

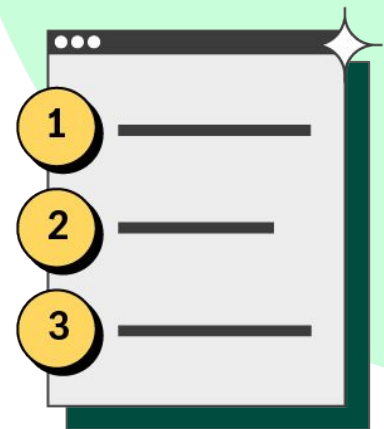


# Introduction to Impact

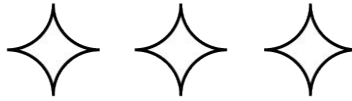
Everything you need to know to start using Impact.



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## Introduction

**Shopify uses Impact to maintain and grow our affiliate program. Impact allows us to easily provide affiliates with the tools they need to refer new merchants to Shopify.**

In this guide, we'll review how to get started with Impact as well as some of the most frequently asked questions new affiliates have.

Don't see your question answered here? Check out the Impact [Help Center](#) for additional resources, or submit a ticket to the Impact team by logging into your account and selecting the "Help" button in the bottom right corner of your Dashboard.

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# Getting Started

Once you've [applied](#) and been approved to join Shopify's affiliate program, you'll receive an acceptance email containing next steps.

First, log into your [Impact account](#) using the same username and password you used to submit your application.

Upon logging into your account, you will land on the Impact home screen - otherwise known as your Dashboard. For a full overview of the Impact user interface, click [here](#).

From your Dashboard, select Content from the navigation bar at the top then click Assets.

The screenshot displays the Shopify Impact dashboard interface. At the top, a navigation bar includes 'Home', 'Reports', and 'Content'. A dropdown menu under 'Content' is open, with a red arrow pointing to the 'Assets' option. The dashboard features several key sections:

- AVAILABLE BALANCE:** \$0.00 (Setup Autopay)
- UPCOMING:** \$0.00 (Tracked but not approved)
- Approved but not due:** \$0.00
- MESSAGE CENTER:** Includes a notification for 'Shopify Inc. Co-Branded Landing Pages' with a 'View All' link.
- CREATE A LINK:** A section for promoting a brand with a simple link. It includes a dropdown for 'Shopify', a field for 'Enter a Landing Page (optional)', and a 'Create' button. Below this, a generated link is shown: 'https://shopify.pxf.io/AokMZD' with social sharing options and a 'View All' link.
- CONTRACT TERMS:** Lists 'Online Sale API' with a referral period of 6 days and a value of 'US\$100.00', and 'Free Trial API' with a referral period of 30 days.

The 'SNAPSHOT' section shows a line graph for the period 'Mar 01 2022 - Mar 07 2022'. The graph shows a peak on Mar 2. Below the graph, the following metrics are displayed:

Metric	Value
Clicks	25
Actions	0
Payouts	CAD0
Sale Amount	CAD0
Conversion Rate	0%
EPC	\$0.00

The 'FIND AN AD TO PROMOTE' section contains a table with the following data:

Preview	Name	Program	Deal	Last Updated
	Free Trial 1101159 <a href="#">Landing Page</a>		-	11/17/2021, 1:51:18 PM

03

# Using Shopify Referral Assets

Upon landing on the assets page, you'll be shown a variety of referral URLs and creative assets that have been uploaded by our team. Each of these referral assets has been tested to ensure they drive strong conversion value. We highly recommend using a Shopify provided asset when creating new content for your audience.

Filter by label to sort through the thousands of creative assets and referral URLs we offer. Label definitions can be found on the next page.

The screenshot displays the Shopify Assets interface. At the top, there are tabs for 'All', 'Images', 'Videos', 'Emails', 'Coupons', 'Articles', and 'More'. A search bar and a 'Request' button are also visible. The main content area shows a grid of creative assets, each with a thumbnail, a title, and metadata. A red arrow points to the 'Labels' filter sidebar on the left, which includes a search bar and various filter options like '\$1 Paid Trial', '\$1 Promotion', and '14 Day Free Trial Creative'. Another red arrow points to a 'Sponsored Text' dropdown menu that is open over the grid, showing 'Text Link' as an option.

Assets

All Images Videos Emails Coupons Articles More

Product Content

Product Promotion

Select All | 3,277 rows

Labels

Search Labels

\$1 Paid Trial

\$1 Promotion

14 Day Free Trial Creative

Allgemeiner kostenloser Test

Avaliação gratuita - Dropshipping

Avaliação gratuita - Geral

Season

Language

Mobile Ready

Deeplinking

Sponsored Text

Text Link

The world's best-converting checkout

Powering 85% of U.S. e-commerce

Start here

Shopify

powering ecommerce - 1200...  
Image  
1200 x 628  
2 week(s) ago

powering ecommerce - 1080...  
Image  
1080 x 1080  
2 week(s) ago

powering ecommerce - 1024...  
Image  
1024 x 768  
2 week(s) ago

powering ecommerce - 768x...  
Image  
768 x 1024  
2 week(s) ago

Shopify converts up to 36% BETTER than the competition

Shopify



## Referral URL Labels and Definitions:

Label	Definition
<b>General Free Trial</b>	Landers that are not specific to any one kind of merchant.
<b>Dropshipping Free Trial</b>	Landers specifically for leads interested in Dropshipping.
<b>Makers Free Trial</b>	Landers for leads interested in making their own products.
<b>Print on Demand Free Trial</b>	Landers for prospective merchants interested starting a Print on Demand business.
<b>Point of Sale Free Trial</b>	Landers specifically for leads interested in Shopify Point of Sale.
<b>Pricing Free Trial</b>	Free trial lander featuring information on Shopify plans and pricing.
<b>Free Tools</b>	Free tools to help new merchants get started. These landers <b>should not</b> be used to capture free trial sign-ups.
<b>Migrate</b>	Landers that help new merchants migrate from another platform to Shopify.



