

A person wearing a white t-shirt is holding a green, textured, cylindrical object. The image is overlaid with a semi-transparent green filter. The text 'IWOOT™' is centered at the top, and 'AFFILIATE WELCOME PACK' is written in large, bold, white letters across the middle.

IWOOT™

**AFFILIATE  
WELCOME  
PACK**

IWOOT™

# WHO ARE WE?



**IWOOT = I Want One Of Those, a leading online gifting retailer that specialises in the weird and wonderful.**

We've got the best array of quirky gifts, gadgets, toys, clothing and homeware that you could possibly want.

This makes us the ideal shopping solution for those people who have everything and want something different, for those hard-to-buy-for family members, and for those urges we all get to buy something that we really want and really don't need.

With our top prices, amazing weekly deals and free delivery over £30 in the UK\*, IWOOT is the go-to place for gift-giving.

\*Worldwide delivery fees vary

# WHY PROMOTE IWOOT?

## Great commission

We have generous commission rates which allow room for increases, with most products at a base commission rate of 4-6%. We also pay out commissions twice a month!

## 30 Day cookies

If that customer returns to IWOOT directly or through a search engine and purchases within 30 days of clicking through your link, you will still receive a commission from the sale.

## Market-leading promotions

Weekly promotions and seasonal campaigns, uploaded onto Awin daily.

## Huge product range

See following page for more details.

## Regular newsletters

Weekly newsletters featuring all new offers and bestsellers.

## Support

Individual support from the IWOOT affiliate team.

## Exclusive and flexible affiliate promotions

Negotiate your own exclusive deals.

## Incentives

In return for increased exposure, we can offer samples, commission increases, exclusive codes and supply any assets you require.

## Mobile friendly site

So no issues with smartphones or tablets.



# WHAT CAN YOU PROMOTE?



## Gifts

(6% Base CPA)

For him, for her, for kids, for geeks, for unicorn fans...



## Homewear

(6% Base CPA)

Interior design with a difference for every room, including officially licensed and own brand printed products...



## Toys

(4% Base CPA)

Board game classics, Construction Toys, Lego, Pop! Vinyls...



## Electricals

(1% Base CPA)

Speakers, technology, action cams, officially licensed phone cases...



## Gadgets

(6% Base CPA)

Multi-tools, novelty gadgets, smartphone gadders, desktop gadgets...



## Clothing

(6% Base CPA)

Officially licensed and own-brand clothing for men, women and kids

IWOOT™

# PRINT ON DEMAND

As part of The Hut Group, we have our own in-house printing facility, which allows us to offer an ever-increasing range of officially licensed and own brand products.

We produce our own t-shirts, sweatshirts, hoodies, mugs, prints, phone cases and more, with new products coming all the time as the facility grows.

We also work with our partners to produce their merchandise lines.

Our base commission rate on our Print category is 6%, which allows us great flexibility to create bespoke promotions with affiliates and partners.



So whether promoting our products, designing your own for us or going that step further to creating your own merchandise store, there are many opportunities with our Print-On-Demand service!

If you have any questions about Print-On-Demand or are interested in getting involved, please get in touch with the IWOOT affiliate team.

# HOW CAN YOU PROMOTE US?

**The answer is simple – join our affiliate network!**

To be one of our affiliates, you can be any website, content site or social media channel, anything from a large network to a blog. As an affiliate you can promote IWOOT through many different promotional activities including (but not limited to) newsletters, content, banners, competitions, and customer acquisition campaigns.

Our affiliate programme is part of an intermediary affiliate network called Awin, which creates affiliated links, tracks sales, pays out commissions, and makes staying in touch easy.

Our affiliate programme is a quick and easy way to grow your own site through promoting our products. And the best part about joining? It's totally free.



# HOW AFFILIATE MARKETING WORKS



First link on your  
site to a merchant  
product



Visitors click on the  
link and are taken  
to the IWOOT  
sales page



Visitors buy the  
product you are  
promoting



You earn  
commission

IWOOT™

# HOW TO SIGN UP



## Register as a Publisher on Awin by [clicking here.](#)

When asked to insert URL, this is the URL of your site, social media page etc. Your company name is your site name/social media page name.

Next, you'll need your card details, which allows Awin to collect a £5 payment to get you signed up. However, if you drop us a line, we can give you an invitation code to waive the joining fee so that joining us doesn't cost you a penny.

Once signed up and verified by Awin, you can apply to join our programme. You can do this by going to Advertisers, selecting Join Programmes and then searching for Iwantoneofthose.com or 1202.

We'll then accept you onto our programme. You'll be able to generate affiliate links ("deeplinks") for any page or product on our site, and will be good to go!

For more information on signing up to Awin, please [click here.](#)

# HOW TO MAKE DEEPLINKS

**Monitise your content by creating deeplinks, which is a trackable URL that you create in Link Builder in Awin.**

It takes a normal URL and converts it to a trackable link including your unique ID. Awin can then track when the link is clicked on and makes sure that you get your commission from any sales made on IWOOT from people clicking on your link.

## **How to make them:**

Locate the Deeplink Builder from within your account under Links & Tools > Link Builder (see next page for example)

Select the advertiser [Iwantoneofthose.com](https://www.iwantoneofthose.com)

In Destination URL, paste in the link of the product you wish to advertise

e.g. <https://www.iwantoneofthose.com/print/my-cat-was-right-about-you-women-s-t-shirt-white/11607634.html>



Something worth noting here is that the link needs to end .html or .list. Any text after that (e.g. ?Widget\_id=0000) needs to be deleted.

In Format, select URL (not HTML).

In the “Your Deep Link” box, a deeplink will be created for you based on the information you have inputted. Select ‘shorten link’, which will provide you with a shorter version of the same link for your page, which will be ideal for your social promotions.

You can now post this link into your site.

# DEEPLINK BUILDER

## Link Builder

The Link Builder allows you to create deep links to specific product pages, whether or not you are joined to that advertiser.  
For detailed instructions, please see our [Wiki](#).

### Create Deep Link

Advertiser Joined iwantoneofthose.com UK [Profile](#)

Destination URL

Click Ref   
50 character limit / 50 left. [Find out more.](#)

Format  URL  HTML

### Your Deep Link

```
https://www.awin1.com/cread.php?
awinmid=1202&awinaffid=XXXXXX&clickref=&p=https%3A
%2F%2Fwww.iwantoneofthose.com%2F
```

[Shorten Link](#) [Copy Link](#)



# PAYMENTS

## Awin has two payments that run each month

The commissions validated for the 1st-15th of each month will be paid on the 1st day of the following month. The commissions validated in the second half of each month will be paid on the 16th of the following month.

### How to check when you will be paid...

Click Overview within Reports tab, where you will be able to see when your next payment will be made

To view previous payments select 'Payment History', and to update payment details select 'Update Payment Details'

## Reports



### Advertiser Performance

Today Week Month Year

### Product Performance

Today Week Month Year

### Performance Over Time

Today Week Month Year

### Commission Group Performance

Today Week Month Year

### Creative Performance

Today Week Month Year

### Device Performance

Today Week Month Year

### Click References

Today Week Month Year

### Payment

[Overview](#) History

### Transactions

Today Week Month Year

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# USEFUL LINKS

[Affiliate Sign Up](#)

[IWOOT Affiliate Programme Terms & Conditions](#)

[Awin Interface](#)

[AWIN WIKI](#)

IWOOT™

# CONTACTS

If you have any questions or ideas regarding affiliates and partnerships, please contact:

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**JOIN OUR  
TEAM OF  
AFFILIATES**

