

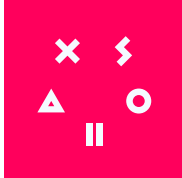


Xsolla



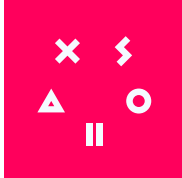
# **XSOLLA PARTNER NETWORK BEST PRACTICES**

How to get the most out of your partner programs



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The Xsolla Partner Network (XPN) allows game developers to create and manage influencer and affiliate programs from a single, unified dashboard. XPN provides detailed analytics while automating back-end tasks such as sending out game keys and distributing payments.

The guide below showcases a series of best practices you can use to get the most out of XPN. Follow the tips to improve your workflow, then check out the Problems and Solutions section for advice on specific use cases.

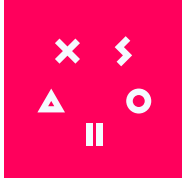
## WHY USE XSOLLA PARTNER NETWORK?

Fans watched nearly 60 billion hours of gaming videos in 2018 on YouTube and Twitch. While that is a staggering statistic, these numbers have been increasing even further and show no signs of slowing down as influencers continue to create more and better content.

Working with influencers to market games has become common, but building successful relationships with these influencers can make or break your game's marketing campaign. However, if done right, developers can collaborate with influencers to establish a steady stream of revenue while promoting releases to new audiences, all with a minimum amount of overhead.



There is a lot of work involved in researching and contacting influencers, not to mention handling management tasks like distributing keys or providing promotional materials. Xsolla Partner Network bridges that gap by automating back-end tasks through a full-featured, yet intuitive interface.



## HOW TO GET THE MOST OUT OF YOUR PARTNER PROGRAMS

Xsolla Partner Network's key benefits include:

- Exponentially larger global reach through a concentrated network of 650K+ influencers and 50+ affiliate networks
- Capacity to collaborate with thousands of program partners through a single integration and agreement
- Scale content creator relationships through a branded affiliate marketing engine hosted on your own domain
- Distribute your influencer programs to Keymailer and other third parties
- Automated screening and payouts for content creators and affiliates based on a revenue-share business model

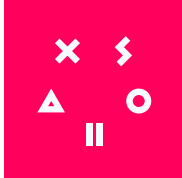
Check out the [Xsolla Partner Network page](#) to sign up or log into your account. If you need help getting started, see our [Partner Network guide](#) for a complete walkthrough, program suggestions, and more.

## XPB BEST PRACTICES

No matter the size of your studio or the number of influencers and affiliate networks you work with, these tips can help you get the most out of Xsolla Partner Network.

### General Tips and Tricks

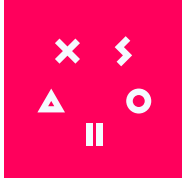
- Don't put a lot of restrictions on your partner programs. The simpler the rules, the more likely an influencer or an affiliate is to join.
- Keep a close eye on your game's performance analytics. When sales are low, bump up revenue sharing percentages or send out discount codes.
- Add promotional materials such as screenshots, videos, and animated GIFs. This gives you a competitive edge by making it easier for influencers and affiliates to understand what your game is about at a glance.
- Create a pre-order program if you know when your game will launch. This often attracts more influencers and affiliates who are interested in cutting-edge content.



## HOW TO GET THE MOST OUT OF YOUR PARTNER PROGRAMS

### Influencer Program Settings for Better Results

- If you're still building hype and want to encourage more influencers to feature your game, set a higher revenue share percentage at around 40 – 50%.
- If you have a well-known brand, or if your game has already stirred up a lot of buzz, set your revenue share percentage at 5 – 10%.
- For everything else, or if you can't decide on a percentage, we suggest setting revenue sharing at a 30% baseline to start with.
- Create multiple programs for different types of influencers. Group small influencers into a lower revenue sharing percentage and popular influencers into a higher one. Analyze what tier performs better, what audience they bring and from what regions, and then adjust your marketing activity accordingly.
- Set your program's end date between 6 and 12 months to give it enough time to mature.



