of these fields has a corresponding input box.

On this page, please change your password. Additionally, our team would appreciate adding any other information that will help PointsBet get in touch with you.

Once done, please click save!

## How to Login

Go to [www.pointsbetpartners.com](http://www.pointsbetpartners.com) and click “sign in” at the top right of the screen. Note – the first time you login, you will need to set-up 2 Factor Authentication.

## How to find Creative & Links

After logging in, go to the marketing tab at the top of the screen (screenshot below)

The screenshot shows the POINTSBET PARTNERS dashboard. At the top, the POINTSBET logo is displayed in red and black. Below the logo is a navigation bar with tabs for Home, Reports, Marketing (which is highlighted), Finances, Account, and Support. The main content area is divided into two columns. The left column is titled 'MEDIA GALLERY' and contains a list of media categories: 'All media (120)' (highlighted), 'Banners (120)', 'Flash Banners', 'Direct links (11)', and 'Offline codes'. Below these categories is a search field labeled 'Media IDs:' with an orange 'Go »' button. The right column is titled 'Media gallery' and features a 'Refine media' section with the following options: '2 Risk Free Bets up to \$2,000' and 'Other'. At the bottom of the right column, it says 'Displaying 1 to 10 of 120 media.'

Once there, filter for the offer you would like (and if there is a specific sport you want). Once you put that filter in, you will see various sizes available for you to use!



Home
Reports
Marketing
Finances
Account
Support

**MEDIA GALLERY** ▼

All media (120)

Banners (120)

Flash Banners

Direct links (11)

Offline codes

Media IDs:  Go »

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**CAMPAIGNS** ▼

Campaigns allow you to track (and report on) your traffic sources separately.

Manage campaigns

## Manage campaigns

Create a campaign that can be assigned to a *linking code*. You can track the success of a campaign in the reports for e

### Create a new campaign

- **Unique campaign number:**  
Provide a unique number between 1 and 65535 for your campaign.
- **Campaign description:**

Spend:

Campaign group:  ▼

Create

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### Create campaign group

Campaign group label:

Campaign group description:

Create

### Existing campaigns

Once there, you will see the option to create a campaign group or just a campaign. A campaign group can be used if for example you have multiple segments you are doing within a baseball campaign and you want to easily see each segment's performance in relation to the others.

As you can see in the above screenshot you can add in how much spend you are placing on the campaign so that MyAffiliates can track spend against conversions to see where you are performing the best.

Once the campaign is created you can view them below the "create" section of the page

#### Existing campaigns

Click to edit the description and spend values. Selected campaigns can be assigned to campaign groups or deleted.

	♣ Campaign number	♣ Campaign description	♣ Campaign group	♣ Spend
<input type="checkbox"/>	1	baseball 2k test - blaine	Baseball	2000.00
<input type="checkbox"/>	2	baseball 2k test - blaine 2	Baseball	1000.00

Assign to group  
Delete

#### Existing campaign groups

Click to edit label or description.

	♣ Campaign group label	♣ Campaign group description
<input type="checkbox"/>	Baseball	Baseball - May 2022

## How to make links

Starting on the marketing tab, click the direct links option on the lefthand side of the screen (picture below)

The screenshot shows the 'Marketing' tab selected in the top navigation bar. On the left sidebar, 'Direct links (11)' is highlighted. The main content area is titled 'Direct links' and features a 'Refine links' section with two dropdown menus set to 'All' and a 'Refine' button showing '11 links'. Below this, a table displays the following data:

Channel	Landing page
PointsBet USA	<a href="#">2 Risk-Free Bets up to \$2,000 - Baseball</a>
PointsBet USA	<a href="#">2 Risk-Free Bets up to \$2,000 - Basketball</a>
PointsBet USA	<a href="#">2 Risk-Free Bets up to \$2,000 - Boxing</a>
PointsBet USA	<a href="#">2 Risk-Free Bets up to \$2,000 - Football</a>
PointsBet USA	<a href="#">2 Risk-Free Bets up to \$2,000 - Golf</a>
PointsBet USA	<a href="#">2 Risk-Free Bets up to \$2,000 - Hockey</a>
PointsBet USA	<a href="#">2 Risk-Free Bets up to \$2,000 - Soccer</a>
PointsBet USA	<a href="#">2 Risk-Free Bets up to \$2,000 - Sport Agnostic</a>
PointsBet USA	<a href="#">2 Risk-Free Bets up to \$2,000 - Tennis</a>

Once there you will see several options for landing pages. You can filter at the top or sift through the table below. Either way, once you have found the page you want, click that option in the 2<sup>nd</sup> column of the table. See example on the next page.