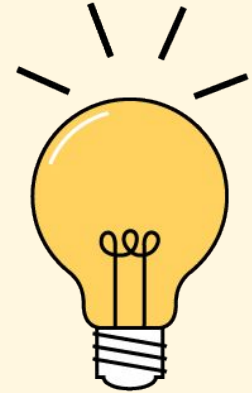


## Creative Asset Labels and Definitions:

Label	Definition
<b>POS</b>	Creative assets to help you promote Shopify Point of Sale.
<b>Makers Creative</b>	Creative assets designed to appeal to merchants who make their own products.
<b>DropShipping Creative</b>	Creative assets for merchants interested in DropShipping.
<b>Start Your Online Store Creative</b>	General Shopify branded creative assets.
<b>\$1 Paid Trial</b>	Assets designed to help you promote Shopify's 3 month paid trial.
<b>Bookings Products</b>	Creative assets designed to help you attract merchants interested in building a bookings business on Shopify.
<b>Digital Products</b>	Assets designed to attract merchants who are interested in selling digital products on Shopify.
<b>Shopify Logos</b>	Shopify logos in various different formats and styles.
<b>Subscriptions Products</b>	Assets designed to attract merchants who are interested in selling subscription products on Shopify.

Once you've chosen an asset, select Get Ad Code if you would like to add the link to your website using HTML or Iframe. If you prefer to link directly, select Get Tracking Link then click Copy.

**\*Pro tip: be sure to grab the referral URL specific to your country. Using a referral URL in your native language will increase your conversion rate.**



The code or link you copy is unique to your Impact account; all referrals submitted using this link will be attributed back to you.

The screenshot displays the Shopify Impact interface for a 'Free Trial' asset. The interface is divided into several sections:

- Assets List:** On the left, a list of assets is shown with filters for 'Last Updated' (Last day, Last 7 days, Last 30 days), 'Deal Type' (General Sale, Free Shipping, Gift with Purchase, Rebate, BOGO, Product Launch), 'Labels', 'Season', 'Language', 'Mobile Ready', and 'Deepinking'.
- Asset Details:** The main content area shows details for the 'Free Trial' asset (1101159 - Sponsored Text). It includes buttons for 'Get Ad Code', 'Get Tracking Link', and 'View Performance'. A red arrow points to the 'Get Tracking Link' button.
- Tracking Information:** Below the buttons, the following information is displayed:
  - Brand:** Shopify
  - Available:** Jun 30, 2021 10:08 - ongoing
  - Last Updated:** Nov 17, 2021 07:51
  - Language:** English (United States)
  - Landing Page:** <https://www.shopify.com/free-trial>
- Tracking Link:** A text input field contains the URL: `https://shopify.pxf.io/c/2957839/1101159/13624`. Below it is a blue 'Copy Tracking Link' button, which is highlighted with a red arrow.
- Landing Page:** An optional field with a 'Save' button.
- Tracking Parameters:** A section with a toggle switch and the text: 'Customize with additional parameters that can be tracked and displayed in reporting.'

If you plan to use the same referral link in several different places, be sure to add Sub IDs to track the performance of each individual placement. The performance of each placement can be viewed by Sub ID's when reviewing reports in Impact. To do this, toggle on Tracking Parameters when copying an existing asset's tracking link or code. For more information on Sub IDs, click [here](#).

See our [Impact Reporting guide](#) for more information on reports.

The screenshot displays the Impact platform interface for editing a referral asset named "Free Trial". The interface is divided into several sections:

