

Loopy Loyalty Affiliate Program Policies

All Loopy Loyalty Affiliates are required to complete the agreement and remain in compliance with these terms. This list contains everything you need to know to be a Loopy Loyalty affiliate, including resources, recommendations, and the legal information.

If you're not yet part of the Loopy Loyalty Affiliate Program, you can apply [here](#).

Getting Started / Resources

1. **Affiliate Starter Kit:** We've put together assets to help you promote Loopy Loyalty, including content, images, best practices and how to use your portal, and where to access links and assets. This will be your go-to resource for all things the affiliate program.
2. **Account:** You can log into your account at anytime and track your clicks and referrals at affiliate. <https://affiliates.loopyloyalty.com/login>.
3. **Need anything else?:** If you ever need anything else or have questions, feel free to reach out to the team at affiliates@loopyloyalty.com

Commission

1. **Commission Rates:** You receive a percentage based commission based on the customer's first 12 month's subscriptions. The percentage is 25%. The amount and timing of commission payment will depend on the plan that the customer selects.

Starter Monthly: \$4.50 every month that the customer is subscribed (up to a maximum of \$54)

Starter Annual: \$45 once

Growth Monthly: \$12.50 every month that the customer is subscribed (up to a maximum of \$150)

Growth Annual: \$117 once

Ultimate Monthly: \$16.25 every month that the customer is subscribed (up to a maximum of \$195)

Ultimate Annual: \$150 once

2. Limitations:

- a. You receive commission for the first 12 months purchase made by a new customer who is not in an active sales process with us at the time of the affiliate link click.
- b. The customer needs to be an active customer for 60 days, plus the number of days at the end of that month. For example a Customer who makes their first payment on March 15th must still be a customer on May 31st

- c. The customer must land on and sign up on a loopyloyalty.com landing page in order to be properly tracked (e.g. we will not be able to track purchases made on loopyloyalty.de, loopyloyalty.jp, loopyloyalty.es, etc.)
- d. Affiliate links rely on cookies to track sales so the customer cannot have cleared their cookies.
- e. Only affiliate links can be used to track sales. Incorrect use of affiliate links will cause inability to track referrals.
- f. You cannot use affiliate links to refer clients you are servicing. You'll need to join the PassKit Partner Program and register them as a lead.

There are a number of other limitations that may result in commission not being paid - we encourage you to read the [Loopy Loyalty Affiliate Program Agreement](#) for more information on this.

3. Upgrades/downgrades:

If a customer select to pay monthly, the amount of commission received will change if the customer upgrades to a higher tiered product or downgrades to a lower tiered product during their first 12 months as a customer.

4. PayPal:

Be sure to add your PayPal email to your Affiliate profile so we can send you your commissions. We pay commissions on the 25th of each month for commissions that qualified in the month prior.

5. Attribution:

In the event a single customer clicks two different affiliate links, the first affiliate gets the credit

6. Cookie Window:

45 days of clicking your affiliate link

Promoting Loopy Loyalty

1. Loopy Loyalty Branding

Do:

Use the language and assets provided in the affiliate tool

Capitalize the “L” in “Loopy Loyalty”.

Reference style guides and basic guidelines around our trademarks and copyright.

Do Not:

Use false or misleading statements on the benefits of using Loopy Loyalty (e.g. “Get rich quick with Loopy Loyalty”).

Modify or adjust the Loopy Loyalty wordmark or logo in any sort of marketing material you might create, including the creation of any visual badges or dual-logo lockups.

2. What to call yourself

As we have multiple ways to partner with Loopy Loyalty, and our parent company PassKit, and several ways to reference those relationships, here are some guidelines around what you can and cannot call yourself within the Loopy Loyalty Affiliate Program.

Do:

Say you're a "Loopy Loyalty Marketing Affiliate" or "Marketing Affiliate"

Do Not:

Refer to yourself as a Partner or that you've "partnered with Loopy Loyalty." This includes press releases, references in videos, listings on your website, or in any other marketing material you may be using

3. Buying Ads

You will not purchase ads that direct to your site(s) or through an affiliate link that could be considered as competing with Loopy Loyalty's own advertising, including, but not limited to, our branded keywords

Policies that don't fit into the other buckets

1. **Survey Participation:** We would encourage you to participate in any Affiliate-specific surveys, industry surveys, marketing surveys, etc. as we request.
2. **Sharing Placements:** When requested, you'll share the places you've used your affiliate link. This includes, but is not limited to, links, screenshots, and email sends.
3. **Purchasing Loopy Loyalty yourself:** One of the benefits of the Affiliate Program is we don't require you to purchase Loopy Loyalty products. Though if you decide to purchase, we require that you do not use your own affiliate link.
4. **App Partner Program:** When promoting Loopy Loyalty for the App Partner Program, you are not allowed to use an affiliate link.
5. **Sales Partner/ Agency Partner Programs:** If you're also part of one of these programs, you will only receive commission for either that program or the affiliate program depending on whether you registered the lead or the customer went through your affiliate link. *When working with clients, we recommend you register the lead and NOT use your Loopy Loyalty affiliate link.*