



THE AFFILIATE PROGRAM

LES MILLS+

AFFILIATE IMPLEMENTATION GUIDE

Offering an exclusive LES MILLS+ subscription to your members is easy. This user guide outlines the customer journey through the LES MILLS+ Affiliate Program and provides details on reporting and how to create your own links.

Table of Contents

The Affiliate Program.....	3
Member Journey	3
Getting Started.....	4
1. Check Out the Welcome Email	4
2. Create your Offer Links.....	4
Check Your Results.....	8
Reporting.....	9
Billing and Invoices	12

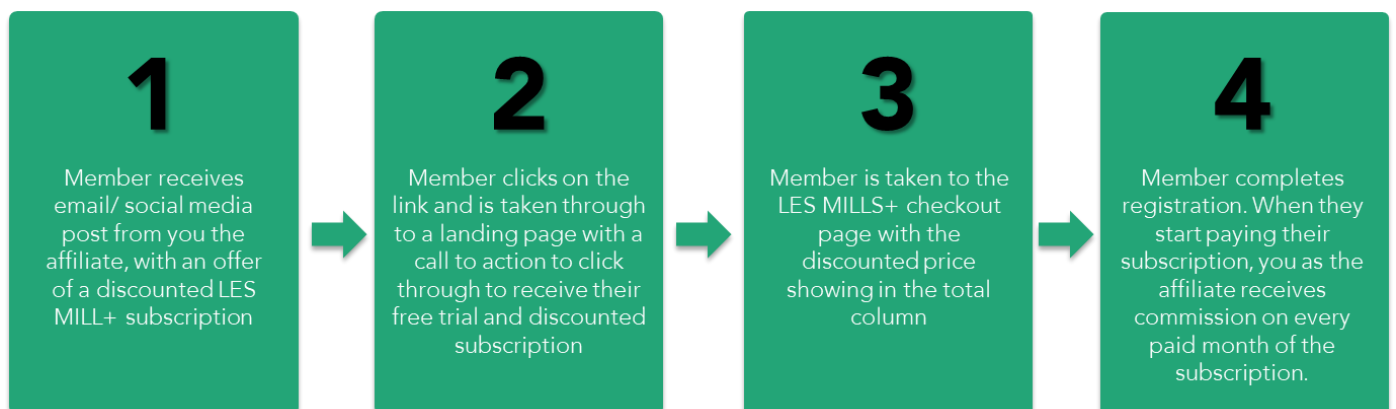
The Affiliate Program

It's great to have you on board as an affiliate partner for LES MILLS+. You can now start to offer your members a preferred rate on LES MILLS+ subscriptions – so they can experience world class LES MILLS workouts at home on those days they can't make it to your club.

You will have access to a range of marketing assets you can use to promote LES MILLS+ to your members, on your website, via email, and on your social media channels, as well as in club. With each of these you will be able to use sharable offer links that are unique to your club.

As an affiliate partner you also earn revenue when your members subscribe to LES MILLS+. We'll reward you for each user that signs up for our free trial and then becomes a paying customer.

Member Journey



Getting Started

1. Check Out the Welcome Email

As an Affiliate Partner, the first thing you will have received from us is a welcome email with all the information you need to promote your affiliate exclusive offer. This includes:

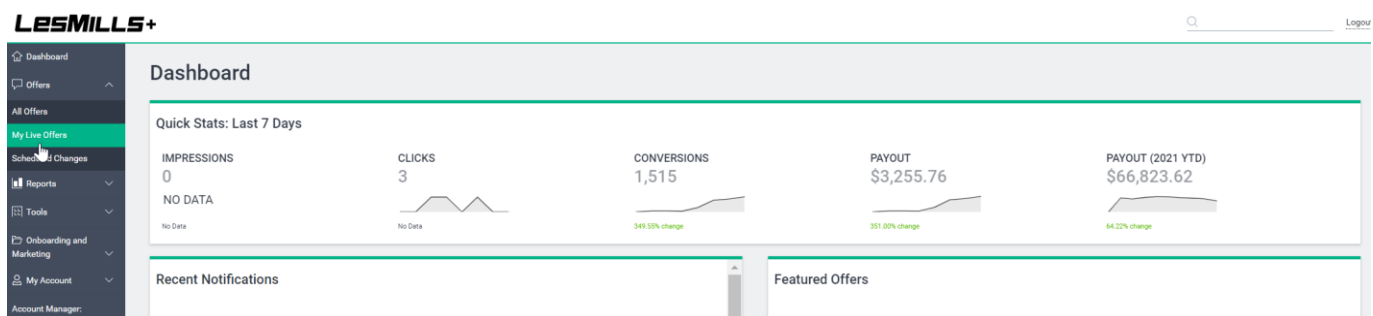
- Next steps for you to take:
 - Read through the affiliate guide to learn how to create your own links, run reporting and enter your billing details to get your commission.
 - Send out email template to your members
 - Posts LES MILLS+ assets on your social media pages
 - Brand Central link- Brand Central is where you'll find marketing resources such as images, email templates and examples of social posts to help promote LES MILLS+ to your network. If you already have access to Brand Central you will be able to click the link, log in and gain access to the LES MILLS+ collection straight away. If not, we will set you up with access so keep an eye out for a separate confirmation email containing your login details.

HasOffers website: <http://lesmillsdemand.hasoffers.com>

2. Create your Offer Links

In HasOffers you will have access to your regions' offer links to use when promoting LES MILLS+. These offer links place specific cookies on a user's browser to allow them to view their preferred rate.

To find your links, log into your HasOffers platform and navigate to the Offers -> My Live offers tab on the left hand side menu.



Click on your region's offer link as shown below. Please Ignore the preview landing page links and affiliate offer expired link.

Offers: Browse/Search

Filters ▼

ID ▼	PREVIEW	NAME
291	Preview Landing Page	US Global Offer
91	Preview Landing Page	Affiliate - International Offer Expired

Ignore these links

Click on your region's link

Once you have opened the offer for your territory, you have the opportunity to make this link as unique as you would like. Below is how the standard offer link looks with your unique affiliate id in the URL. Example:

http://link.lesmillsondemand.com/aff_c?offer_id=282&aff_id=318

Tracking Link Options

Generate TinyURL
 Impression Pixel
 Share link: [Twitter](#) [Email](#)

Customize Your Tracking Link
 Add Source
 Add Creative
 Add Sub IDs

Add Affiliate Source
 +

A Source allows affiliates to group and filter statistics in reports. Standard alpha numeric characters can only be used and must be less than 255 characters.

Adding a unique source (e.g, facebook) to your offer link:

Adding a unique source identifier to your offer link allows you to identify which of your marketing efforts are most successful by tracking where your conversions are coming from e.g. Facebook, website, emails, newsletters etc. To add a channel source to your offer link click "Add Source" and enter in the channel you will be promoting LES MILLS+ on:

- Click the plus sign (+) next to the source and watch the tracking link at the top left of the screen refresh to include the channel tagging
- Repeat as necessary for each channel you wish to have a unique link for.

Tracking Link Options

Generate TinyURL Impression Pixel Share link:

Customize Your Tracking Link **Add Source** Add Creative Add Sub IDs

Add Affiliate Source

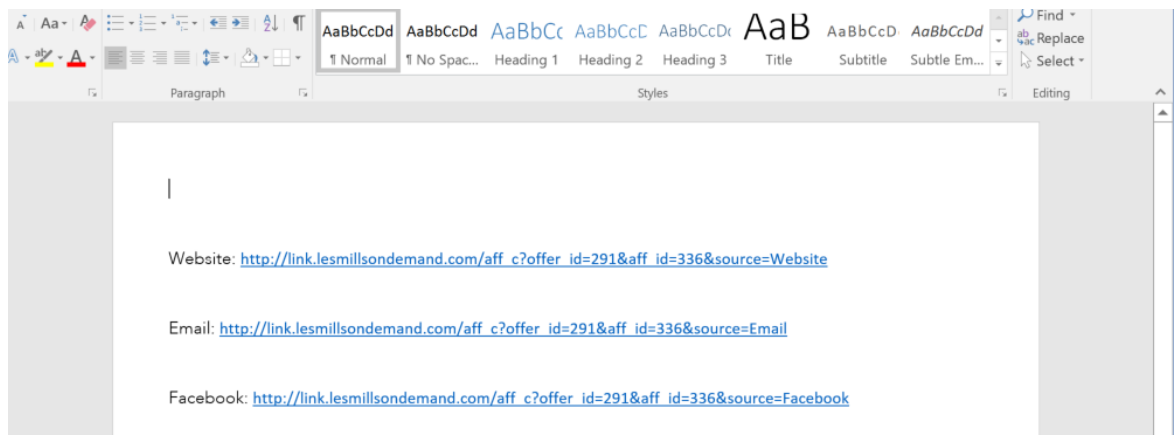
Facebook

A Source allows affiliates to group and filter statistics in reports. Standard alpha numeric characters can only be used and must be less than 255 characters.

Add Sub IDs

Sub ID 1 Sub ID 2 Sub ID 3 Sub ID 4 Sub ID 5

- We strongly advise to save all tracking links on a word doc/notepad/sticky note for quick reference, see below example:



How to create a Tiny URL:

Tracking links can be turned into Tiny URLs (a shortened version of the original link). An example of when you could use a Tiny URL is to put them on the promo cards that are available to hand to members and guests promoting LES MILLS+. It will be easier for members to type a short URL into their browser, rather than the full URL with all the source

identifiers. Note - this will still track the desired location and source for you in HasOffers.

Your Tracking Link

The screenshot shows the 'Your Tracking Link' interface. At the top, a text box contains a long URL: `http://link.lesmillsdemand.com/aff_c?offer_id=186&aff_id=212`. To the right of this box is a refresh icon and the 'Tracking Link Options' section, which includes checkboxes for 'Generate TinyURL' and 'Impression Pixel', and 'Share link' buttons for Twitter and Email. Below the URL box is the 'Customize Your Tracking Link' section with three buttons: 'Add Source' (highlighted with a red box), 'Add Creative', and 'Add Sub IDs'. At the bottom is the 'Add Affiliate Source' section, which has an empty text box with a plus sign icon and a descriptive note: 'A Source allows affiliates to group and filter statistics in reports. Standard alpha numeric characters can only be used and must be less than 255 characters.'

- Type Promo Card in the affiliate source box to be able to track where your clicks are coming from. Click the plus sign and the tracking link will be updated. As you can see the tracking link is too long for a member to type into a browser at a later time so the next step is to generate the Tiny URL.

Your Tracking Link

This screenshot shows the tracking link interface after the source has been added. The URL in the top text box is now: `http://link.lesmillsdemand.com/aff_c?offer_id=291&aff_id=357&source=Promo Card`. The 'Add Source' button in the 'Customize Your Tracking Link' section is highlighted with a red box. The 'Add Affiliate Source' section now contains the text 'Promo Card' in the input box, which is also highlighted with a red box, and the plus sign icon is also highlighted with a red box. The 'Tracking Link Options' and 'Share link' buttons remain the same.

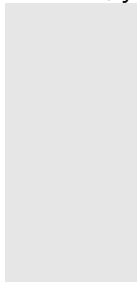
- To generate the Tiny URL, click generate Tiny URL under the tracking link options. The tracking link will be automatically updated.