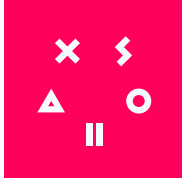
### Affiliate Networks Program Settings for Better Results

- Webmasters are more likely to engage in more profitable programs, so we recommend setting a revenue share percentage for affiliate networks programs around 30 – 50%
- We recommend setting the end date of the program for affiliate networks 6 – 12 months from the start.
- Make sure you have uploaded promotional material for your program. To see the full list of requirements and recommendations, [visit this page](#).
- Pay attention to the excluded traffic types widget. Generally, we recommend that advertisers do not set strict settings for types of traffic in order to attract as many different kinds of sites as possible. Nevertheless, some types of traffic should be used more carefully than others.

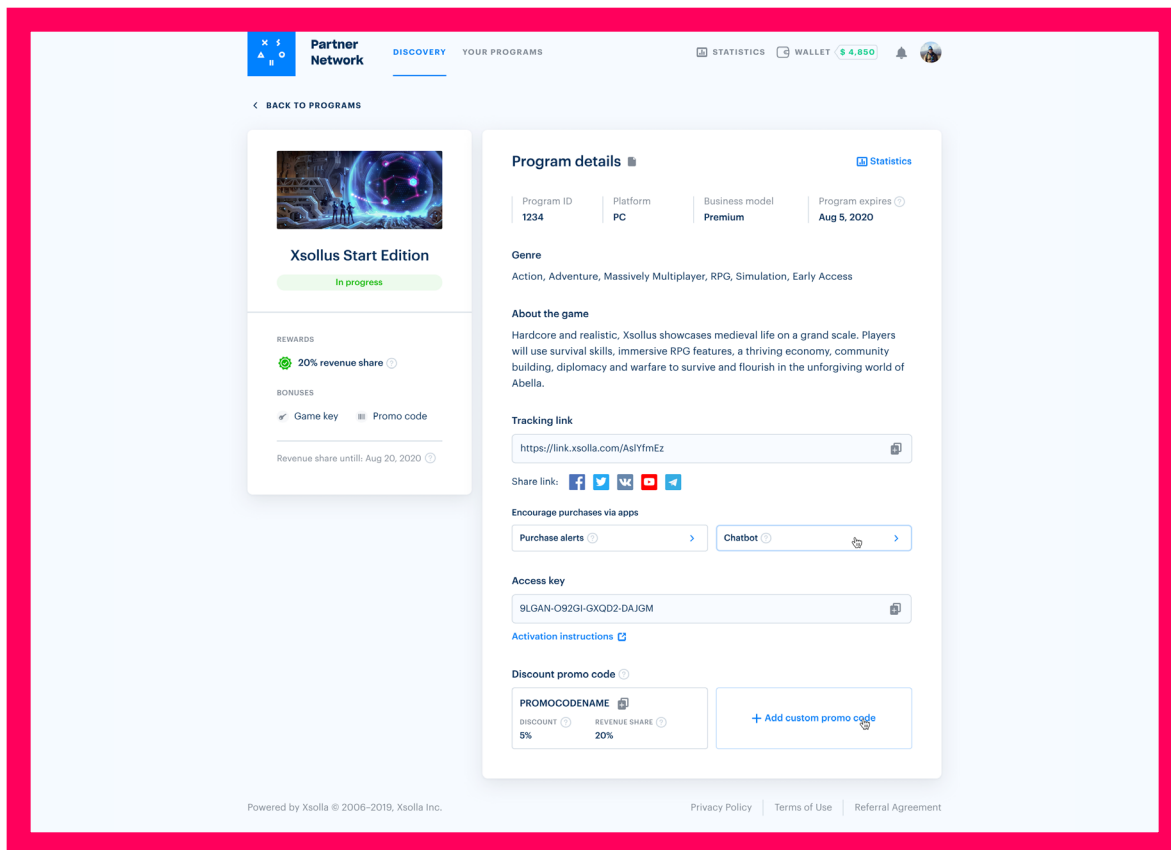
### Tips for Using Game Keys

- We recommend you always distribute game keys to larger influencers, but they can be optional for smaller influencers.
- Sharing discount codes with influencers is entirely optional, but can be useful if few viewers are clicking through affiliate links.
- Add enough keys to your program to cover demand. You'll automatically receive a notification when only 30% of them remain, but you don't want to have to stop and add more every other day.
- If you launch a program using Keymailer, for example, add at least 2,000 keys and quickly replenish them when needed.



