



Overview

ShopWindow provides partners with a live feed shopping engine that can be embedded into any site with minimal effort. It uniquely enables users to search Affiliate Window's database of over 3.5 million products from over 700 retailers on a sale popularity basis.

We analyse every sale our affiliate partners generate over a period of time and look at sales trends in the market. We use this data to order the product search results.

This means that the results displayed from a ShopWindow search have taken into account the cost of the product, the merchants' reputation and the confidence of the buying public.

ShopWindow is therefore the first product comparison engine that truly sorts data in the interests of consumers.

The demand for Shopping Comparison

With the identification of Web 2.0, users are becoming more demanding in their requirement for intuitive and dynamic content.

Being able to provide a product comparison service offers today's web users the functionality they require, allowing them to select the content they deem relevant to their online experience at that particular time.

Using ShopWindow, your users can benefit from a more informed service, allowing them to make their buying decisions earlier in the sales process; resulting in a much more qualified and informed click.

As a partner using ShopWindow, this means that your conversion rates will increase; as will your commissions.

“First thoughts, "I'm impressed" I knocked up a test site for ShopWindow Toolset in about 5 minutes”
KeithBond.co.uk

Key Benefits

Revenue Generation

ShopWindow works by utilising the audience of your site to generate revenue. Retailers reward you for passing on these unique visitors and you earn a commission from each completed sale. Affiliate Window channels **every commission** you earn directly to you, twice a month.

Our Merchant Partners

Our 700 Merchants include both brand names and smaller online retailers. Some of our key merchants are listed below and a full directory is available at:

www.affiliatewindow.com/our_mechants.php.



Flexibility

ShopWindow offers you the opportunity to display any combination of merchants from our 700 online retailers. ShopWindow also allows complete flexibility in category display and giving you total control over what retailers and product type you wish to present to your users.

You can also customise the presentation of ShopWindow within your site, applying branding and familiarisation that your users will relate to.

Network Relationships

As an affiliate using ShopWindow you can benefit from the close relationships we have with merchants and utilise the incentives and promotions they offer to affiliates in our network. These can include discount codes, activation incentives and bespoke commissions.

Cost Per Acquisition (CPA) Model

The ShopWindow model is based on a cost per action (sale) payment structure, where you earn a commission on each sale generated.

There are many benefits in setting up a CPA based shopping portal. This type of engaged traffic has a high propensity to purchase increasing your earning potential massively.

Integration Options

Web Services

ShopWindow API offers complete flexibility, allowing your developers to integrate all or specific elements of the ShopWindow service into your site.

The ShopWindow API is platform independent, meaning that it works within any coding environment. Using the ShopWindow API will require a good level of technical ability and experience.

Client Software

Client Software is our 'out of the box' solution. Built utilizing the SMARTY PHP template engine, Client Software allows fast set up and integration into your current site with minimal effort.

Client Software contains 5 templates for you to choose from, each providing a different look and feel for your site.

As well as this, the data within the client and the presentation of the client can be customized by editing the SMARTY / PHP code, allowing you to seamlessly integrate within your existing website.

ShopWindow Direct

Existing affiliates may simply prefer to direct their traffic to the ShopWindow.com site. Through the integration of a banner or text link, affiliates can direct their traffic through to product comparison functionality at no cost or resource.

Affiliates using this tool receive 100% of the commission available, we take nothing out.

Examples

ShopWindow Demo site: www.shopwindow.com

Client Software - full: www.click2compare.co.uk

Client Software - vertical: www.etoys.co.uk

Web Services: www.pricera.co.uk

Services

Account Management

ShopWindow portals receive dedicated account management to help manage promotions and optimise performance and earnings. Account Managers will liaise directly with retailers and utilise the rich support network within Affiliate Window to ensure maximum results.

Technical Support

Our accomplished integration technicians will discuss and identify the right technical solution for you. Working closely with your development teams, they will be on hand to assist you through any integration issues and offer on going technical assistance as your account matures and develops.

Management Area

As a ShopWindow partner you will have access to our unique and intuitive management area where you can manage and view your activity, through the use of tools such as sales reports, retailer management, and account details management.

Next Steps...

If you would like to find out more about how ShopWindow can help your business please contact the ShopWindow Team on 020 8269 5145 or email sales@affiliatwindow.com

Your account manager will then be able to talk you through your options and help you make the most of the ShopWindow toolset.

“ I really do think this is a great product and Affiliate Window have done a great job... My eToys site is the first of many that I plan to build using the technology. ”

*Keiran Donoghue
Director - UK Offer Media Limited*