POINTSBET PARTNERS

How to Set-up your Account

Go to 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).

Home	Reports	Marketing	Finances	Account	Support

ACCOUNT ∨

Account details

Edit account details

Login history

Authorisation

COMMUNICATIONS ∨

News

Email archive

Edit account details

Fields marked with * must be completed.

Current password
To change your password, or email, you need to enter your current password. Otherwise you can ignore these fields.

New password

Confirm password
Repeat your new password.

* **Email address**   blaine.nichols2@gmail.com

Email mailout subscription   ☑ Subscribed
Send me newsletters and promotional emails.

* **Country**   United States of Amer... ∨

* **Affiliate Name**

* **First Name**

* **Last Name**

* **Company Name**

* **Mobile Number**

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 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.

POINTSBET | **PARTNERS**

How to find Creative & Links

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

POINTSBET

Home	Reports	**Marketing**	Finances	Account	Support

MEDIA GALLERY ∨

All media (120)

   Banners (120)

   Flash Banners

Direct links (11)

Offline codes

Media IDs: [＿＿＿＿] **Go »**

CAMPAIGNS ∨

Media gallery

Refine media

2 Risk Free Bets up to $2,000

Other

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!

The important difference on creative in MyAffiliates is instead of having the local file, you will be copying javascript. The javascript plays an important role in allowing you to track the performance of each creative asset you are using on your site(s).

How to create campaigns

Campaigns are a super useful tool if you would like to track the performance of 1 offer across multiple placements on site and/or on social media. For example, if I wanted to run a baseball specific 2 risk free bets campaign across multiple placements, I would need to set-up a campaign for each placement. This would allow you to monitor each placement's performance.

Campaigns allow you to track conversions against your spend. This will allow you to optimize performance. You do not have to add in spend, but it can be a useful metric

The campaign will need to be set-up before creating any links because it factors into the link building on the backend.

On the marketing tab, on the lefthand side of the screen you will see "Campaigns" in bold, blue lettering. Under that, click "manage campaigns"

PointsBet Partners

| Home | Reports | **Marketing** | Finances | Account | Support |

MEDIA GALLERY ⌄

All media (120)

   Banners (120)

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Direct links (11)

Offline codes

Media IDs: [   ] [Go »]

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.
[3]

* Campaign description:
[   ]

Spend:
[   ]

Campaign group:
[none ⌄]

[Create]

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
☐	1	baseball 2k test - blaine	Baseball	2000.00
☐	2	baseball 2k test - blaine 2	Baseball	1000.00

[none ⌄] [Assign to group]

[Delete]

Existing campaign groups

Click to edit label or description.

☐	⇕ Campaign group label	⇕ Campaign group description
☐	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)

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 2nd column of the table. See example on the next page.

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=PROMCODE"

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"

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.
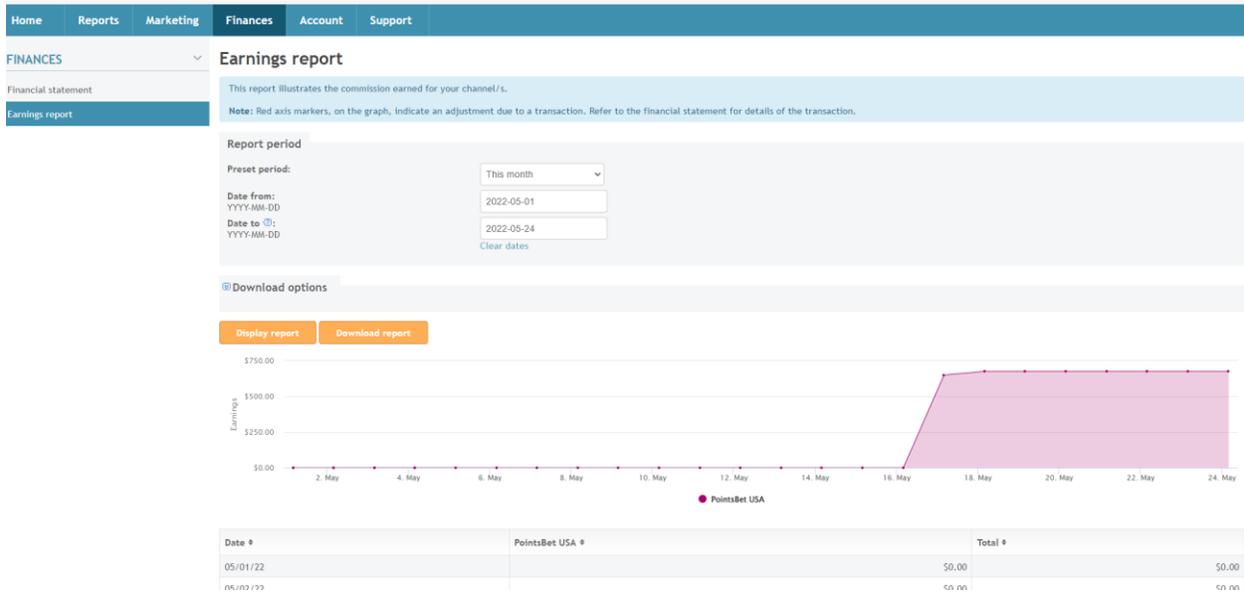
How do I download a report?

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