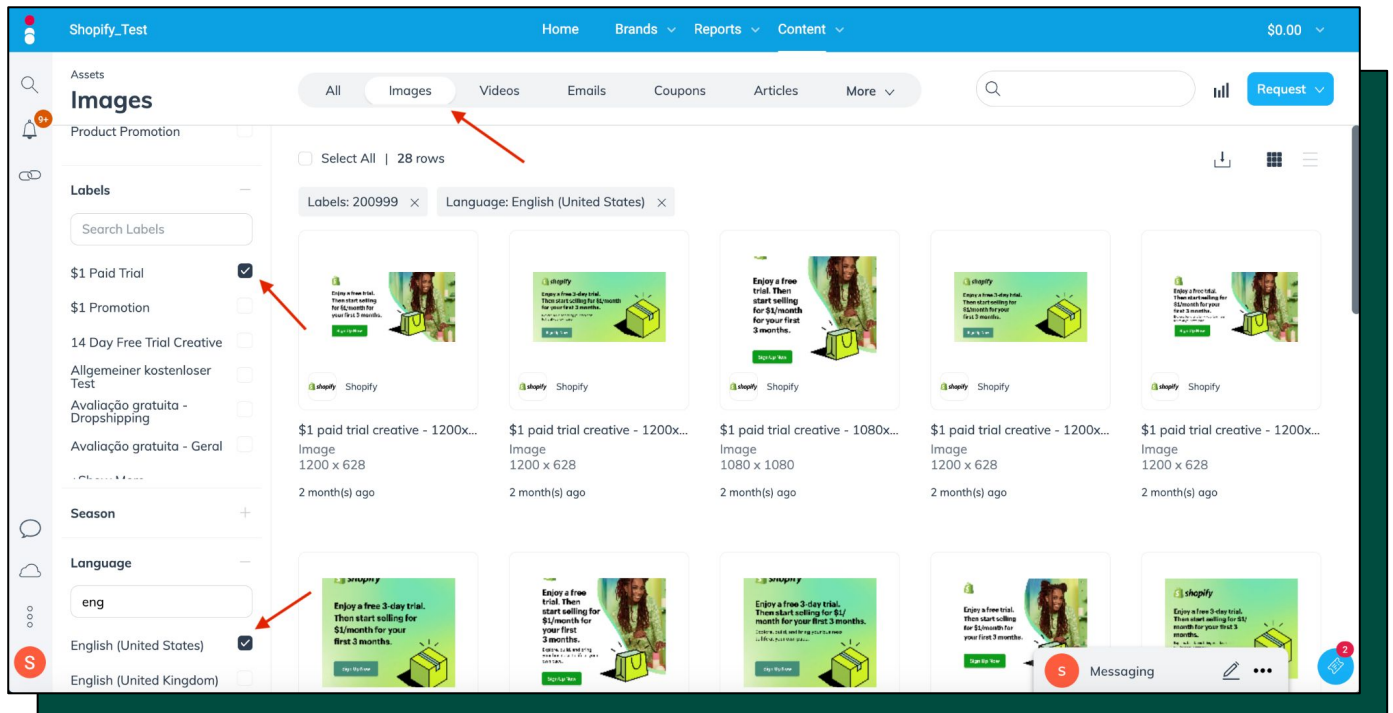
- Assets List (Left):** Shows a list of assets with filters for "Last Updated" (Last Updated, Last day, Last 7 days, Last 30 days) and "Deal Type" (General Sale, Free Shipping, Gift with Purchase, Rebate, BOGO, Product Launch). The "Free Trial" asset is selected.
- Asset Details (Center):** Displays the asset name "Free Trial", ID "1101159", and type "Sponsored Text". It includes buttons for "Get Ad Code", "Get Tracking Link", and "View Performance". Key details include:
  - Brand:** Shopify
  - Available:** Jun 30, 2021 10:08 – ongoing
  - Last Updated:** Nov 17, 2021 07:51
  - Language:** English (United States)
  - Landing Page:** <https://www.shopify.com/free-trial>
- Configuration (Right):** Shows the tracking link configuration:
  - Text Link:** <https://shopify.pxf.io/c/2957839/1101159/13624>
  - Tracking Parameters:** A toggle switch is turned on, highlighted with a red arrow. Below it is the text: "Customize with additional parameters that can be tracked and displayed in reporting."
  - Sub ID Parameters:** Three optional input fields for Sub ID 1, Sub ID 2, and Sub ID 3.
  - Property:** A dropdown menu set to "Select".
  - Shared Id:** An optional field with a "Need Help?" button.

## Using Shopify Branded Creative Assets:

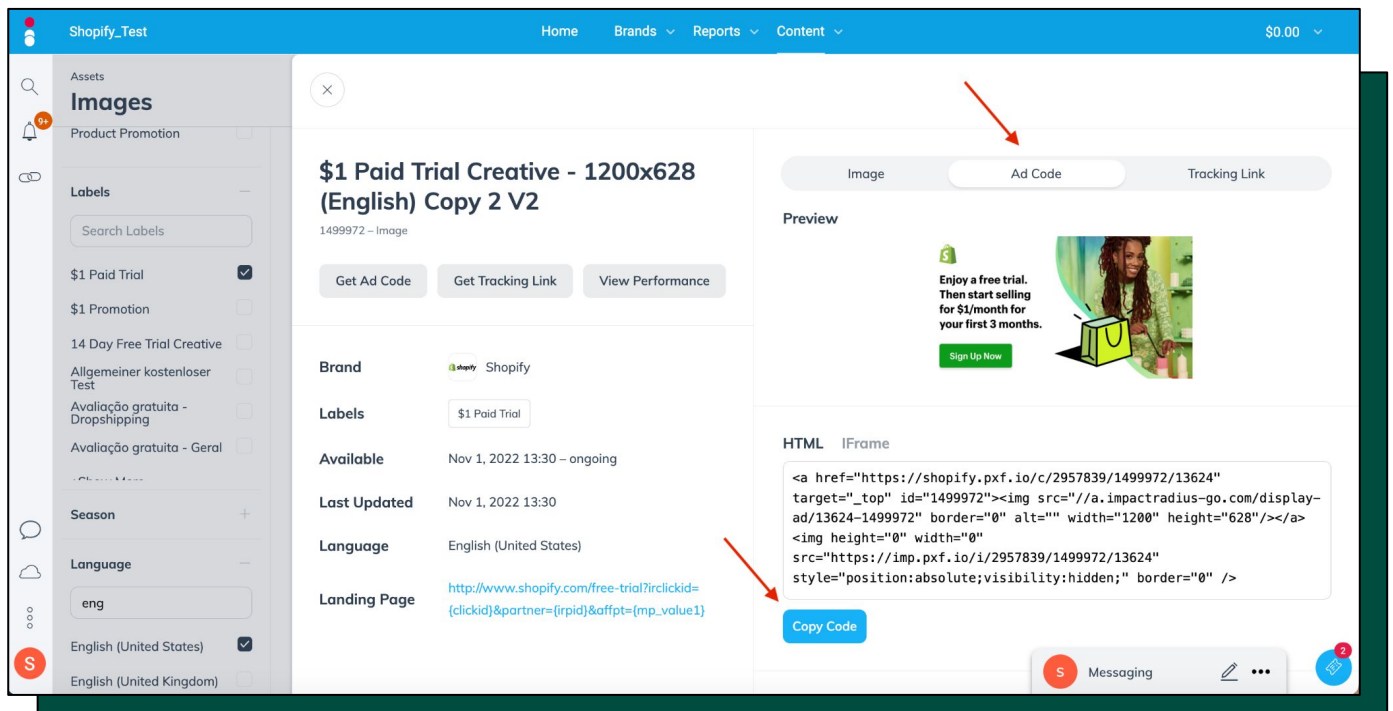
In addition to referral links, you also have access to a library of custom creative which has been designed and tested by our team. To ensure you make the most of our creative assets, follow these steps. From the **Assets screen**:

1. Click on **Images** from the navigation bar at the top.
  2. To narrow down your search, **filter by label and language**.
  3. Once you've found an asset you'd like to use, click into it and select **Ad Code** from the navigation bar.
  4. Then, **copy and paste the HTML** to your site. Using the HTML code will allow you to capture impressions data. This data can be seen in the [Shopify Advanced Action Listing](#) report of Impact and used to help you optimize your referral strategy.
  5. That's it! No need to copy over a tracking link, the HTML you embedded to your site already has this within it.
- If you can't use the HTML code, simply select an asset, click **Image**, then hit **Download**.
  - Once you've uploaded the file to your content, return to Impact to copy and paste the tracking link featured on the same screen where you downloaded the file. Embed this link within your image.
  - Image files downloaded from Impact do not contain impressions tracking code. This data will not be accessible unless you deploy the HTML code directly to your content.

# Step 1



# Step 2



# Step 3

The screenshot displays the Shopify Admin interface for a referral asset. The top navigation bar shows 'Shopify\_Test', 'Home', 'Brands', 'Reports', 'Content', and '\$0.00'. The left sidebar is titled 'Assets' and 'Images', with a 'Product Promotion' filter. A list of assets is shown, with '\$1 Paid Trial' selected. The main content area displays the details for the selected asset: '\$1 Paid Trial Creative - 1200x628 (English) Copy 2 V2'. Below the title are buttons for 'Get Ad Code', 'Get Tracking Link', 'View Performance', and 'Copy Tracking Link'. A red arrow points to the 'Copy Tracking Link' button. The right-hand panel shows 'Landing Page' (Optional) and 'Tracking Parameters' (Customize with additional parameters that can be tracked and displayed in reporting.).

**Assets**  
**Images**  
Product Promotion

**Labels**  
Search Labels

\$1 Paid Trial  
 \$1 Promotion  
 14 Day Free Trial Creative  
 Allgemeiner kostenloser Test  
 Avaliação gratuita - Dropshipping  
 Avaliação gratuita - Geral

**Season** +  
**Language** -  
eng  
 English (United States)  
 English (United Kingdom)

**\$1 Paid Trial Creative - 1200x628 (English) Copy 2 V2**  
1499972 - Image

Get Ad Code Get Tracking Link View Performance **Copy Tracking Link**

**Brand** Shopify  
**Labels** \$1 Paid Trial  
**Available** Nov 1, 2022 13:30 - ongoing  
**Last Updated** Nov 1, 2022 13:30  
**Language** English (United States)  
**Landing Page** [http://www.shopify.com/free-trial?irclid={clickid}&partner={irpid}&afpt={mp\\_value1}](http://www.shopify.com/free-trial?irclid={clickid}&partner={irpid}&afpt={mp_value1})

**Landing Page** Optional  
Save

**Tracking Parameters**  
Customize with additional parameters that can be tracked and displayed in reporting.

Messaging

04

# Creating Your Own Referral Assets

To create your own asset, click the Link icon on the left hand side of your dashboard. If desired, enter a specific landing page URL and select create. If you do not specify a lander URL, your referral link will automatically direct traffic to the [Shopify Free Trial](#) page.