Your Tracking Link

This screenshot shows the final step in the process. The 'Generate TinyURL' checkbox in the 'Tracking Link Options' section is checked and highlighted with a red box. The URL in the top text box is now the shortened version: `http://link.lesmillsdemand.com/SH2N`, which is also highlighted with a red box. The 'Add Source' button in the 'Customize Your Tracking Link' section is still highlighted with a red box. The 'Add Affiliate Source' section remains the same with 'Promo Card' in the input box.

- Save tracking link to word doc/notepad/sticky note, as shown in the above example.
- Note: All tracking links can be turned into tiny URLs but be sure to name them correctly on your word doc. Tiny URLs lose their source/SubID name at the end and you will not be able to tell where they belong, therefore if used on the incorrect

channel, you would not get accurate data when pulling a report



Promo Card: <http://link.lesmillsondemand.com/SH2R>

Access your email templates:

On the same page of the affiliate link, you can also download your customized email templates. The templates have already been updated with your affiliate link and are ready to be emailed to your members via your email marketing platform

Your Tracking Link

http://link.lesmillsondemand.com/off_c?offer_id=... Tracking Link Options
 Generate TinyURL Impression Pixel Share

Customize Your Tracking Link Add Source Add Creative Add Sub-ID Add Click ID Add Unique

Add Affiliate Source Add You can view data aggregated by non-unique traffic source values in the performance report. This parameter accepts up to 255 standard alphanumeric characters.

Offer Details

Offer ID	Expires	Offer Protocol	Locations
299	December 25, 2021 1:59 AM CST 80 Days remaining	Server Postback w/ Transaction ID	Included: United Kingdom

Goal	Payout
First Payment	20.00% CPS
Recurring Payment	20.00% CPS

Notes
 Affiliates in the UK, Please use this offer.
[Preview Landing Page](#)

Advanced Targeting

Your Pixels / Postbacks

Creatives Add Creative Download All Page 1 of 1

Type	Name/Preview	Placement Options
HTML Email	Email 3_UK	Get Code Download
HTML Email	Email 2_UK	Get Code Download
HTML Email	Email 1_UK	Get Code Download

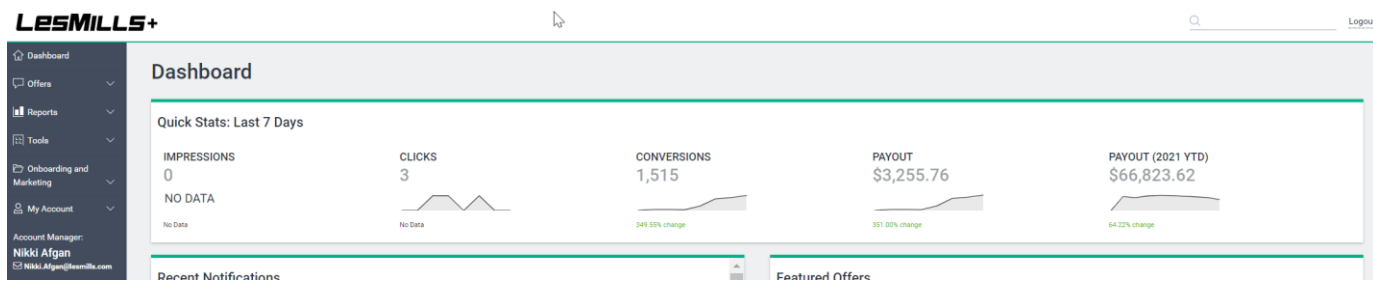
Check Your Results

To check how your conversions are tracking log into your HasOffers account. Remember your log in details can be found in your welcome email.

When you first log in to HasOffers, you can see a snapshot of your results.

