

Darwin is a complete ground-up re-build and improvement of the Affiliate Window administration area, which aims to make extensive use of new web technologies and provide a much more intuitive and user friendly interface. Due to the scale of the project there will be a phased roll out of new features; what you see here is just phase one. So, what's new?

User Based Login System

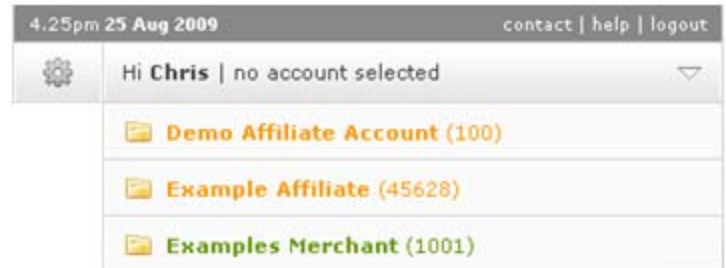
- Every network user will have their own username and password to log in to Darwin
- Users can link their new user account to their different merchant/affiliate accounts to allow a single point of access

Detailed Affiliate Categorisation

- A more involved sector categorisation has been used, adopting the ShopWindow product categorisation structure which has been built upon to incorporate further fields
- Promotional type categorisation that breaks down each type of affiliate

Account Switcher

- Allows merchants/affiliates to switch between their different accounts easily, through a user friendly and intuitive user control panel at the top of the Darwin interface

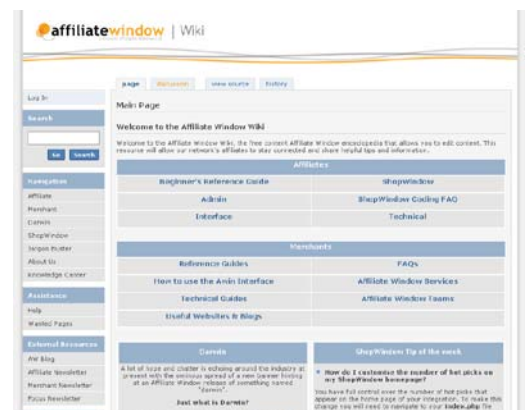


Account Permissions

- Users responsible for an affiliate account can manage the permission levels for other users with access to that account
- Permission controls include restricting users from editing settings and restricting users from viewing financially sensitive information (this will not restrict the viewing of reports in the main administration area)

Wiki

- The new support and help pages for Affiliate Window network users
- Directly editable by Affiliate Window staff, affiliates and merchants who have a Darwin user account
- This is an additional resource designed to help users get started and is not a replacement for our Technical Services team. We remain committed to answering tickets as quickly as possible.

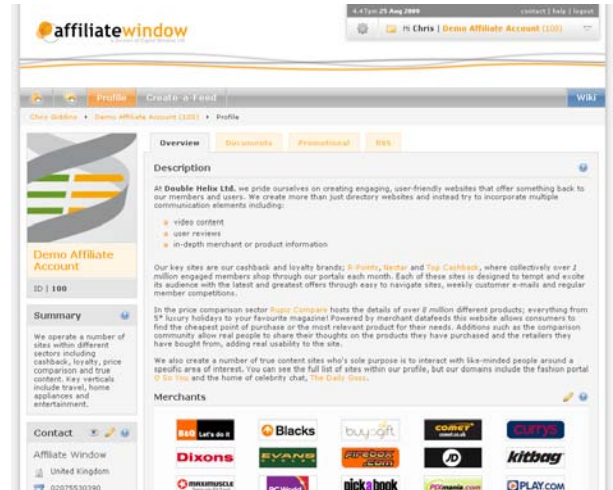


Affiliate Profiles

In order to improve communication, foster collaboration and business relationships and to break down barriers between affiliates, merchants and Affiliate Window we created **Affiliate Profiles**.

In the old interface, affiliates are only able to enter a short description about themselves, add a single URL of a website they run and categorise themselves. In Darwin, affiliates are able to create a profile to showcase their business in detail using the following elements:

- Space for a detailed description
- Logos of merchants they work closely with
- Contact details for the business and individual staff members
- Upload supporting documents
- List, categorise and describe every website that they own
- Display an RSS feed from their blog



Within the old Affiliate Window system, if an affiliate is not joined to a merchant's programme, that merchant has no way of knowing the affiliate exists. To combat this, the new affiliate profiles will be available to all Darwin users; Affiliate Window staff, merchants and agencies. However, privacy controls will allow affiliates to choose if they want other affiliates to see the documents and website information they have displayed.

The old system will still be available to use during this process. The two interfaces will be running side by side until we have migrated everything to Darwin.

Frequently Asked Questions

How do I get started?

Step One: To begin using the Affiliate Profile Pages you need to get your own unique Darwin login. Create an account here: <http://darwin.affiliatewindow.com>

Step Two: With an account created, and having successfully logged in, you will be on your User Dashboard. This summarises your Darwin user space. From here you will need to attach your current affiliate/merchant accounts.

Step Three: Navigate to the settings area via the top control box where you will find the link "*Personal Settings > Manage Accounts*".

Step Four: Input the correct account details (ID and password) into the form and it will attach your account to your user space.

Step Five: With the account attached you can begin to build a unique profile. This includes creating business descriptions, adding all relevant sites, adding an RSS feed and any supporting documents.

Who are Affiliate Profiles for?

Affiliates:

- Your opportunity to showcase your business in detail for merchants to see.
- When you apply to join a merchant's programme that merchant will review your application by viewing your profile.

Merchants:

- You will be able to search for, view and invite affiliates onto your programme.
- This functionality was previously unavailable and ensures Darwin breaks down barriers and ensures merchants know who their affiliates are.
- Merchants can also use an affiliate's profile to decide if they want to approve them to their programme.
- Makes building and managing an affiliate base considerably more transparent.

Where is my profile displayed and who can view it?

Affiliates:

- Your Affiliate Profile will be found in a directory that is searchable by Darwin Users.
- They will see your profile within the confines that you have afforded via the privacy settings.
- Contact information displayed on an affiliate profile is only shown to merchants to which the affiliate is joined.
- Your Affiliate Profile will not appear in the directory until it has reached 100% completion, so check the progress completion box on your profile to see what you need to do to be listed.

How can Affiliate Profiles benefit me?

Affiliates:

- Profiles allow you to showcase your business in much more detail than ever.
 - In the past you were only able to add just a single promotional website, you can now add as many as you would like.
 - You can discuss the different marketing disciplines in which you specialise in much greater detail.
 - This should reduce application rejections and allow more partnerships.

Merchants:

- A future release will allow you to browse for affiliates to expand your affiliate programme.
- The targeting options that will be available in the future within the directory will allow you to refine your search results to find the right affiliates for you.

Visit <http://darwin.affiliatewindow.com> now to sign up and start using the Darwin Administration Area.