The screenshot displays the Shopify Test dashboard with the following sections:

- AVAILABLE BALANCE:** \$0.00 (Setup Autopay)
- UPCOMING:** Tracked but not approved: \$0.00; Approved but not due: \$0.00
- OVERDUE:** Waiting for brands to pay: \$0.00
- MESSAGE CENTER:** Shopify Inc. Co-Branded Landing Pages (View All)
- SNAPSHOT:** Line chart showing performance from Mar 1 to Mar 6. Metrics include Clicks (25), Actions (0), Payouts (CAD0), Sale Amount (CAD0), Conversion Rate (0%), and EPC (\$0.00).
- FIND AN AD TO PROMOTE:** Table with columns: Preview, Name, Program, Deal, Last Updated. One entry: Free Trial (1101159) - Landing Page (11/17/2021, 1:51:18 PM).
- CREATE A LINK:** Form to create a link for 'Shopify'. Includes a field for 'Enter a Landing Page (optional)'. A 'Create' button is present. Below, a generated link is shown: `https://shopify.pxf.io/AokMZD` with social share icons.
- CONTRACT TERMS:** Online Sale API (Referral Period: 0 days) for US\$100.00 and Free Trial API (Referral Period: 30 days) for US\$0.00. A 'Need Help?' button is visible.

A red arrow points to the 'Link' icon in the left sidebar.

If you want to share the same referral link in several different places, be sure to add Sub IDs to track the performance of each individual placement. Sub ID's allow you to see the performance of each placement when reviewing reports in Impact. To do this, select Advanced when creating a link.



The screenshot displays the Shopify Referral Assets interface. On the left, a 'Create a Link' sidebar is open, showing a form to promote a brand with a simple link. The form includes a dropdown menu set to 'Shopify', a text input field containing 'https://www.shopify.com/start', and four empty input fields for 'Sub ID 1', 'Sub ID 2', 'Sub ID 3', and 'Shared Id'. A 'Property' dropdown is set to 'Select'. A blue 'Create' button is visible. Below the form, a preview shows the link 'shopify.pxf.io/mBBMd' with social sharing icons. A red arrow points to the 'Sub ID 1' field. The main dashboard area shows a navigation bar with 'Home', 'Reports', and 'Content' menus, and a balance of '\$0.00'. The dashboard includes a 'MESSAGE CENTER' with a 'Shopify Inc. Co-Branded Landing Pages' notification, a 'CREATE A LINK' section with a similar form, and a 'CONTRACT TERMS' section showing 'Online Sale API' with a 'US\$100.00' value. A table below the dashboard shows columns for 'Program', 'Deal', and 'Last Updated', with a row for 'Payouts CAD0', 'Sale Amount CAD0', 'Conversion Rate 0%', and 'EPC \$0.00'. A line chart above the table shows data points for 'Mar 3', 'Mar 4', 'Mar 5', and 'Mar 6'.

Enter your desired Sub IDs and click create. For more information on Sub IDs, click [here](#).

When applicable, be sure to grab both a referral URL and creative assets before you start promoting. Using Shopify branded creative assets will help to build a cohesive user experience for your audience. Test out various different assets and landers to figure out what resonates best with your audience.

If your content medium does not support both creative assets and a referral URL, feel free to use whichever makes more sense.

05

# Reporting 101

Impact allows partners to track their performance based on a range of different data points. To view all available reports, **select Reports from the navigation at the top then click All Reports.**

The screenshot shows the Impact dashboard interface. At the top, there is a navigation bar with 'Home', 'Reports', and 'Content' tabs. A dropdown menu is open under the 'Reports' tab, listing several report categories: Overview, Performance by Brand, Performance by Day, Action Listing, Saved Reports, Scheduled Reports, and All Reports. A red arrow points to the 'All Reports' option. The dashboard also displays various widgets: 'AVAILABLE BALANCE \$0.00', 'UPCOMING \$0.00', 'MESSAGE CENTER', 'CREATE A LINK', and 'CONTRACT TERMS'.

For easy access, try saving the reports you review the most. When you do, they'll appear in the drop down menu of the reports tab on the navigation bar.

The screenshot shows the 'All Reports' page. It features a 'Dashboard' section with a table of reports. The table has columns for 'Name', 'Description', and 'Actions'. A red arrow points to the 'Add to Reports Dropdown' button in the 'Actions' column of the 'Performance by Ad' report.

Name	Description	Actions
Overview	Collection of useful data on performance over a specified date range.	Remove from Reports Dropdown
Performance by Ad	Aggregate performance by ad over a specified date range.	Add to Reports Dropdown
Performance by Brand	Aggregate performance by campaign over a specified date range.	Remove from Reports Dropdown
Performance by Category	Displays performance data aggregated by category and action tracker.	Add to Reports Dropdown
Performance by Day	Aggregate performance for each day in a specified date range.	Remove from Reports Dropdown
Performance by Device	Shows performance stats based on the device used by the consumer to generate the referral.	Add to Reports Dropdown
Performance by Event Type	Shows performance by action tracker.	Add to Reports Dropdown
Performance by Geo Location	Aggregate performance by region and city.	Add to Reports Dropdown
Performance by Month	Monthly performance snapshot for the last 24 months.	Add to Reports Dropdown
Performance by Product	Aggregate performance by category and SKU.	Add to Reports Dropdown
Performance by Promo Code	Displays performance data aggregated by promo code.	Add to Reports Dropdown
Performance by Referral Type	Aggregate performance by referral type. Referral types include cookie, fingerprint, promo code, and view through.	Add to Reports Dropdown
Performance by Referring Domain	Aggregate performance by referring domain.	Add to Reports <a href="#">Need Help?</a>

The screenshot shows the Shopify Reports interface. The 'Reports' menu is open, highlighting 'Performance by Ad' with a red arrow. Below the menu, there are two tables: 'Dashboard' and 'Performance'.

