



INSTRUCTIONAL GUIDE

PART ONE

Signing Up on partnerize.com



Account Setup

Step 1 - Sign Up

Visit https://signup.partnerize.com/signup/en_us/callaway

Step 2 - Sign Up Details

a. Enter Email/Username/Password information.

***Please no spaces in Username field. Use Account Name and State.
For example, Callaway Creek Country Club from California would use
Callaway Creek CCCA.*



Sign up to Partnerize

Contact Address Extras & terms

Email address

Confirm email address

Username

Password

Confirm password

Continue

Step 3 - Address Detail

a. Enter Address Information.



Sign up to Partnerize

Contact Address Extras & terms

Country

Company address

Address 2

Address 3

Address 4

Post/Zip code

Phone number

Previous step Continue



Step 4 - Account Details

- Select "Retail-Sports & Fitness" from Vertical dropdown.
- Select "Other" from Partner type.
- Enter your entire website url. **Please begin URL with https://** (example <https://callawaygolf.com>)
- Enter Company Name.
- Accept Terms & Conditions.

A screenshot of the "Sign Up Today!" form. At the top, a progress bar shows three steps: "Contact", "Address", and "Extras & terms", with the "Address" step currently active. The form fields include: "Vertical" (dropdown menu set to "Retail - Sports & Fitness"), "Partner type" (dropdown menu set to "Other"), "Website URL" (text input field with "Value" placeholder), and "Company name" (text input field with "Value" placeholder). Below these fields is a checkbox labeled "Accept terms & conditions". At the bottom left is a link for "< Previous step", and at the bottom right is a green "Sign up" button. Below the "Sign up" button is a reCAPTCHA widget with the text "I'm not a robot" and the reCAPTCHA logo.

Step 5 - Opt-In Policy

- Select Yes and Save.

A screenshot of an "Opt-in Policy" dialog box. The dialog box has a title bar with "Opt-in Policy" and a "Close" button. The main text reads: "Please indicate below if you would like to receive marketing communications from Partnerize. These will only cover product updates, new revenue opportunities, webinars and invitations to events. If you wish to stop receiving these communications, you can update your settings at any time within the 'Company settings' section of your account. Alternatively, click the 'Unsubscribe' link at the bottom of any email we send you." Below this text are two radio buttons: "Yes" (selected) and "No". At the bottom left is a green "Save" button. At the bottom right is a link to "Privacy Policy".

Step 6 - Add Payments Details

- Select Add Payment Details

A screenshot of a "Welcome to Partnerize Enterprise" dialog box. The dialog box has a title bar with "Welcome to Partnerize Enterprise". The main text reads: "Now that you've completed the sign-up process, the advertiser will review your application in due course. Your account isn't quite ready yet. So that you can get paid, we need your payment details." Below this text is a green button labeled "Add payment details".



Payment Information

Please note you can continue and skip this portion if you do **NOT have all **banking** details at this time. No charges will be made. The payment information is only needed for you to withdraw your commissions. Banking information can be added at a later date, but realize this information is needed to receive appropriate commissions.*

If you would like to skip this portion for now and return later to complete, please proceed to the Join Our Campaign Page on your Campaigns tab on the dashboard and select the Callaway Golf Campaign. Instructions to follow on the next page.

Step 1 - Add Currency and Payment Schedule

- Please complete all required information.

Add payment method

Tracked Currency

Choose ...

Paid Currency

Choose ...

Country

Choose ...

Payment Method

Choose ...

Auto Selfbill/Payment

Active

Inactive

Monthly Payment Date

once threshold met

Threshold

0

Cancel

Continue

Step 2 - Add Banking Information

- Please complete all required information.