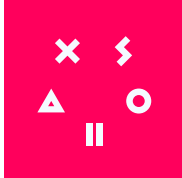


## HOW TO GET THE MOST OUT OF YOUR PARTNER PROGRAMS



### Working with Influencers

- Use the XPN tool for direct communications with influencers. To contact the influencers you are working with go inside your Publisher Account, open XPN – Statistics tab and see the Performance Breakdown heading to find the list of influencers for each of your programs. Visit the Programs tab to add influencers to your program by selecting “Invite influencer” for each program you want to add them to.
- Create a separate program for top-performing influencers.
- Create a branded page where influencers can reach you easily and directly utilizing the [Dedicated Program Environment](#).



# USE CASE PROBLEMS AND SOLUTIONS

Whether you're just starting to build an influencer network or are looking to expand, XPN has some of the best tools in the industry to help you succeed.

## 1. I Want to Help Influencers Who Want to Work With Me

**Problem:** Influencers are contacting you asking for keys, tracking links, and promo codes with a discount, but you don't have the time to screen and respond to them all.

**Solution:** XPN can help you screen contacts so only the most relevant and valuable influencers show up in your inbox. It starts with setting parameters with minimum/maximum followers for creators to be able to see your partner programs. If you only want to work with the biggest influencers, for example, you can set a requirement for a higher minimum followers so that only influencers with a particular number of followers or above can see your program and join it.

You can use this feature to create multiple programs for different types of influencers as well. For example, you can create a partner program with a 5% revenue share for influencers who have less than 50K followers, and a separate partner program with a 15% revenue share, discount promo code, and a free game key for influencers with over 200K followers.

What you'll need to do:

1. Visit your [Publisher Account](#) and create a partner program for influencers in the XPN.
2. When an influencer contacts you, send them a link to your partner program.  
We also recommend adding links to the partner program on your website and/or social network accounts to attract new influencers.

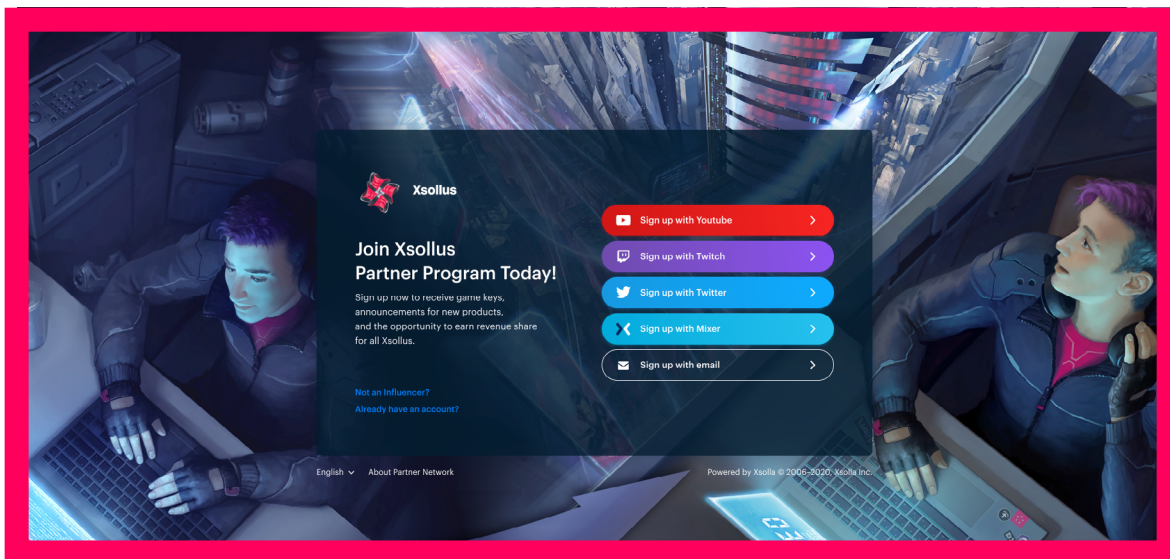
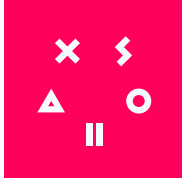
Feel free to use the email template below as a simple first contact message:

**Thanks for showing interest in our game!**  
**Follow the link below to see details about our partner program**  
**and how to join it:**

