

## Publisher Dashboard Pilot Highlights

Your new Publisher Dashboard provides easy access to all your information, plus tools to manage your account and analyze your results. Thanks to a development process that included publishers along the way, you'll find all your account information available in a friendly, new structure plus some significant new features and enhancements.

### Overview

- ✓ **Easier than ever to use** with enhanced usability and quicker access to programs, links, and reports
- ✓ **New Help Center** makes it easier to find answers to common questions
- ✓ **Contextual help** provides information relative to where you are in the interface
- ✓ **Improved search functionality** so you can find the information you want when you need it
- ✓ **EPC performance data** to easily see a snapshot of your earnings success (applies to advertisers you're currently working with)
- ✓ **Introducing the OfferTicker** located at the top your dashboard, it displays the latest consumer and publisher promotions from all Advertisers. Use the Ticker to navigate through the current promotions from all LinkShare Advertisers or to find new Advertisers you'd like to partner with.

### Home Page

- ✓ **Quick Stats** provide a dashboard view of your monthly network data right on your home page
- ✓ **Top Advertisers** lists your top advertisers by revenue generated
- ✓ **To Do List** keeps you aware of important actions that you need to take, including private offer management and transaction inquiry tracking
- ✓ **Payment Info** to see the date the last payment from LinkShare was sent

### Managing Programs

- ✓ **New Icons** in the Programs area represent Advertiser Network availability (US, CA, and UK) and linking tools (Merchandiser, RSS) that an Advertiser offers
- ✓ **New Filters** in the Programs area to view Advertiser programs by category, promotion type, network, link tools offered, and status

## Getting Links

- ✓ **Consolidated Advertiser information** such as commissions offered and return days policy can now be found on Get Links pages
- ✓ **Get links by Promotion Type** for any Advertiser using Link Locator categories
- ✓ **Get code** for multiple links at once
- ✓ **Export links** to a spreadsheet, or send to colleagues via e-mail
- ✓ **New Data Feeds Area** where you can see available feeds, choose their format, and manage data feed applications

## Running Reports

- ✓ **Quick Stats** for high-level monthly overview of performance data
- ✓ **Quick Reports** for one-click access to Sales & Activity, Revenue, Top 10, Individual Item, Link Type, and Signature Orders reports
- ✓ **Save to My Reports** now you can save specific reports that are important to you, and get easy access to them in the future
- ✓ **E-mailing and Report Scheduling** allows you to send reports via e-mail, and schedule daily, weekly, or monthly automated reports (*Coming 3/6*)

## Transaction Inquiry Tool

- ✓ **Track status** to view and manage all submitted transaction inquiries
- ✓ **Escalation** feature allows you to escalate a transaction inquiry and describe why the inquiry was not resolved satisfactorily
- ✓ **Bulk uploads** to upload a file with multiple transaction inquiries (*Coming 3/6*)

## Your Account

- ✓ **User permissions** will allow you to give other users of your Publisher account certain permissions, and determine which areas of the Interface they can access