Add payment method

Bank details

Account Number

Beneficiary name

Routing Number

Bank Name

Bank Address

< Back

Cancel

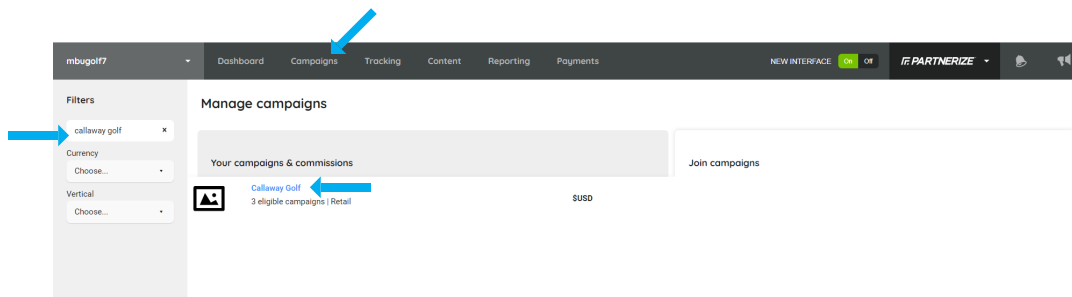
Add



Join Our Program

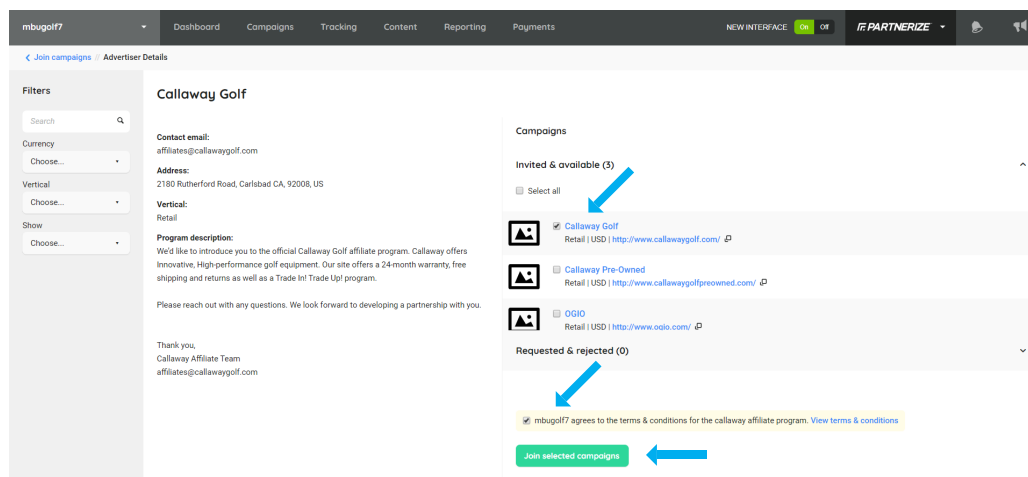
Step 1 - Selecting the Callaway Golf Campaign

- Select Campaigns Tab.
- Search for Callaway Golf.
- Select Callaway Golf.



Step 2 - Selecting the Callaway Golf Campaign Continued

- Check Callaway Golf Box.
- Check Agree to T's & C's.
- Select Join Campaign.