[link to your partner program]

**If you have any questions or requests, feel free to get in touch.**  
**We hope you and your viewers enjoy the game!**





## 2. I Need to Support My Current Influencers

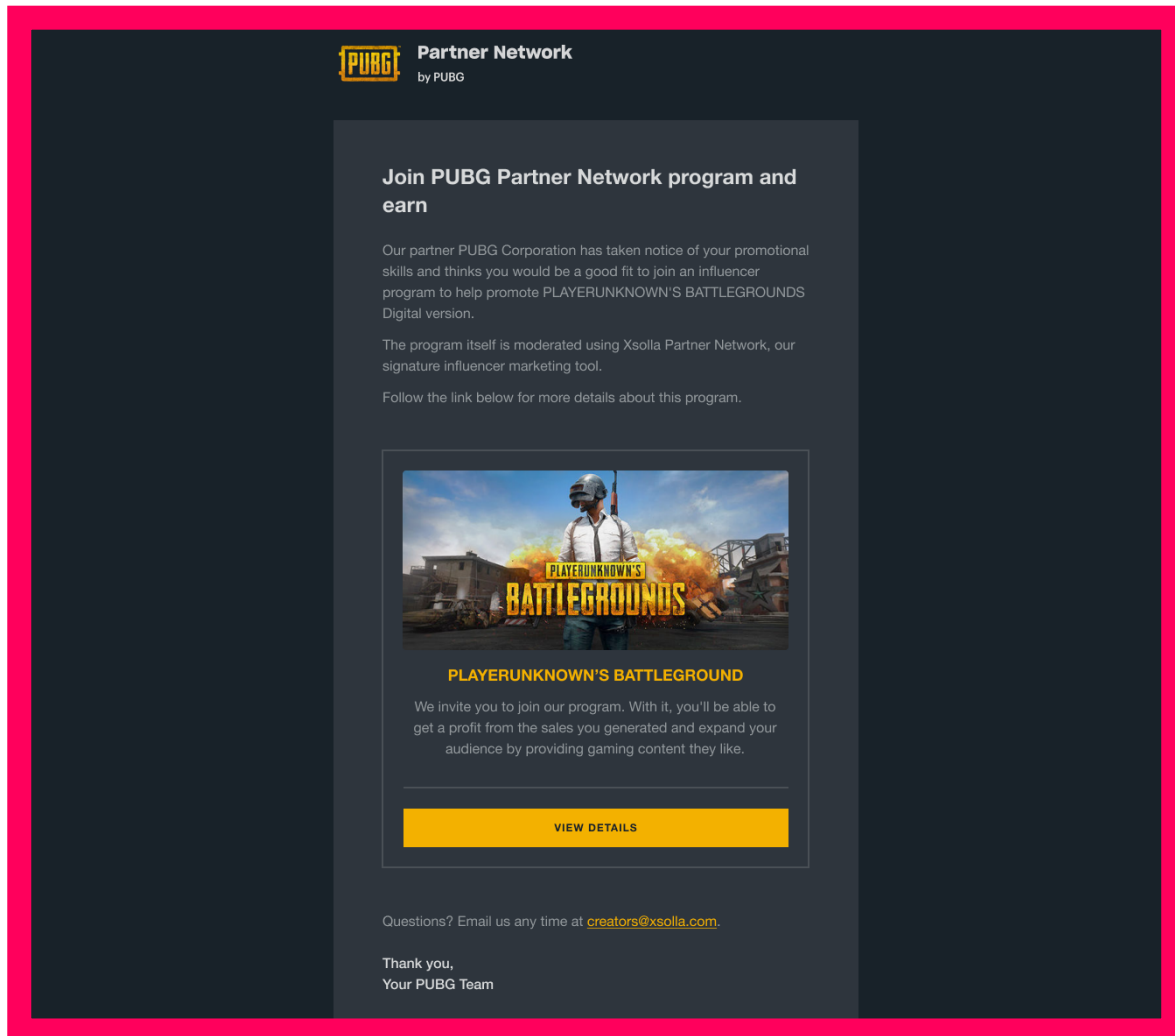
**Problem:** Certain influencers want more support from you in the form of game keys and promotional materials, but you don't have a convenient way to provide them.

