**For approved Marketing Guppy affiliates**

# Your affiliate starter guide

Find the right audience, share your official referral link and recommend Marketing Guppy responsibly. Participation requires application approval and acceptance of the applicable programme terms.

Version: 1.0 — 21 October 2026 · Partner portal: https://marketingguppy.partneroapp.com/login

## 1. Meet Marketing Guppy

Marketing Guppy personalises existing web pages and campaign images using account, contact or campaign data. Customers can change headlines, images, logos and calls to action for different audiences.

**ONE-LINE PITCH**

**Marketing Guppy helps you carry your campaign targeting through to the website experience, with personalised pages and images.**

- Customers connect their website by installing the Guppy script, then set up campaigns.
- Personalised email images are set up separately and inserted into emails using image links.
- It does not automatically identify anonymous website visitors.

## 2. Who it suits

| AUDIENCE | A QUESTION TO OPEN WITH |
|---|---|
| **Agencies running ABM** | Are your target accounts all landing on the same page? |
| **Demand generation teams** | Does the landing page reflect the campaign that brought someone there? |
| **Email and automation specialists** | Could your email images or destination pages reflect the recipient's company? |
| **Sales and marketing teams supporting named accounts** | Would an account-specific page make your outreach more relevant? |

A good fit needs an identifiable audience, an existing website, appropriate data and some campaign setup. Don't promise performance results.

## 3. Get your referral link

- ☐ Once approved, log in to the partner portal.
- ☐ Find and copy your personal referral link.
- ☐ Save it somewhere safe.
- ☐ Open the link yourself and check it lands where you expect.

Share the complete link exactly as issued, including everything after the question mark. If you want to point it at a different page, check with us that deep links to that page are supported before changing it.

## 4. Make your first recommendation

Start with the problem or use case your audience has, explain how Marketing Guppy helps, then include your official referral link. Put the disclosure before the promotional text.

**EXAMPLE POST**

**Ad — affiliate link. I may earn a commission if you subscribe.**
Running an account-based campaign? Marketing Guppy lets you personalise headlines, logos, images and calls to action on your existing pages for different target accounts. There's a 14-day free trial with no card needed.

**[Insert your referral link]**

Only mention your own experience or results if they are true and you have permission to share them.

## 5. How commission works

The programme offer is 20% lifetime recurring commission on qualifying, successfully collected paid subscriptions. “Lifetime” means for as long as the referred customer keeps an eligible paid subscription, including customer-based attributed renewals. It is not guaranteed income.

| WHAT HAPPENS | COMMISSION |
|---|---|
| **Click on your link** | None |
| **Sign-up or free trial** | None |
| **Eligible subscription payment successfully collected** | 20% of the eligible amount |
| **Eligible renewal successfully collected** | 20% of the eligible amount |
| **Unpaid or failed payment** | None |
| **Refunded or charged-back payment** | Associated commission reduced or reversed |

The eligible amount excludes VAT and other taxes, and is net of discounts, credits, refunds and chargebacks. Partial refunds reduce the associated commission proportionately; adjustments may require manual reconciliation. Extra usage and add-ons do not qualify unless expressly included in writing.

> Worked example: an eligible amount of £100 (excluding taxes, after discounts) × 20% = £20 commission.

Each commission must complete at least 30 days of review from its associated qualifying successfully collected payment before becoming eligible for payout. A longer hold is only for a genuine refund, chargeback or verification issue, explained and handled reasonably.

Once your verified payable balance reaches £50 GBP-equivalent, submit a payout request in Partnero for the full payable balance and provide your own partner-issued invoice. Both the request and verified balance must meet the £50 minimum. We review your request and invoice and approve eligible requests manually.

We process eligible approved requests monthly. Requests approved after that cycle has been processed enter the next monthly cycle. No specific payout day is promised. Requests are not automatically approved and payouts are not automatic: you must request payment with an invoice.

Verified balances below £50 GBP-equivalent carry forward, without forfeiture or an automatic claim-expiry period. Once you reach the threshold, request the full eligible balance. On leaving the programme, final verified balances are settled fairly, including below-threshold amounts, subject to genuine adjustments and lawful checks.

Payouts are in GBP. Confirm your payment method and any applicable conversion or fee arrangements with us before participation; no exchange rate or fee is specified here. Any non-GBP balance needs a fair, disclosed conversion basis shown in reporting. If you must charge VAT on your affiliate services, show it separately on your invoice. Read the programme terms for the full conditions.

## 6. Tracking and attribution

Referral attribution is customer-based, including qualifying renewals. Our initial referral policy is 30 days with visitor consent; the consented reference retained on our website expires after that period, not the referral link itself. Once a valid customer referral is established, renewals do not require another click. We do not promise a particular Partnero cookie duration or first-click/last-click priority. Refusing or withdrawing consent, using blockers, or interrupting signup can prevent attribution. Please respect visitors' choices — not every click can be attributed.

If you think a referral is missing, email info@marketingguppy.com with your referral link and the relevant dates. Don't send unnecessary customer personal data. We'll look into it, but manual credit isn't guaranteed.

## 7. Promote responsibly

- Put ‘Ad’ or another appropriate, unambiguous affiliate advertising disclosure before or alongside the recommendation.
- Use approved logos and materials.
- Describe the product and pricing accurately.
- Don't guarantee conversions, revenue or ROI.
- No spam, self-referrals, fake leads, misleading discounts or impersonating Marketing Guppy. Follow applicable PECR requirements for direct marketing, obtain required consent and respect opt-outs.
- Don't bid on Marketing Guppy brand terms in paid search without written permission.
- Respect fit: customers need suitable data and some setup.

## 8. First promotion checklist

☐ Your application is approved and you have accepted the effective programme terms.

☐ You've read the final programme terms.

☐ Your official referral link works.

☐ You've chosen a relevant use case.

☐ Your disclosure is clear and comes first.

☐ Your claims are accurate.

☐ You know where to find reporting in the partner portal.

## Support and documents

Questions? Email info@marketingguppy.com.

Partner portal login: https://marketingguppy.partneroapp.com/login

Affiliate Programme Terms: https://marketingguppy.com/affiliate-terms

Privacy Policy: https://marketingguppy.com/privacy

Web guide, version 1.0 — 21 October 2026:
https://marketingguppy.com/partners/getting-started

This guide summarises Affiliate Agreement version 1.0, effective and last updated 21 October 2026; it is not a contract. Participation requires application approval and express acceptance of that agreement, not merely viewing or linking to it. Existing or test affiliates are not bound retrospectively without acceptance. The agreement governs eligibility, payout requests, invoices and continuing lifetime rights for historic referrals after normal termination.