- Clicks

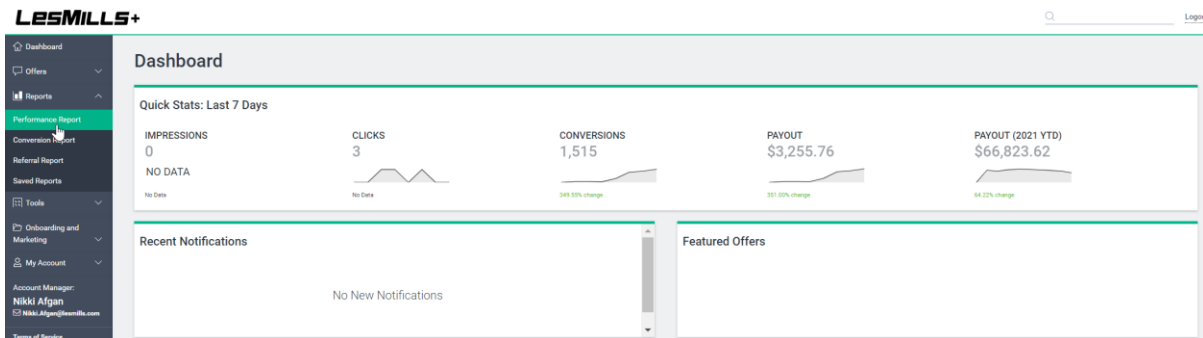
- A click is counted each time anyone clicks on one of your links and views the affiliate landing page for the offer.
- Conversions
 - A conversion occurs every time a member pays their monthly subscription fee. Twelve conversions may be 12 individual members, or it may be one person who has cycled through their recurring subscription payments for 12 months.
- Payout
 - USA Affiliates: This is your commission earned over the last 7 days from paying subscribers you have converted to LES MILLS+. Commission rates should reflect your Affiliate Agreement with Les Mills Media Ltd or any subsequent agreement.
 - Affiliates outside of the USA: This amount is in USD and therefore doesn't accurately reflect your commission payout. To view and track your accumulated commission payout for a specific period please run a performance report as described in the reporting section below. Commission rates should reflect your Affiliate Agreement with Les Mills Media Ltd or any subsequent agreement.



Reporting

To view your results in more detail, navigate to "Reports" on the left hand side of the screen. You will see the following options:

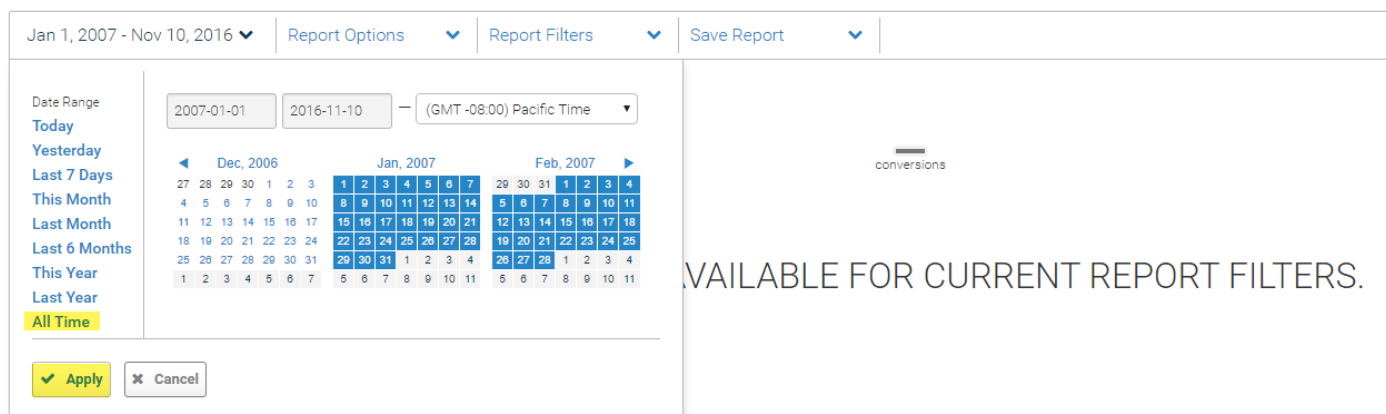
- Performance Report
 - Use this to track which channels and locations are performing best and to see the results of a specific marketing campaign i.e. a Facebook post. The report can also be used to show your commission.
- Conversion Report- This report is not applicable to the LES MILLS+ affiliate program
- Referral Report – This report is not applicable to the LES MILLS+ affiliate program
- Saved Reports – This is where you will be able to view any reports you have previously created and saved if you wish to refer back to them.