**Solution:** With XPN, you can create a partner program specifically for the influencers that are asking for game keys, promotional materials, and promo codes that they can share with their audience. You can make programs for each influencer, or group them together, whichever is more convenient. Programs can have different terms that you specify at the outset, and only whitelisted creators will be able to see and join those programs. All you have to do is send them a link to your partner entry point and the system will screen and match them automatically.

To get started, simply visit your XPN dashboard in the Publisher Account, create a new program, then define distribution rules based on what influencers want from your team. Add anyone who is asking for extra materials to the correct group, and Xsolla will handle the rest. You can also invite influencers to the program directly from your Publisher Account and they will automatically be added to the whitelist for that program.



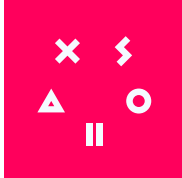
## HOW TO GET THE MOST OUT OF YOUR PARTNER PROGRAMS



### 3. I Want to Work with More Influencers

**Problem:** You need to start building influencer relationships and/or scale your current partnerships to include more creators.

**Solution:** XPN has ready-made tools built in to aid with discovery. Once you set up a partner program for your game, influencers can find and join it by searching the database, where over 8,000 influencers will be notified of new programs automatically. Additionally, our partnership with Keymailer provides more than 650,000 additional influencers with access to the programs. Make sure your products are accurately described and feature images, videos, and other media in order to attract as many interested influencers as possible.



### 4. I Need More Mid-Tier and Top Influencers to Endorse My Game

**Problem:** You want to partner with popular influencers whose content can greatly impact your game's visibility.

**Solution:** Using the custom filters mentioned above, you can sculpt partnership programs to attract high-level influencers to your game. Your program will automatically appear inside of Xsolla's Influencer Account so streamers can see and join if they're interested. We also send out weekly and monthly messages to these members to help spread the word. During the program creation process you can also enable distribution via our Keymailer partnership to reach even more qualified influencers.

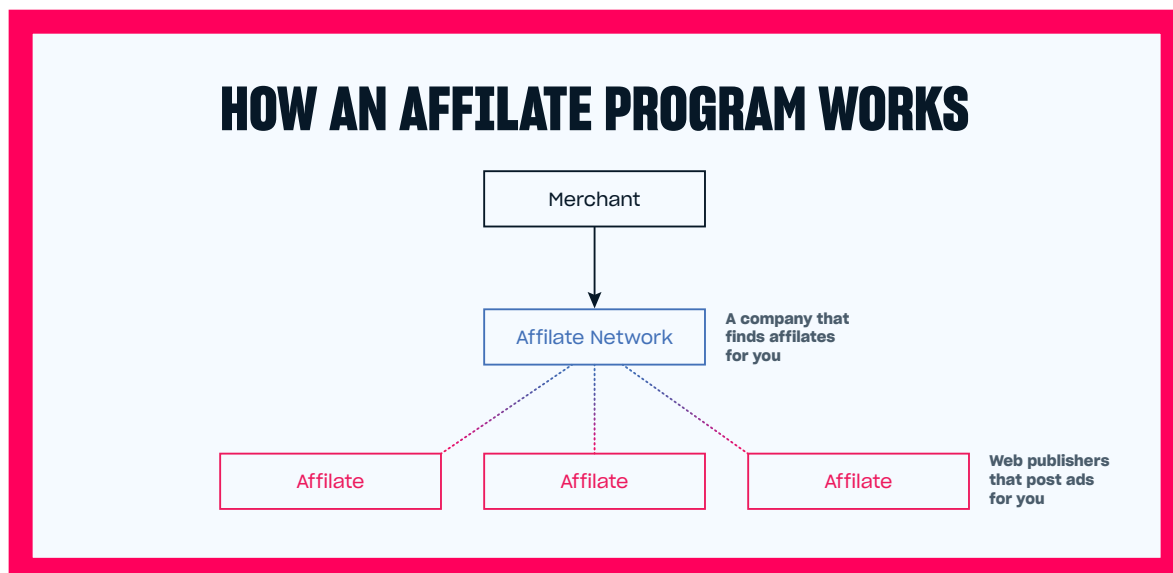
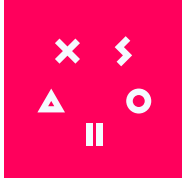
It's a good idea to add a personal touch to communications with higher level influencers. You can proactively reach out and contact creators at your leisure, just make sure to share a link to your partner program. We recommend using a dedicated program environment feature which enables you to deploy Partner Network on your own domain, featuring only your programs. To learn more about the DPE, [visit this page](#).