Name	Description	Actions
Overview	Aggregate performance over a specified date range.	Remove from Reports Dropdown
Performance by Ad	Aggregate performance by ad over a specified date range.	Remove from Reports Dropdown
Performance by Brand	Aggregate performance by campaign over a specified date range.	Remove from Reports Dropdown
Performance by Category	Displays performance data aggregated by category and action tracker.	Add to Reports Dropdown
Performance by Day	Aggregate performance for each day in a specified date range.	Remove from Reports Dropdown
Performance by Device	Shows performance stats based on the device used by the consumer to generate the referral.	Add to Reports Dropdown
Performance by Event Type	Shows performance by action tracker.	Add to Reports Dropdown
Performance by Geo Location	Aggregate performance by region and city.	Add to Reports Dropdown
Performance by Month	Monthly performance snapshot for the last 24 months.	Add to Reports Dropdown
Performance by Product	Aggregate performance by category and SKU.	Add to Reports Dropdown
Performance by Promo Code	Displays performance data aggregated by promo code.	Add to Reports Dropdown
Performance by Referral Type	Aggregate performance by referral type. Referral types include cookie, fingerprint, promo code, and view through.	Add to Reports Dropdown
Performance by Referring Domain	Aggregate performance by referring domain.	Add to Reports Dropdown



## Helpful Reporting Definitions:

Term	Definition
<b>Clicks</b>	The number of outbound clicks on any asset.
<b>Actions</b>	The number of leads and sales driven.
<b>Action Earnings</b>	Commission earned for qualified leads and sales.
<b>Action Tracker - Free Trial API</b>	A Free Trial that has been submitted.
<b>Action Tracker - Paid Trial API</b>	A Paid Trial that has been submitted.

Term	Definition
<b>Action Tracker - Online Sale API</b>	A Paid Trial which has converted to a <a href="#">full priced</a> plan.
<b>Action Status - Pending</b>	A referral or sale that has not yet met approval criteria and is pending commission.
<b>Action Status - Approved</b>	A referral that has been approved and is considered commissionable.
<b>Action Status - Reversed</b>	An approved referral or sale that has been deemed ineligible for commission and as a result the action status has been reversed.

#### Suggested Reports:

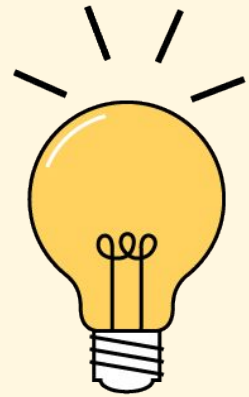
- [Overview](#) is the high-level report that summarizes the main performance metrics of your account.
- [Performance by Ad](#) shows your aggregate performance for an asset over a specified date range.
- [Performance by Month](#)\* shows a monthly performance snapshot for the past 24 months. You can select metrics like **Free Trial, Paid Trial, and Online Sale**.
- [Performance by Day](#)\* shows daily performance snapshot for a selected timeframe. You can select metrics like **Free Trial, Paid Trial, and Online Sale**.

*\*These reports will not appear in your standard "All Reports" view, to locate them, scroll to the bottom of the "All Reports" page view and select "Custom Reports".*

- [Advanced Action Listing](#) shows additional data and intricate per-action data not available in the standard Action Listing report.
- [Performance by SubID](#) shows your aggregate performance of your tracking links that have Sub IDs.

For a full list of reports and their definitions, click [here](#). To make things even easier, schedule a daily or weekly report. Simply click the email icon in the top left corner of your report. Select your send frequency, recipients, and choose your desired file type. More details on scheduling reports can be found [here](#).

**\*Pro tip: working with a team?  
Include multiple emails in your  
scheduled report to keep everyone  
on the same page and to stay on  
top of your performance.**