2 Risk-Free Bets up to \$2,000 - Golf / PointsBet USA

Tracking Data

Payload

Apply campaign  [Manage campaigns...](#)

S2S Request ID

S2S Publisher ID

Referring URL

Customer Group

Landing page URL

Text link

Link text:

```
<a href="https://record.pointsbetpartners.com/_0nTw5DpCkFOGz-JMn0SwlGNd7ZgqdRLk/1/">Click here</a>
```

In the above picture, you can see options for applying campaigns or other tracking data. Once you have selected the tracking you would like to apply, copy and paste the link into a local document.

**IMPORTANT NOTE** – once you put the link in a local file you will need to add the following text to the end of the link. “?promo=” AND any of the current promocodes the PointsBet Affiliate Team has created for you in the past. The promocode you select does NOT matter as tracking is no longer based on the promocode. The full text you would add would look something like “?promo=TEST”.

Example - <https://record.pointsbetpartners.com/teststesttest/1/?pg=6?promo=PROMOCODE>

If you set-up a campaign, this is where you will add it to the link. To create links for the same landing page with different campaigns, first select the landing page, then the campaign you want to apply. Once done, copy that link and paste it on a local document on your computer. Now, click the dropdown for “apply campaign” and switch it to the next campaign you would like to create a link for. Now copy that link from MyAffiliates and paste it into a local file. Repeat this until you have created a link for each campaign you would like to run for that landing page/offer. As explained in the “IMPORTANT NOTE” above, you will need to add “?promo=PROMOCODE”

## Reporting

Before walking through how reporting works, we wanted to give a couple helpful pointers that will help you along the way.

1. Brand refers to registration state. For example, if the brand says “PointsBet USA Colorado” that means the user signing-up/betting in that state.
2. The date format is DD-MM-YY
3. Data is refreshed at 6am EST each day

## Where are reports and what is each one used for?

On the menu ribbon at the top of the page, click “reports”

The screenshot shows the PointsBet reporting interface. At the top, there is a navigation bar with tabs for Home, Reports, Marketing, Finances, Account, and Support. The 'Reports' tab is selected. Below the navigation bar, there is a 'REPORTS' dropdown menu with a 'Detailed activity report' option selected. The main content area is titled 'Detailed activity report' and includes a sub-header: 'This report lists detailed activity recorded against your account and the resulting income. Use the filters and column selectors to analyse the available data.' The interface is divided into several sections: 'Report period' with a 'Preset period' dropdown set to 'This month', and date pickers for 'Date from' (2022-05-01) and 'Date to' (2022-05-23); 'Filter report' with dropdowns for 'Filter by campaign group' (All campaign groups), 'Filter by campaign' (All campaigns), 'Filter by media IDs', 'Filter by landing page IDs', 'Filter by brands' (All brands), and 'Filter by products' (All products); 'Choose columns' with checkboxes for 'Show dates' (checked), 'Show campaigns', 'Show campaign groups', 'Show media', 'Show landing pages', 'Show brands', and 'Show products'; and 'Download options'.

Once in reports, you will see several options on the lefthand side of the screenshot above. Below is a breakdown of what each report can help you do.

**Detailed Activity Report** – This report is a great to check how you are performing in each state (brand) on campaign group(s), campaign(s), landing page(s), and/or specific media assets.

Filters are a really big part of this report. In the image above, you can see filters for dates, campaigns, media, landing pages, and brands (states).

Below the filters, you can choose to display additional columns to better view performance across offers, media, etc. Please see below for an example.

## Choose columns

Show dates
  Show campaigns
  Show campaign groups
  Show media
  Show landing pages
  Show brands
  Show products

