

Migrating to our New Partners.io Affiliates Platform!

We're excited to share that Partners.io will soon be moving to our new **in-house affiliate platform**! This upgrade is designed to make your experience even better, with improved tracking, reporting, and support features to help you succeed in your marketing efforts.

Please review the key details below to prepare for the migration and make the most of the new platform.

Migration Timeline

Migration Date: December 1, 2024

Dual Access Period: December 1, 2024 - January 31, 2025, 23:59 GMT

To make this transition as smooth as possible, you'll have access to both the current and new platforms from December 1st 2024 until February 1st, 2025. This dual access period lets you get comfortable with the new platform while still having access to the existing one.

We encourage you to pull any reports or data you may need from the old platform before January 31, 2025, as access will be discontinued after that date. Rest assured, our new platform will offer up-to-date data, advanced insights, and a streamlined experience to support your continued success. In addition, you will have our 100% support to ask any questions or concerns by reaching out to:

- Your affiliate manager
- Our general inbox affiliates@partners.io

Actions for Affiliates Before Migration:

1. **Update your email:** To ensure the security of your data, we will not be migrating your password. Therefore, it's essential that your email address is valid and up to date, as you will need it to reset your password.

ie. after entering your username, you'll receive a password reset link at your registered email address. For a smooth transition, please make sure your email address is updated before the migration takes place.

2. **Review Your Tracking Links (Month of December):** While links will redirect automatically, testing them post-migration is recommended.
3. **(Optional) Download Existing Reports:** To ensure you have everything you need during the transition, we recommend saving any key reports before February 1st 2025. While we'll have this data available through our internal system both before and after migration, having a copy on hand will give you extra assurance throughout the process.

Here's what you can look forward to with the new platform:

- **Near Real-Time Stats**
Get updates in **real time** – Clicks and registration stats refresh every **5–15 seconds**, while financial stats are recalculated every minute ensuring you always have the latest insights at your fingertips.
- **Mobile-Friendly Design**
Our platform is fully **mobile-compatible**, allowing you to manage and monitor your performance seamlessly, whether you're at your desk or on the go. Stay connected and in control wherever you are.
- **Scalability and Performance:** Scaling can be adjusted within minutes to smoothly accommodate larger traffic volumes, ensuring robust performance during high-demand periods. Ideal for affiliates with high-volume campaigns, the platform is tailored to meet specific needs without compromising speed or reliability. Designed for high scalability and optimal performance, our platform is ready to support your growth. If you're planning to scale to higher traffic volumes, please reach out to your affiliate manager to get started!

- **Meaningful Insight Dashboard**

Access a **powerful dashboard** that provides detailed, **real-time insights** into your performance metrics. Track key data and easily optimize your campaigns for better results.

- **Logical Marketing Asset Layout**

Quickly locate and access the marketing assets you need, with a **clean, logical layout** designed to streamline campaign setup.

i.e Enhanced Marketing Tools

Our new tools include:

- ☐ **Multilingual Marketing Assets:** Support for multiple languages, expanding your reach to a global audience.
- ☐ **Merged Landing Pages:** Landing pages are now part of a well-organized marketing campaign, complete with defined start and end dates.
- ☐ **Content Campaign Performance Reporting:** Access up-to-date reports on your campaign performance to measure success and optimize efforts.

...with many more exciting features ahead, all designed to drive innovation and data-driven marketing success. We're committed to making your migration experience smooth and secure, and we look forward to taking this step towards greater success together.

If you have any questions or need assistance, please don't hesitate to reach out. Thank you for your continued partnership — we can't wait to see you thrive on the new platform!