Thank you for being a part of our campaign! We are very excited to have you on board.

To get access to your link and real time tracking on your progress, we are going to set you up with your very own affiliate account. You should receive an email notification saying we've activated your account, additionally you should have received:

- Your unique link
- Your username (your email)
- Your password (you can change this)

You can log in: https://influencelogic.hasoffers.com/

When you log in you will see the dashboard:

This gives you an overview of how you are doing. It shows stats for the last 7 days, as well as your total payout for the year.

Please note that this offer has three goals assigned to it:

1. **Email Signup**. When someone creates an account
2. **Free Trial Signup**. When someone signs up for a free trial (sometimes offered via email to people who signup but don't become paying customers)
3. **Trial Conversion**. When someone converts to a paying customer

GOAL	PAYOUT
Free Trial Signup	$0.00 CPA
Trial Conversion	$100.00 CPA
Email Signup	$0.00 CPA

You will be paid on a trial conversion, but tracking email signups will give you a good idea of how you are doing as well. When someone signs up for an account, they are tied to you if they ever come back and decide to become a paying customer.

PLEASE NOTE: the system will count an email or free trial signup as a conversion, but this is an unpaid conversion. Only trial conversions are paid.

You can view an actual breakdown by going to Reports->Conversion Report->Report Options->Goal

It's pretty common to see 1 conversion for every 10 email signups, but this will vary depending on your audience.

Continued Success

BetterHelp's marketing system works in your favor for every click you drive.

Any click that comes from your link will be tied to you for 30 days. BetterHelp will run remarketing campaigns across a variety of sites to these people, and if any of these clicks come back to BetterHelp via one of these campaigns and signs up - you get the credit!

Any email signup that comes from your link will be tied to you forever. BetterHelp does a variety of email marketing to these people attempting to get them to become paying customers, including offering a free trial at times (*this is not be publicized*). If any of these email signups convert - you get the credit!

Payment

We pay on a next 30 day system. Any paid conversions you drive this month will be paid by the 30th of next month.

Future Link Placement

When placing your link in the description of videos that don't mention BetterHelp, we recommend the following language:

Struggling? Try online counseling with BetterHelp: (link) it helped me and I think it could help you

Feel free to edit this or create our own blurb.

FTC Compliance

When using an affiliate link, please follow FTC guidelines by identifying that the link is an affiliate link.

Under the link, say something along the lines of:

By using my BetterHelp referral link you are supporting this channel. I receive commissions on any sales, but I only promote products I believe in.

Let me know if you have any questions!

Aaron Thuringer, InfluenceLogic VP of Marketing
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