### 5. I'm Ready to Start Working with Affiliate Networks

**Problem:** You want to publish your program with affiliate networks but aren't sure where to start.

**Solution:** XPN simplifies the process of creating and distributing programs for affiliate networks. All you need to do is to create a partner program for affiliate networks in the XPN dashboard inside Publisher Account, and provide details and promo materials for it. To see the full list of requirements and recommendations for promo materials [visit this page](#).

Once the program for affiliate networks is created and approved by our team, our manager will distribute it to 60 pre-integrated affiliate networks.



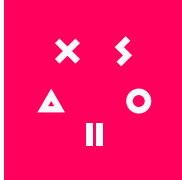
Despite the fact that all affiliate networks are technically pre-integrated and legally signed with Xsolla, distribution should be done manually due to the specifics of work with these types of companies.

Once the program is greenlit and placed within an affiliate network, the affiliates can then start discovering it and begin conducting performance tests. Once performance testing shows positive results, affiliates will increase traffic to the program.

## 6. I Need to Increase Retention and LTV

**Problem:** Retention and player lifetime value are unsustainably low. Profit forecasts are looking pretty grim.

**Solution:** XPN offers a unique solution to these problems. As a developer you can incentivize influencers to create content on a regular basis by giving them a share of both new and repeat purchases. This entices them to create content on a regular basis, and it provides financial support for their efforts. Long-term relationships with influencers can help stabilize and increase player LTV, all thanks to the power of partner programs.



### 7. I want to create a Twitch Extension to promote my game and provide unique tracking links and promo codes for streamers

**Problem:** There are streamers on Twitch who have been creating content about my game, but they were not part of my partner program. I want to give every streamer the opportunity to start working with my partner program directly from Twitch, and onboard them to my program later.

**Solution:** XPN has an API that can be used for different integration opportunities. Developers can use it to generate tracking links and promo codes with discounts that can be connected to specific influencers. These methods can be used for developing different Twitch Extensions or other applications that will help make partner programs more successful in general. Contact your account manager with this request to discuss your needs in order to access the Partner Network API.

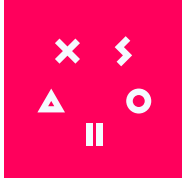
### 8. I want to incentivize my favorite video creators by sharing revenue from any purchases their fans make across every platform in my game

**Problem:** I would like to show appreciation for my fellow video creators and put them on a measurable monthly paycheck which is based on their actual performance, but I don't have the resources to develop and maintain a system that will help me onboard, manage, measure and pay them.

Tracking and attribution of users who were brought to the game by content creators may be hard to implement for a closed platform (Steam, Xbox and PlayStation), but in most cases creator supporters and fans can affiliate themselves with their favorite creator, if the process is native and simple.

**Solution:** Partner Network supports Creator Tags, and can be used for these types of programs with additional integration. Partner Network provides API to create tags and match them with specific creators, along with a customizable onboarding flow and screening based on predefined criteria, or direct invites for selected influencers. Xsolla creates and distributes individual performance attribution Creator Tags, promo codes, weblinks, and partner program terms and conditions to creators.

You will need to create a place where end users can enter tags on any platform or at a global account page, and send transactions with Creator Tags to the Partner Network endpoint. Instructions will be provided by our integration team, and Xsolla will provide the influencers with performance statistics and payout.

