

#### What is the Webgains Smart Commissions Tool?

The Webgains Smart Commissions tool has been developed to ensure the creation and management of Smart Commissions can be

done as simply and swiftly as possible, all in one place.

The Smart Commissions feature allows commission schemes as either Percentage or Fixed commissions to be scheduled for multiple

periods.

The scheme is able to match a range of criteria, such as:

- Customer Type (new, existing, or custom)
- Product SKUs, Product Names, Product Category, Product Types (custom)
- Publisher Sites
- Publisher Channels

The commission criteria can be used individually or as a combination, allowing for cascading rules with priority for each level, allowing

for a new level of flexibility when creating commissions.

### Examples of how you can use Smart Commissions:

# 01

You'd like to offer Publisher X an increased commission of 10% running from 01/09/24 - 14/09/24, but only for New Customer orders on Product Y.

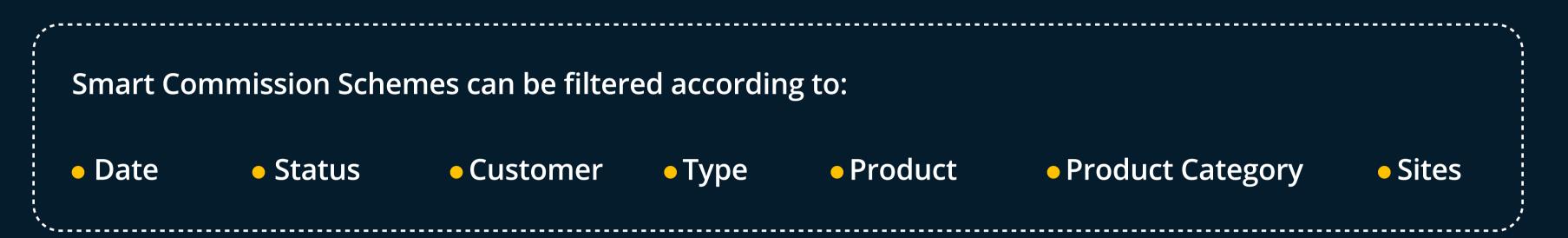
# 02

You'd like to offer Publisher X, Y, and Z a fixed commission rate of £10 for products in a specific category, for any customer type.

#### 03

You'd like to schedule every other week for Publisher X to receive 20% commission for any product purchased by Existing Customers.

Smart Commissions offers a clear view and management of all commissions set-up, whether Active, Scheduled, Draft or Expired in one easy-to-use interface, with filtering available to refine the results displayed in the table.



Some Smart Commissions functionality will require Items and Customer Type Tracking to be set up, as well as a functional Product Feed in the program to provide product data.

| Commission set-up                         |  |                          |
|---|--|--------------------------|
| Configuration name *                      | Description *                                      |                          |
|   |  |                          |
| Commission *                              | Commission type *                                  |                          |
| 9   | 6 Percentage V                                     |                          |
| <ul> <li>Commission period</li> </ul>     |  |                          |
|   |  |                          |
| Start now (21/08/2024)                    | Schedule   |                          |
| Start date *                              | End date   |                          |
| 01/09/2024                                | 14/09/2024   | $\mathbf{-}$             |
|   |  |                          |
|   |  | Cancel Create commission |
|   |  |                          |
|   |  |                          |
| Create Smart Comm                         | ission   |                          |
|   | n and add products and publisher sites to include. |                          |
|   |  |                          |
| 🖂 Customer type 🕛 ———                     |  |                          |
| ◯ New ◯ Existing ◯ Custon                 | 1  |                          |
| Apply products ①                          |  |                          |
|   |  |                          |
|   | roduct categories 🕜 Apply to product types         |                          |
| 215092 ×                                  |  |                          |
| +Add products                             |  |                          |
| <ul> <li>Apply publisher sites</li> </ul> |  |                          |
|   |  | ▼                        |

Cancel Create commission

| Create Smart Commission     Create a new Smart Commission and add products and publisher sites to include. |                          |
|--|--------------------------|
| + <u>Add products</u>  |                          |
| <ul> <li>Apply publisher sites</li> </ul>  |                          |
| 31247, First Webgains Campaign   |                          |
| + <u>Add publisher sites</u>   |                          |
| Advanced settings Order *  |                          |
| 0 Last config  | •                        |
|  | Cancel Create commission |
|  |                          |