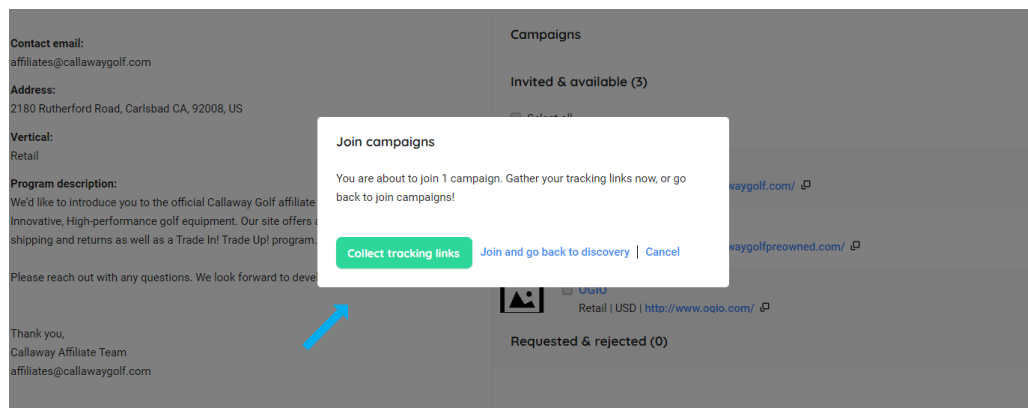


Get Your Link

Step 1 - Find Link on Partnerize

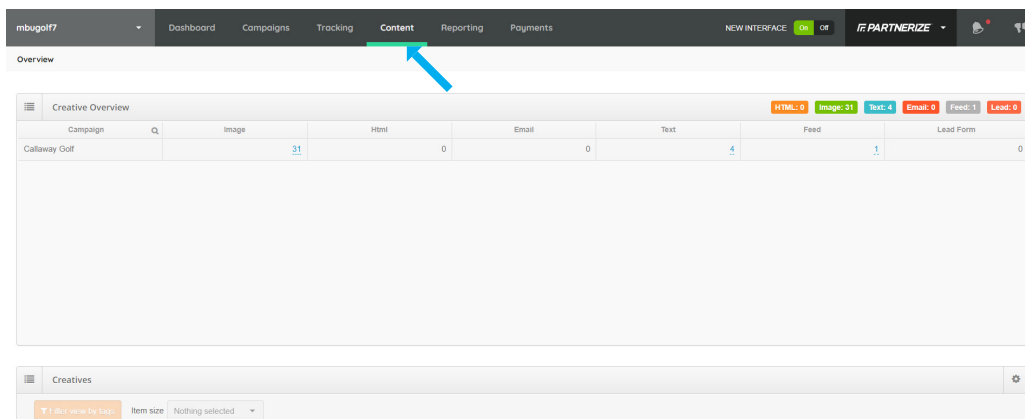
- Select Collect Tracking Links.*
- Await confirmation.

**Note Tracking Link will not appear until confirmed by Callaway. Please allow a few hours for approval.*



Step 2 - Finding Unique Tracking Link

- Select Content Tab.





Get Your Link

Step 3 - Finding Unique Tracking Link Continued

- a. Select the blue highlighted Numeral found under text.

Overview

Creative Overview

Campaign	Image	HTML	Email	Text	Feed	Lead Form
Callaway Golf	31	0	0	4	1	0

HTML: 0 Image: 31 Text: 4 Email: 0 Feed: 1 Lead: 0

Creatives

Item size: Nothing selected

Step 4 - Finding Unique Tracking Link Continued

- a. Lastly, select the Tracking Link near the bottom of your screen under your specific Affiliate Name.

Creatives

Creative Type	Creative ID	Description	Destination	Default Creative Code	HTML Tracking Code	Tracking Link	Open in Ne...
A View	101147740	Military Appreciation: 15% off purch...	https://www.callawaygolf.com/milita...	<script type="text/javascript" src="http...	<a href="https://pr.fhclick/cameef 10...	https://pr.fhclick/cameef 101159KYN/	
A View	110047050	Free Club Customization	http://callawaygolf.com/	<script type="text/javascript" src="http...	<a href="https://pr.fhclick/cameef 10...	https://pr.fhclick/cameef 101159KYN/	
A View	110145495	Free Shipping and Returns on Any ...	https://www.callawaygolf.com/	<script type="text/javascript" src="http...	<a href="https://pr.fhclick/cameef 10...	https://pr.fhclick/cameef 101159KYN/	
A View	110148394	TEST 2	https://www.callawaygolf.com/	<script type="text/javascript" src="http...	<a href="https://pr.fhclick/cameef 10...	https://pr.fhclick/cameef 101159KYN/	

This completes the set up process. If at any time, you have any questions or concerns with set up, please reach out by email to Ryan Rerich (ryan.rerich@callawaygolf.com) or give him a call at 979-966-3032 and he would be happy to assist. Thanks again for your time. We look forward to the partnership!



INSTRUCTIONAL GUIDE

PART TWO Commissions



Logging In to Partnerize.com



Step 1 - Logging In

- Visit <https://console.partnerize.com/login/phg/en?>
- Enter your correct Login Credentials and select Log In

Username

Password

or

[Forgotten login details](#) • [Sign up](#)

Checking Commission Report

Step 1 - Find Reports

- Select the Reporting Tab to examine any and all information and to build customized, downloadable reports.
- Under the Filters Tab, select Date Range desired.
- Under Show, click Conversions.
- Under Currency, select USD (or whichever is your default).
- Under Commission Status, highlight Approved, Rejected or Pending(your choice).
- Under Table Columns, select columns you would like to include on report.
- Click Save once Filters are all selected.
- Your Saved report will now move to Saved Reports on the bottom left of this page. You can alter at any time.



Step 2 - Download Reports

- Once you have built the report you need with your selected fields, hit the download icon below.

The screenshot shows the 'Content' report interface. On the left, there is a 'Filters' sidebar with options for Date Range (2020-04-13 to 2020-04-20), Show (Conversions), Conversion Metric (Standard), Currency (USD), Commission Status (Approved + Pending), Table Columns (Choose...), Grouping (None), and Pivot. The main area displays 'No data available to display'. Below this is a 'Reporting Table' with a table height of 10 rows. A blue arrow points to the download icon (a green square with a white download symbol) in the top right corner of the table.

Campaign	Order Value	Commission	Currency	Click Time	Conversion Time	Click to Conve...	Customer IP	Country	Conversion Re...	Referrer	Status
No data available in table											

Checking Content Reports

Step 1 - For Alternative Reports Use Content Under the Reporting Tab.