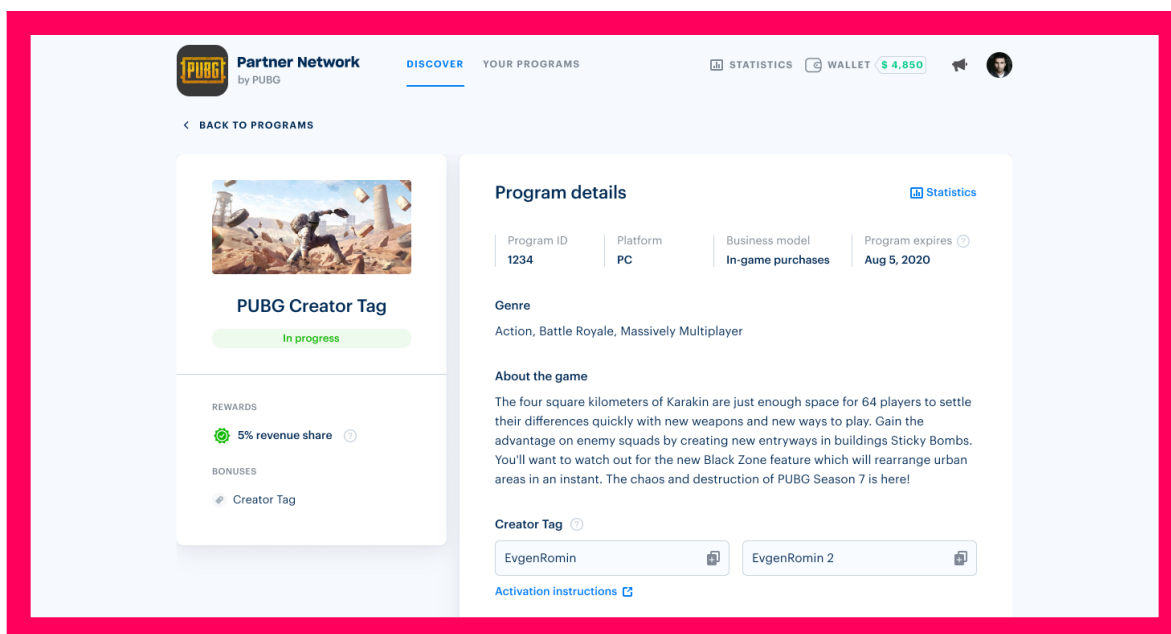


## HOW TO GET THE MOST OUT OF YOUR PARTNER PROGRAMS

Here's how it works at a glance:

- Xsolla collects, stores and visualizes partner programs and creator performance data.
- Custom analytic reports based on the available data can be generated upon request.
- Creator rewards are calculated based on the amount of sales attributed to them, through their individual Creator Tag, weblinks, promo codes, etc.
- Xsolla pays out rewards to creators based on their performance, and also handles the financial and tax related paperwork.

Creator Tag implementation may vary from game to game, so the exact scope of integration for Creator Tag should be discussed with your account manager.



## 9. I want to help my favorite video creators grow their channels by providing them with ability to issue Twitch Drops during their live streams

**Problem:** Twitch Drop events are trendy, and I want to launch them for my game. However, I don't know how to do this, or it requires integrations that I don't have the resources for.

**Solution:** The Partner Network team can create a Twitch Drops campaign for your game. We provide a service for players to connect their Twitch and game account, and it is integrated into our Drops connection landing page that was created for the campaign ([example](#)).



## HOW TO GET THE MOST OUT OF YOUR PARTNER PROGRAMS

There is also a mechanism that works with the Twitch API and processes Viewer Heartbeat Service (VHS) data. Twitch Drops events then have three options for rewards:

- In-game reward (an additional integration in the game is needed)
- Game access key (sent via email)
- Discount code/coupon (sent via email)

**Xsolla**

[DD\_MONTH\_START] - [DD\_MONTH\_END]

# Xsolla Twitch Drops

Twitch drops are an opportunity to earn in-game rewards simply while enjoying livestreams. These rewards will be of great use for every player.

[Log in with Twitch](#)

## How it all works

- 1. Link your accounts**

Link your **Xsolla** account and your **Twitch** account (the number of followers doesn't matter). If you don't have a game account yet, you'll need to create one on the game first.
- 2. Watch particular streamers play on Twitch**

Watch Xsolla broadcasts on Twitch. The ones that might come with rewards are marked as "Drops Enabled".

[Participating streamers](#) ▾
- 3. Earn rewards!**

Join live broadcasts from the streamers above and get a chance to earn a random reward in Xsolla every 1 hour.

Partner Network creates rules for the event and sets it up on Twitch.

These are just a few of the many examples that the Xsolla Partner Network can help you with. Ready to get started? Head to the [Xsolla Partner Network page](#) and sign up. You can also contact our sales team with any questions. We're here to help!