## Download options

Display report

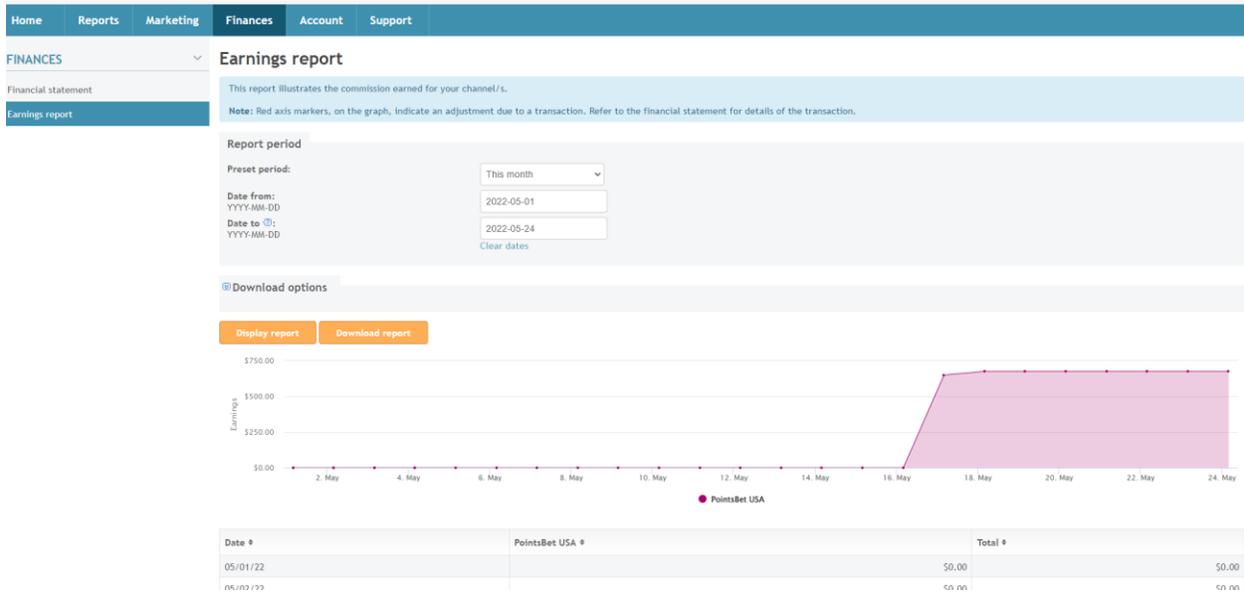
Download report

PointsBet USA pay period : 05/06/22  
\$250 CPA w/ \$10 Total Deposit (CPA \$250 USA ALL STATE EX NY)

Date	Brand	Landing page	Hits	Impressions	Signups	Sportsbook Turnover	Casino Handle	First Deposit Amount	Deposits	Qualifications	Income
05/06/22	PointsBet USA Colorado	2 Risk-Free Bets up to \$2,000 - Hockey	1	0	0	\$0.00	\$0.00	\$0.00	\$0.00	0	\$0.00
05/06/22	PointsBet USA Colorado	TEST-CO-SIGNUP	3	0	0	\$0.00	\$0.00	\$0.00	\$0.00	0	\$0.00
05/07/22	PointsBet USA Colorado	TEST-CO-SIGNUP	1	0	0	\$0.00	\$0.00	\$0.00	\$0.00	0	\$0.00
05/09/22	PointsBet USA Colorado	TEST-CO-SIGNUP	19	0	0	\$0.00	\$0.00	\$0.00	\$0.00	0	\$0.00
05/10/22	PointsBet USA Colorado	2 Risk-Free Bets up to \$2,000 - Hockey	3	0	0	\$0.00	\$0.00	\$0.00	\$0.00	0	\$0.00
05/10/22	PointsBet USA Colorado	TEST-CO-SIGNUP	5	0	0	\$0.00	\$0.00	\$0.00	\$0.00	0	\$0.00
05/13/22	PointsBet USA Colorado	TEST-CO-SIGNUP	0	0	1	\$0.00	\$0.00	\$0.00	\$0.00	0	\$0.00
05/14/22	PointsBet USA Colorado	TEST-CO-SIGNUP	1	0	0	\$100.00	\$0.00	\$0.00	\$0.00	0	\$0.00
05/17/22	PointsBet USA Colorado	2 Risk-Free Bets up to \$2,000 - Basketball	2	0	0	\$0.00	\$0.00	\$0.00	\$0.00	0	\$0.00
05/17/22	Unspecified	2 Risk-Free Bets up to \$2,000 - Baseball	0	1	0	\$0.00	\$0.00	\$0.00	\$0.00	0	\$0.00
05/17/22	PointsBet USA Colorado	2 Risk-Free Bets up to \$2,000 - Baseball	5	0	0	\$0.00	\$0.00	\$0.00	\$0.00	0	\$0.00

**Customer Reports** – while the Detailed Activity Report is a great way to track overall performance, the Customer report allows you to see each of the customers you have referred to PointsBet. You can view their turnover, first deposit amount, total deposits, and if they are a qualified player.

**Earnings Report** – This report is located under the finance tab at the top of your screen. See screenshot below. The report will show you earnings per day for the time period selected.



## How do I download a report?

As shown in the screenshot below, click the “download report” button that is available on each report tab you view.

The screenshot shows the 'Earnings report' interface. On the left, a sidebar under 'FINANCES' has 'Earnings report' selected. The main content area is titled 'Earnings report' and includes a description: 'This report illustrates the commission earned for your channel/s.' and a note: 'Note: Red axis markers, on the graph, indicate an adjustment due to a transaction. Refer to the financial statement for details of the transaction.'

The 'Report period' section contains a 'Preset period' dropdown set to 'This month', and 'Date from' and 'Date to' input fields with values '2022-05-01' and '2022-05-24' respectively. A 'Clear dates' link is also present.

The 'Download options' section features two buttons: 'Display report' and 'Download report'.

Below the buttons is a line graph showing 'Earnings' on the y-axis (ranging from \$0.00 to \$750.00) and dates on the x-axis (from 2 May to 14 May). The graph shows a flat line at \$0.00 with red markers on each date. A legend indicates 'PointsBet USA'.

At the bottom, there are two dropdown menus: 'Date' and 'PointsBet USA'.