The **Performance Report** can be used to determine which marketing channels are performing best (i.e. Facebook, Twitter, Email etc.) The report can also be used to show your commission.

On the report, you are able to select a date range, click on filters to help you see your performance in detail, and save the report to view at a later date.

Performance Report



Use the filters below to see the results from the different links you've been using on your chosen channels. To update the report with the filters below, go to report options->click on the filters below, unclick filters that are not on the list below->click apply.

- Source (marketing channel)
- Clicks
- Conversions
- Payout
- Currency

Jan 1, 2007 - Nov 10, 2016 | Report Options | Report Filters | Save Report

Graph: Top 3 Offers | Graph Data: Conversions

Day Week Month Year

conversions

GRAPH NOT AVAILABLE FOR CURRENT REPORT FILTERS.

Report Summary

Page: 1 of 1

SOURCE	SUB ID	CLICKS	CONVERSIONS	PAYOUT	CURRENCY	CURRENCY PAYOUT
Email	Alabama	2	2	\$4.00	USD	\$4.00
Website	Virginia	1	1	\$2.00	USD	\$2.00

If you want to avoid having to repeat the steps above every time you want to pull a report, you may save the report. The saved report can be found under saved reports, located on the left side. Below is a screenshot showing you how to save a report:

Performance Report

Jan 1, 2007 - Nov 10, 2016 | Report Options | Report Filters | Save Report

Save Report
Enter a unique name for your report

Performance Report | Enter report name

Report Timeframe Jan. 1, 2007 - Nov. 10, 2016 (Preset: All time)

Save Cancel

Click here first

conversions

AVAILABLE FOR CURRENT REPORT FILTERS.

Click save

Important things to note:

- For non-US based Affiliates, please ignore the 'Payout' column on the report and refer to the 'Currency Payout' column which details the commission amounts in your relevant currency (as specified in the currency column).

Page: 1 of 1

SOURCE	SUB ID	CLICKS	CONVERSIONS	PAYOUT	CURRENCY	CURRENCY PAYOUT
Website		248	2	\$3.45	GBP	£2.65
Email		40	2	\$3.45	GBP	£2.65

Billing and Invoices

Monthly commissions are paid by bank transfer. The payment timing and minimum payment threshold is detailed in your Affiliate Agreement.

To see your commission, head over to My Account->Billing

Dashboard

Quick Stats: Last 7 Days

IMPRESSIONS	CLICKS	CONVERSIONS	PAYOUT	PAYOUT (2020 YTD)
0	0	0	\$0.00	\$0.00
NO DATA	NO DATA	NO DATA	NO DATA	NO DATA
No Data	No Data	No Data	No Data	No Data

Recent Notifications

No New Notifications

Featured Offers

Stef's Global Offer

[CP]:20.00%
[Category] None

Performance: Last 7 Days

No Data

[Browse Offers](#)

lesmillsdemand.hasoffers.com/publisher/#!/billing

At the beginning of every month your commission statement will display under the Invoices section. It's important to note that if your commission for the month is under the minimum payment threshold, your commission will be held over until the next month, or until such time it reaches the minimum payment amount.