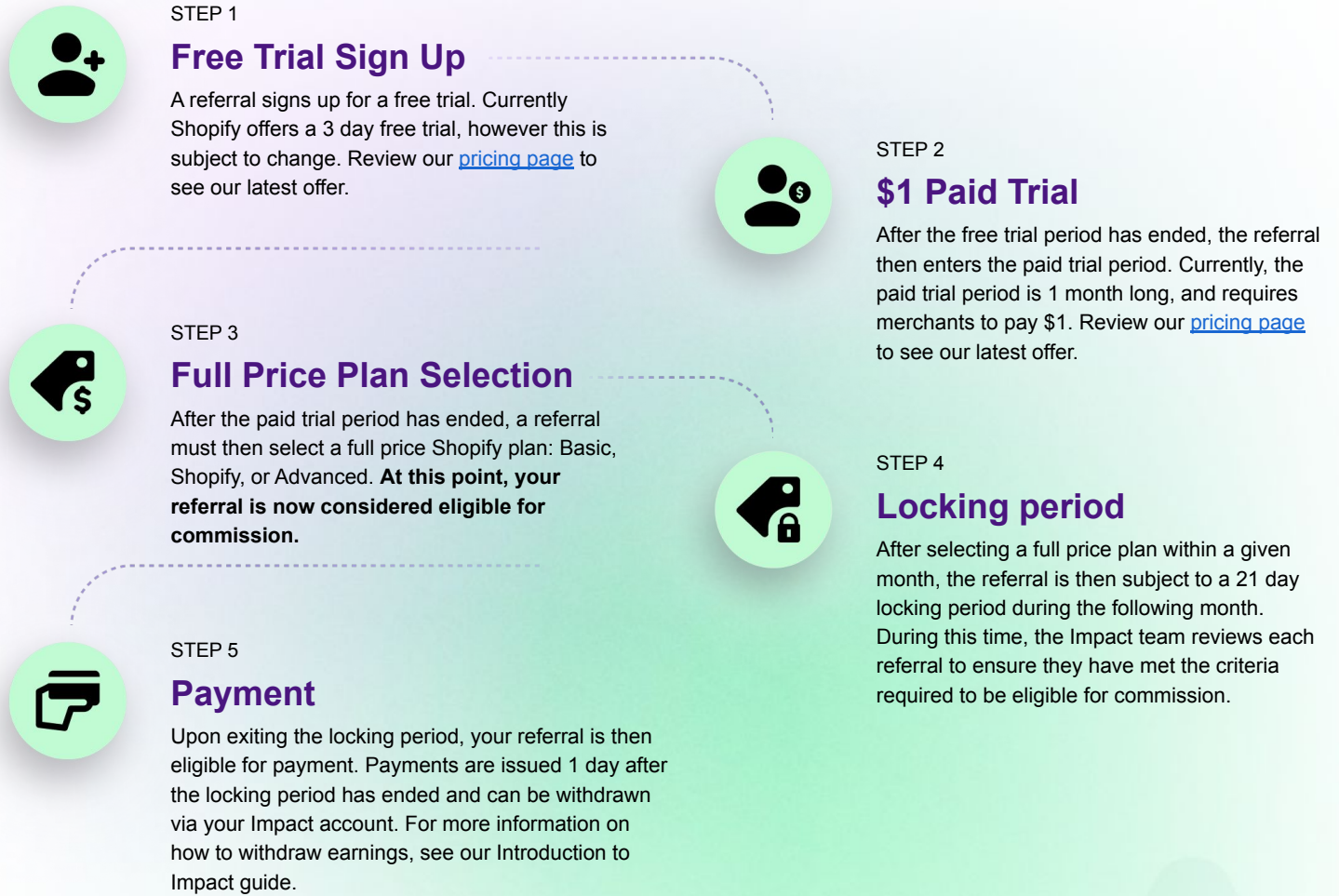


06

# Getting Paid

# Commission Timeline

Learn about the key milestones and criteria required to earn commission for your referrals. The flowchart below will give you an overview of the stages each referral must move through in order to be eligible for commission.



To view the status of your referrals, log into your Impact account and select Reports → Action Listing from the drop down menu. Filter your report by the action types below to see which step each of your referrals is at in the commission timeline. For a full overview of Impact reporting, see our Impact [Reporting guide](#).

Step name	Reporting Action Type
Step 1	Free Trial API action
Step 2	Paid Trial API action
Step 3	Online Sale API action



Impact requires a minimum balance of \$10 USD (or the approximate equivalent in your local currency) before you can withdraw your account balance. Once you reach the minimum balance amount, you can withdraw your account balance and send it to your bank account or PayPal account.

To ensure you are paid out on time, follow these steps:

### **1. Submit Your Tax Documents.**

Select Balance in the top right hand corner then Tax Documents from the drop down menu. If you have already submitted a tax form previously or don't see this option, you can skip to the steps below.

**Note: Impact will ask you to verify your phone number before moving to the next step.**

### **2. Add a Payment Method.**

Select the three dots from the bottom corner of the left side navigation menu, then click settings. Scroll to the bottom of the menu and select Bank Account. Add your bank account information (or PayPal account information) depending on your country.

### **3. Set your Payout Scheduling**

Select "Pay me when my balance reaches threshold" and insert an amount. The minimum threshold for Autopay is USD 10 (or the equivalent in your local currency).

If you prefer to be paid on a bi-weekly basis, select a fixed date of the month instead.

#### 4. Select Save to securely save your info.

For more information on how to add a bank account, or information regarding Tax Documents click [here](#).

To see a summary of your earnings, click earnings is by click on the **Pending box** at the top of your dashboard.

The screenshot shows a dashboard summary card with three columns:

TODAYS EARNINGS	TOTAL PENDING	BALANCE
CAD0.00	CAD0.00	CAD0.00
<small>CAD0.00 vs same day last week</small>		<small>Auto withdraw when CAD15.00 (0%)</small>

An arrow points to the 'TOTAL PENDING' section.

You will be redirected to the **Pending screen** where you can see details on upcoming payments, their descriptions, and payment amounts.

The screenshot shows the 'Pending' screen with the following elements:

- Header: **Pending: CAD0.00** with a help icon (?)
- Filters: Search by amount, Date (Jan 17, 2023), End Date, Brand, Transaction, and Clear all.
- Table: 0 rows. Columns: Expected Payment Date, Description.

To see information on past payments, return to your dashboard and select the **Balance box**. This will allow you to see past payment dates, descriptions, and amounts.

For more information, visit the [Impact Help Center](#).

