



DESCRIPTION

Best Practices



Best practices

A good description



Yields higher conversion rates and offer positions



Creates a **better user experience**



Minimizes number of tickets
(user complaints)

Track your tickets per offer using **Offer Wall Report** -
If your campaign has a **significant amount of tickets**, reach your AM

Restrictions

Offers descriptions **cannot include** the words: **Install or Download**



A **good workaround** for apps is to say:

GET [app name]
from the app store/google play



Best practices

You only need to include the **Action ID** once, in the final step

Offer Steps*

Add all steps required to complete the offer.
Notice! This is what users will see on the offer's info page.

ADD STEP

Step description*

Action ID

1 Get Puzzle Runner

2 Play the game and reach level 40

LEVEL 40

Comment

Enter details here to provide users with additional information about the offer, unrelated to the offer steps. The comment appears in the offer info page under the offer steps.

- *Valid information only
- *Terms and conditions apply
- *New Users only
- *Carefully read the additional eligibility rules

Max. 200 characters.

Include ALL the steps needed to complete the offer in a **line-by-line** format by using the **“add step”** button

Add necessary restrictions and eligibility criteria in the **“Comments”** section to ensure positive UX and to prevent your offer from being paused

Earn Rewards

+1,234 Rewards



Puzzle Runner

COMPLETE AN ACTION

EASY FREE

- 1 Get Puzzle Runner
- 2 Play the game and reach level 40

- *Valid information only
- *Terms and conditions apply
- *New Users only
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Earn +1,234 Rewards

Use the new **“Preview”** feature to evaluate in advance the offer description through the eyes of the users and rest assured that your campaign is clearly communicated to users

Keep steps **clear and concise**:
Users may not spend very long reading the offer steps - include **only key information**

Avoid false promises
For example, if an offer enters users into a drawing to win a \$500 gift card, the description should specify “enter your email for a chance to win \$500,” Instead of “enter your email to get \$500.”



Best practices

Purchase and Free Trial campaigns

Offer Steps* | Add all steps required to complete the offer.
Notice! This is what users will see on the offer's info page. ADD STEP ^

Step description*	Action ID
1 Create on account by entering your email address and password	
2 Provide your credit card details to activate the account, you can cancel at any time	
3 Enjoy your 30 day free trail	ACTIVATE

Comment | Enter details here to provide users with additional information about the offer, unrelated to the offer steps. The comment appears in the offer info page under the offer steps.

* **New Users only**
* **Membership renew at \$30 a month if not cancelled 30 days after activation.**
* **Questions? +1-012-345678 | abc@email.com**

Max. 200 characters.

If user needs an amazon/other account to purchase, **please specify**

Indicate the **exact free trial period**

Include details about **how to cancel**

Is the offer valid for **new users only?**

Provide **contact information** for customer questions: phone number and email address

Specify **if users will be charged** when the trial period is over, and if so, how much