Account Holder

Other Details

Bank Name

Routing / ABA / Swift Number

Account Number

Invoices

Page: 1 of 1 < > 10

Statement	Date/Time	Message	Amount
Invoice #7846	2020-08-01 21:36:45	Commission Paid in August 2020	£616.76
Invoice #6642	2020-07-01 21:38:15	Commission Paid in August 2020	£598.81
Invoice #5824	2020-06-01 21:36:36	Commission Paid in August 2020	£578.16
Invoice #5525	2020-05-01 21:37:08	Commission Paid in August 2020	£507.49
Invoice #5360	2020-04-01 21:37:48	Commission Paid in August 2020	£225.75
Invoice #5246	2020-03-01 21:36:26	Commission Paid in August 2020	£99.09
Invoice #5139	2020-02-01 21:36:55	Commission Paid in August 2020	£75.47
Invoice #5034	2020-01-01 21:37:44	Commission Paid in August 2020	£46.34
Invoice #4933	2019-12-01 21:36:30	Commission Paid in August 2020	£7.94

Payments

Payment	Date/Time	Status	Memo	Method	Amount
---------	-----------	--------	------	--------	--------

To provide us with your bank account details please go to My Account-> Payments

Dashboard

Quick Stats: Last 7 Days

IMPRESSIONS	CLICKS	CONVERSIONS	PAYOUT	PAYOUT (2020 YTD)
0	0	0	\$0.00	\$0.00
NO DATA	NO DATA	NO DATA	NO DATA	NO DATA
No Data	No Data	No Data	No Data	No Data

Recent Notifications

- 06/18 Approved for Offer
- 05/21 Offer Payout Set

Featured Offers

- Stef's Global Offer
- [CPS]\$20.00%
- [Category] None

Performance: Last 7 Days

No Data

[Browse Offers](#)

Enter bank details:

Scroll down and click on New Payment Method:

Tax ID (EIN/SSN) *

The EIN/SSN number is located in Part 1 of the W-9 Form. For most businesses, an EIN number will be used. For individuals, a SSN will be used.

Document Attachment (W-9, PDF only) *

There is no file.

Status: Not submitted

Attachments (1 file)

Please do not upload any tax documents as attachments. Files within this section will not be processed. Please use the Tax Information section above.

#	File Name	Created
1.	Billing Section.jpg	Tue, 01 Sep 2020, 09:08

Invoices

No items

Payment Methods

No items

[New Payment Method](#)

Contacts (1 item)

#	First Name	Last Name	Type	Details
1.	Stefy	Tovar	Other	Estefany.tovar24@gmail.com

Enter bank details and click create

Create New Partner Payment Method

New

Create Cancel

Set as Default Payment Method
Default payment methods will be used for all outstanding invoices



Payment Type *

Direct Bank Transfer

Currency *

USD - US Dollar

Transfer Type *

Local bank account

Recipient Type *

Business

Responsibility of Fees

Recipient Pays Fees

Banking Information

Country *

United States

Address *

1940 W lala

Address your bank account has on file

City *

Chicago

City your bank account has on file

State *

New York

ZIP Code *

60611

ZIP Code your bank account has on file

ACH Routing Number *

123456789

Should be 9 characters

Account Number *

12345

Can range from 4 - 17 characters

Account Type *

Checking

Account Owner Name *

SteF's Gym


Scroll to attachments section and upload screenshot of bank statement or pro-forma invoice showing bank details. The reason why this is requested is in case bank details entered are not correct under payment method, this avoids payment delays and bounced fees.

Tax ID (EIN/SSN) * <small>The EIN/SSN number is located in Part 1 of the W-9 Form. For most businesses, an EIN number will be used. For individuals, a SSN will be used.</small>	
Document Attachment (W-9, PDF only) *	There is no file.
Status	<input checked="" type="radio"/> Not submitted 

Attachments (1 file)

Please do not upload any tax documents as attachments. Files within this section will not be processed. Please use the Tax Information section above.

Upload New File

#	File Name	Created
1.	 Billing Section.jpg	Tue, 01 Sep 2020, 09:08

Invoices

No items

Payment Methods

No items

New Payment Method

Contacts (1 item)

#	First Name	Last Name	Type	Details
1.	Stefy	Tovar	Other	Estefany.tovar24@gmail.com