07

# Program Compliance


Shopify's affiliate program will be monitored for compliance, per our [contract terms](#). Please ensure you have the appropriate email set up within Impact to receive any violations for both Content Compliance and Search Compliance. For instructions on how to address violations and set up the appropriate notifications, please refer to the following links within your Impact account:

- [Manage Tasks as a Partner](#)
- [Configure Notifications as a Partner](#)
- [Configure Search Compliance Notifications](#)

## Conclusion

Impact has everything you'll need to get started as a Shopify Affiliate. If your question hasn't been covered in this guide, refer to the FAQ section below or reach out to the Impact team by submitting a ticket from your dashboard.

In addition to leveraging all that Impact has to offer, we highly recommend visiting the [Growth Center](#) to fine tune your content strategy. We've created a series of guides and play books to help affiliates of all levels maximize their earning potential. New resources are published regularly, [sign-up for updates](#) to stay on top of what's new in the Shopify affiliate program.



07

# FAQ

## What is the Shopify Affiliate Program?

The Shopify Affiliate Program includes entrepreneurs, educators, influencers, and content creators who inspire and teach their audience about entrepreneurship with Shopify. It also includes others who refer their entrepreneurial audience to Shopify.

The program is free to join, and allows you to monetize your audience and earn commissions from each new Shopify merchant referral. As an affiliate, you can earn a commission for each user who signs up for a paid plan with your unique affiliate tracking link.

## What is Impact?

Impact is a trusted third-party affiliate marketing platform where the Shopify Affiliate Program is hosted. Impact provides Shopify affiliates with trusted third-party tracking, real-time reporting, and monthly commission payments.

## What are the different Action Type and Action Tracker values?

Impact is a trusted third-party affiliate marketing platform where the Shopify Affiliate Program is hosted. Impact provides Shopify affiliates with trusted third-party tracking, real-time reporting, and monthly commission payments.

There are two Action Tracker values which will be used to help understand your referral performance: “Free Trial API” Action Tracker and “Online Sale API” Action Tracker:

- Free Trial API - a free trial that has been submitted.
- Paid Trial API - a Paid Trial that has been submitted.
- Online Sale API - a Paid Trial which has converted to a [full priced](#) plan.

## What is the difference between Action ID, Action Earnings, Referral Date, Action Date, Locking Date and Scheduled Date?

Action ID - Select the linked Action ID to view details for the action – including the Scheduled Clearing Date. Once an action locks, this date is when you should receive your payout.

Action Earnings - this is the amount that you've earned for driving this action, and will payout on the Scheduled Clearing Date.

Referral Date - this is the date of the referral. For all “Free Trial API” actions, the referral date will be the same as the action date. For all “Online Sale API” actions, the referral date will be the “Free Trial API” action date.

Action Date - this is the date when the action occurred and was tracked by impact.com.

Locking Date - this is the date that the action will lock, and your payout for the action is no longer pending.

**NOTE: “Online Sale API” actions lock 21 days after the end of the month they convert in.**

Scheduled Clearing Date - the date payouts are set to be transferred from the brand account to the partner account.

**NOTE: locked “Online Sale API” actions will be paid 22 days after the end of the month in which they were locked.**

## How often will I be paid?

You can choose between being paid when your balance reaches a certain threshold, or on a bi-weekly basis. To make a selection, click the three vertical dots in the bottom left corner of your Impact Dashboard. Then, select Settings → Bank Account.

The amount of commission you receive depends on the number of Trial Signups (“Free Trial API” and “Paid Trial API”) that have converted to a Paid Shopify Subscription (“Online Sale API”). “Online Sale API” is the only payable action.

### **Why have I not been paid yet?**

Some of the possible reasons you may not have received your commissions include:

- Your referral has not selected and paid for a qualifying Shopify subscription plan
- You have not yet met the minimum commissions
- The orders you have earned commissions on have not yet locked
- You have not earned any commissions
- You have not yet set up your payment information or tax forms

The payout timelines for all eligible plans are as follows:

#### **Basic plan:**

1. Referral signs up for a free trial (3 days)
2. Referral pays \$1/month for 3 months (90 days)
3. Referral selects full price Basic plan
4. Affiliate Partner eligible for commission
5. Actions lock 21 days after the end of the month they convert to a full price plan in
6. Approved actions are paid 1 day after they lock



**Shopify + Advanced plans:**

1. Referral signs up for a free trial (3 days)
2. Referral selects full price Shopify or Advanced plan
3. Affiliate Partner eligible for commission
4. Actions lock 21 days after the end of the month they convert to a full price plan in
5. Approved actions are paid 1 day after they lock

**Do I need to change all links to new Impact-generated referral links?**

If you were a Shopify Affiliate prior to our migration to Impact, you will need to change every existing referral link in your content. This will ensure your referrals are tracked properly. We are unable to redirect any previous referral links to the Impact-generated referral links.

**Is my referral handle (“ref=”) from my Shopify Partner Account still required in the referral link I create?**

No, you will not need to include your Shopify Partner Account referral handle (“ref=”) in the new referral links you create within Impact. Simply select an existing referral link in Impact using Shopify Suggested Referral Assets, or create your own referral link within Impact by linking to any Shopify landing page.

**My referral link isn’t working as expected. What should I do?**

If the referral link you’ve created is not working properly for any reason, submit a ticket to the Impact team by selecting the Help button in the bottom right corner of your Dashboard.

**Where can I find additional resources?**

Check out the [Growth Center](#) for additional resources on how to effectively promote Shopify to your audience. Have more questions? Check out the [Impact FAQ](#) page for more resources.

