

Genes Reunited Affiliate Program

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Introduction

What is an affiliate program?

An affiliate program is a revenue sharing program where you, the affiliate, drive traffic to our, the advertiser's, website in exchange for commissions.

We provide you with affiliate links in the form of text links and banners that you can then integrate into your website, emails and blogs. When someone clicks on an affiliate link on your website, email or blog and goes through to the Genes Reunited website you get a commission on every subscription they purchase!

Why join the Genes Reunited affiliate program?

- ✓ Earn 25% commission on every Genes Reunited sale – which means you can earn up to £20 on a single transaction!
- ✓ Receive on-going personal support, advice and promotional tools to make it as easy as possible to generate sales.

Who can join?

Everyone! If you run a large commercial web site, a personal blog or anything in between you're welcome to apply to join the program. You do not even need a Genes Reunited account to be a Genes Reunited affiliate!

If you have more than one website, you can enrol all of them in the affiliate program by submitting all of your domains when you sign up – each domain will be reviewed for joining the program on an individual basis.

Does it cost anything to join?

No, it is completely free to join the Genes Reunited affiliate program!

Affiliate Network: Affiliate Window

Our affiliate program (Genes Reunited 5894) is run through affiliate network [Affiliate Window](#). Acting as an intermediary between advertisers and publishers, Affiliate Window provides our affiliates with tracking, reporting, prompt fortnightly payments, and the opportunity to become an affiliate for any of Affiliate Window's other advertisers too. Once accepted to our program, you'll be taken to the Affiliate Window site where you'll create your own personal and secure account.

Everything you need to know about Affiliate Window can be found in their Wiki guide [here](#).

How do I join?

1. Sign up to the Genes Reunited affiliate program [here](#) by completing an Affiliate Window Publisher Account Setup Form. If you're already an Affiliate Window publisher click [here](#) to become a Genes Reunited affiliate straight away!
2. Wait for your welcome email! Remember to check your junk folder.
3. Add our banners, buttons and links to the most appropriate part of your website, emails, blog or search engine marketing campaign.
4. Start earning commissions with Genes Reunited!

My Commissions

How much will I earn?

Earn 25% commission* on all the different Genes Reunited subscriptions!

- ✓ Platinum 12 month - £20 per sale
- ✓ Platinum 6 month - £12.50 per sale
- ✓ Platinum 1 month - £5 per sale
- ✓ Standard 12 month - £5 per sale
- ✓ Standard 6 month - £3.75 per sale
- ✓ 200 Pay as you go Credits - £4.50 per sale
- ✓ 50 Pay as you go Credits - £1.25 per sale

**Commissions based on completed NET sales*

Exclusive affiliate incentives are also issued!

How often will I be paid?

Commissions are paid every two weeks into your nominated account through Affiliate Window.

What happens if a customer I referred cancels a subscription?

If a sale is cancelled your commission payment is not revoked, you keep your commission!

How do I keep track of my sales and commissions?

Reporting on all transactions is available through your Affiliate Window account. See the *Reporting* tab for breakdown of your sales and commissions.

My Links and Tracking

How are the links and banners I place on my site tracked?

You will be supplied with a tracking pixel which records impressions, clicks and sales for both the links and banners you place on your site and in your emails.

How many Genes Reunited links and banners can I display on my site?

As many as you like, there is no limit!

Which creative formats are available?

We have text links and creative available in both gif and flash files in a variety of sizes.

Allow Deep Linking?

Yes. Deep linking can increase conversion rates by linking directly to an individual product or service instead of the home page or category page. This improves user experience and increases the chance of an action being completed and commission earned.

How do I create Deep Links?

Please find the Affiliate Window guide to building Deep Links [here](#).

How do I upload banners/links?

Click on Current Advertisers within your Affiliate Window profile, then:

- Click 'Links' button against the advertisers details
- Click 'Banners'
- Copy the code against the banner of your choice
- Paste into the source code of your website

How do I promote the brand?

You may want to use information about Genes Reunited to support text links and creative on your site and in your emails:

- Search over 515 million historical records and start connecting with family past and present on Genes Reunited
- Over 780 million names listed, start searching for long lost relatives on Genes Reunited
- Start building your family tree on Genes Reunited and discover your ancestry
- Search census records and gain an insight in to the lives of your ancestors

PPC Affiliate Terms

Keyword Policy

- Your ads must always appear lower than our own PPC activity
- Do not use our domain name in ads
- Do not claim to be Genes Reunited in any way
- Do not use the word 'Official' in your copy
- A bridging page must be used so that paid listings do not go directly to Genes Reunited

Bidding on the brand terms below is not permitted:

Genes Reunited, GenesReunited, Genes Reunited.co.uk, GenesReunited.co.uk, Genes reunietd, Genesreunite, Genesreunited, Gens reunited, Genesrunited, Genesruenited, Genes reun1ted, Genereunited, Genesreunited, Geensreunited, Genes ruenited, Generenited, Geens reunited, Genesreunietd, Genesreunitd, , Genes runited, Genesreunited, Genes reunite, Gensreunited, Gensereunited, Genes reunited, Genes reunited, Genes reunited, Genesreunited, Geneseunited, Genes reunited, Genesreunited, Genesreunitde, Geneserunited, Genes reunied, Generseunited, Genesreun1ted, Genes reunitd, Genesreunied, Genes renited, GenesReunited, Friends Reunited

My Privacy

Please see Affiliate Window's full Privacy Policy [here](#).

Useful terms

[Click here](#) to go to Affiliate Window's Jargon Buster.

Who do I contact if I have a problem or query?

If you have any questions please do not hesitate to contact your Genes Reunited affiliate account contact, Hannah Morris at hmorris@dctfh.com