Webgains Integration Process

There are only a few steps required for your program to launch. These can be completed simultaneously and in no particular order.

1. **Tracking Code**: Your Integration Manager will send tracking guidance for the shopsystem/tracking solution your site uses, which includes how to set up our 'Landing Page Script' (to set our 1st Party Cookie) and our 'Conversion Script' so we can track sales generated by your Webgains publishers. After the code has been implemented, your Integration Manager will run some tracking tests and confirm everything is set up correctly.

2. **Product Feed**: A Product Feed should be provided to Webgains, containing your site products and details. Guidance will be provided on this, and the feed mirrors a Google Shopping Feed format in CSV, TSV or XML.

3. **Program Description**: A description of your program containing: marketing blurb, commission structure, cookie length, recall period and reasons for publishers to join the program. Templates can be provided if required.

4. **Creative Assets**: A selection of banners and any other assets that you can provide for publishers to use in their promotions. We recommend the following banner sizes:

   - 120x90.jpg static logo (*required*)
   - 250x250 static logo
   - 88x31 static logo
   - 300x250 banner
   - 728x90 banner
   - 160x600 banner
   - 120x600 banner
   - 468x60 banner
   - 234x60 banner
   - 250x250 banner
   - 950x200 static (unbranded)

The process tends to work most efficiently when we can work directly with the departments responsible for each task. Therefore, please ensure you let us know the contact details for the respective team members. For each relevant contact, please share the following with us - name, role, email address.

Any questions? Please email support@webgains.com