



Awin Access

Technical Integration Solutions

The following document outlines three technical integrations solutions for Awin Access self-managed clients:

self-managed, assisted and premium. The self-managed solution is standard and free of charge. Assisted and Premium solutions are paid options offering additional support to advertisers who cannot complete the integration without help or have a more complex integration. To request the Assisted or Premium option, please email uk-advertiserhelp@awin.com and a member of the team will be in touch to arrange payment.

Self-Managed

Integration | Free of charge

The **standard offering** for Awin Access advertisers is that you are responsible for configuring the Awin tracking on your website. The Awin technical integration team will be responsible for providing guidance on the following areas:

- 1 Directing you to the implementation instructions that are most compatible to your **eCommerce platform**. They can also provide details for third party setups, i.e. **Google Tag Manager** and establishing a compatible **product feed**.
- 2 A Tracking Diagnosis tool is available in the user interface for you to self check the tracking is working as it should. This tool will look for all required tracking elements such as the Awin MasterTag, Conversion Tag and Fall-back Conversion Pixel. Any errors will be shown to you via the tool with notes on what the issue is in order to resolve.
- 3 Once your programme is set live all tracking tags and data should remain consistent and as originally provided by Awin. Please note, if any subsequent support is then needed for re-integration you may be subject to a charge as per the terms of your agreement.

Assisted

Integration | £299+VAT

If you are an advertiser that cannot complete the integration without help, you may wish to utilise this assisted integration. The Awin technical integration team will provide the following assistance services for eCommerce plugin integrations:

- 1 Provide implementation support outside of initial onboarding guidance (ad-hoc or over the phone) relevant to your **eCommerce platform** and additional **product feed** support that ensures any custom product feeds or Google feeds can conform to the Awin platform and are perfectly optimised for Publishers.
- 2 Advice on how to interpret the results from the Tracking Diagnosis tool available on the user interface to check the tracking is working as it should. This tool will look for all required tracking elements such as the Awin MasterTag, Conversion Tag and Fall-back Conversion Pixel. Any errors will be shown to you via the tool and the team will help resolve any errors or warnings that might occur.
- 3 Once your programme is set live all tracking tags and data should remain consistent and as originally provided by Awin. Please note, if any subsequent support is then needed for re-integration you may be subject to a charge as per the terms of your agreement.

Premium

Integration | £599+VAT

If you are an advertiser that has a more complex integration requirement, this premium integration provides the following consultative service for all non-standard Awin Access integrations.

- 1 A member of the technical integration team will be assigned to you to provide consultative assistance for items such as: custom Server to Server (S2S) development, mobile App integrations, eCommerce plugin or third party set-up such as the use of Google Tag Manager.
- 2 Discuss and advise on:
 - **De-duplication** setups outside of the non-standard Awin Access setup
 - Convert custom built **product feeds** so they are compatible with Awin
 - **Product level tracking** to enable in-depth reporting of individual products.
- 3 Explain the results from the Tracking Diagnosis tool, available in the user interface, to check the tracking is working as it should. This tool will look for all required tracking elements such as the Awin MasterTag, Conversion Tag and Fall-back Conversion Pixel. The team will help resolve any errors or warnings that might be shown via the tool and advise how to test your mobile application integration.
- 4 Once your programme is set live all tracking tags and data should remain consistent and as originally provided by Awin. Please note, if any subsequent support is then needed for re-integration you may be subject to a charge as per the terms of your agreement.