- Select Reporting tab.
- Examine links and their respective data using the charts below found on the Content portion.

The screenshot shows the 'Reporting' tab interface. The top navigation bar includes 'mbugall7', 'Dashboard', 'Campaigns', 'Tracking', 'Content', 'Reporting' (highlighted), and 'Payments'. Below the navigation bar, the 'Content' section is active, showing a 'Creative Graph' with a blue arrow pointing to it. The graph displays 'Sort by: Conversions' and 'Currency: GBP'. Below the graph is a 'Creative Overview' table with columns for Campaign, Image, HTML, Email, Text, Feed, and Lead Form. A blue arrow points to the 'Image' column in the table.

Campaign	Image	HTML	Email	Text	Feed	Lead Form
Callaway Golf	31	0	0	4	1	0



Receiving Your Commissions

Step 1 - Withdrawing your Commissions

- a. Please select the Payments tab.
- b. Select Withdraw.

A screenshot of the Callaway Partnerize web application. The top navigation bar includes links for Dashboard, Campaigns, Tracking, Content, Reporting, and Payments (which is highlighted). A user profile dropdown shows "mbugolf?". On the left, there are filters for Payment status (set to "All") and Tracked currency (set to "All"). The main content area is titled "Payments" and shows two summary cards: "Available to withdraw" with a green "Withdraw" button, and "Total withdrawn". Both cards display "Nothing available" or "Nothing withdrawn". Below these is a table with columns: Reference, Total value, Paid currency, VAT value, Net value, Withdrawn date, and Processed date. The table is currently empty, with a message "No payments to show" at the bottom.

This completes the Receiving Commission process. If at any time, you have any questions or concerns with this process, please reach out by email to Ryan Rerich (ryan.rerich@callawaygolf.com) or give him a call at 979-966-3032 and he would be happy to assist. Thanks again for your time. We look forward to the partnership!



INSTRUCTIONAL GUIDE

PART THREE Finding Your Link



Logging In to Partnerize.com

Step 1 - Logging In

- Visit <https://console.partnerize.com/login/phg/en?>
- Enter your correct Login Credentials and select Log In



Username

Password

or

[Forgotten login details](#) • [Sign up](#)

Finding Link

Step 1 - Find Link on

- Select Content Tab.

mbugolf7 Dashboard Campaigns Tracking **Content** Reporting Payments NEW INTERFACE ☒ ON ☐ OFF

Overview

Creative Overview

Campaign	Q	Image	HTML	Email	Text	Feed	Lead Form
Callaway Golf		31	0	0	4	1	0

Creatives

Item size: Nothing selected



Step 2 - Find Unique Tracking Link Continued

- Select the blue highlighted Numeral found under Text.

Overview

Creative Overview

Campaign	Image	HTML	Email	Text	Feed	Lead Form
Callaway Golf	31	0	0	4	1	0

Creatives

Filter view by tags Item size Nothing selected

Step 3 - Find Unique Tracking Link Continued

- Lastly, select the Tracking Link near the bottom of your screen under your specific Affiliate Name.

Overview

Creative Overview

Campaign	Image	HTML	Email	Text	Feed	Lead Form
Callaway Golf	31	0	0	4	1	0

Creatives

Creative Type	Creative ID	Description	Destination	Default Creative Code	HTML Tracking Code	Tracking Link	Open in Ne...
A View	101147740	Military Appreciation: 15% off purch...	https://www.callawaygolf.com/milita...	<script type="text/javascript" src="http...	<a href="https://prf.hnckick/camref/10...	https://prf.hnckick/camref/10118KYN/	
A View	110047050	Free Club Customization	http://callawaygolf.com/	<script type="text/javascript" src="http...	<a href="https://prf.hnckick/camref...	https://prf.hnckick/camref/10118KYN/	
A View	110145495	Free Shipping and Returns on Any ...	https://www.callawaygolf.com/	<script type="text/javascript" src="http...	<a href="https://prf.hnckick/camref/10...	https://prf.hnckick/camref/10118KYN/	
A View	110148394	TEST 2	https://www.callawaygolf.com/	<script type="text/javascript" src="http...	<a href="https://prf.hnckick/camref/10...	https://prf.hnckick/camref/10118KYN/	

This completes the link process. If at any time, you have any questions or concerns with finding your unique link, please reach out by email to Ryan Rich (ryan.rerich@callawaygolf.com) or give him a call at 979-966-3032 and he would be happy to assist. Thanks again for your time. We look forward to the partnership!