



**Affiliate Program**

AUCTION CONTACT, LLC.

## AuctionContact Affiliate Program Information

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AuctionContact is a service  
Provided by  
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<http://www.auctioncontact.net/>

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## Table of Contents

Introduction to AuctionContact Service _____	4
What's New in Version 2.0? _____	5
Features _____	6
Benefits _____	7
The Affiliate Program _____	8
Implementation _____	9
Appendix A: Images _____	10

## Introduction to AuctionContact Service

AuctionContact is a marketing tool that enables online auction sellers to easily and effectively promote their online auctions.

AuctionContact is designed to increase sales for the individual sellers and at the same time increase traffic and visibility of the auction site itself. This is achieved by constantly informing buyers about current auctions on the auction site. The AuctionContact software system automatically sends weekly e-newsletters to subscribers. E-newsletters include a list of currently open auctions, prices, end times, and a direct link to the auction pages.

Here is how it works:

- Auction sellers invite their customers to signup for their newsletter. (See Image 2 in Appendix A)
- Auction visitors and/or customers subscribe to receive the weekly e-newsletters.
- The AuctionContact software automatically generates and sends e-newsletters once a week to subscribers. Each AuctionContact user has an option of choosing which day they prefer their e-newsletters to be sent. (See Image 1 in Appendix A)
- The AuctionContact users manage their subscriber list through an interface on the AuctionContact web site with the ability to view, add, and remove subscribers.

## What's New in Version 2.0?

### **HTML Formatted E-Newsletters**

Subscribers have an option of choosing between a well-designed HTML format and a Text-Only format for their e-newsletters. HTML e-newsletters are more attractive, appealing, and present the auctions in a more colorful way. (See Image 1 in Appendix A)

### **Users Choose the Day**

AuctionContact users can choose the day on which the e-newsletter will be sent out. The available choices are Monday, Tuesday, Wednesday, Thursday, and Saturday. New users can choose the day during the registration process, while existing users can change the day through their user profiles.

## Features

The AuctionContact service is loaded with many user-friendly features. More importantly, we are always working on bettering our system and providing our users with more and more features. We pride ourselves in listening to our users and being able to timely respond to their needs.

Here is a list of AuctionContact features:

- **E-Newsletters are automatically generated and sent.** Week by week our system generates and sends newsletters without any user interaction.
- **Both HTML and Text-Only email formats.** Subscribers can choose email format based on capabilities of their email client or their own preferences.
- **HTML subscription forms.** Already made subscription forms that users can insert into their auctions and/or web sites so that their customers can easily sign up to receive the E-Newsletter. (See Image 2 in Appendix A)
- **Complete subscriber list management interface.** Our users can view, add, and remove subscribers from their subscriber list with ease and convenience.
- **Users choose the day on which E-Newsletters are sent.** Available choices are Monday, Tuesday, Wednesday, Thursday, and Saturday.
- **Choice of three different account levels.** Users can choose Level 1 (maximum of 300 subscribers), Level 2 (maximum of 2,000 subscribers), and Level 3 (maximum of 5,000 subscribers).
- **Free email support.** Any questions or problems that users send us are answered the day they are received.

## Benefits

The benefits of the AuctionContact service are twofold: the benefits are for both the auction web site and the auction sellers.

### **Benefits for the auction web site**

What is an auction web site's dream? The dream can become your reality when you see an increase in bids on auction items, more sales, and web site popularity. The AuctionContact service will make your dream a reality.

Imagine 100 AuctionContact users and each having an average of a 1,000 subscribers. This would mean that each week 100,000 people would receive e-mails with links to your web site. You want more traffic? We will give it to you for FREE!

- Increase number of bids
- More sales
- Increase web site popularity and traffic
- Your sellers are happier
- You get these benefits for free

### **Benefits for the auction seller**

The AuctionContact service was designed with the online auction seller in mind. Brick and mortar merchants benefit from sales generated based on customer loyalty, which was unimaginable by auction sellers, until now. AuctionContact increases online auction sales by building customer loyalty for the seller.

- Increase customer loyalty
- Attract new customers
- Increase sales
- Powerful and affordable marketing tool
- Better communication with customers

## The Affiliate Program

The AuctionContact Affiliate Program was created so that any online auction web site can offer the AuctionContact service to its sellers.

Every online auction web site that wants to offer the AuctionContact service to its users must sign up for the Affiliate Program. This is necessary because changes to the AuctionContact software need to be made before the service would be able to work with that particular site.

The benefits of signing up for the AuctionContact Affiliate Program include:

- Ability to offer the AuctionContact service to your users.
- Increased web site recognition.
- Benefits of any promotion currently being offered.
- All other benefits coming with the AuctionContact service.

Once you sign up for the Affiliate Program, we will make the AuctionContact service work with your web site and send you instructions on how to offer the AuctionContact service to your customers. We will also provide sample code to show how you can integrate your site with our system.

To sign up for the Affiliate Program and start offering the AuctionContact service to your users simply fill out and return the response card provided with this package or go to <http://www.auctioncontact.net/sites/> and click on "Sign Up" button.

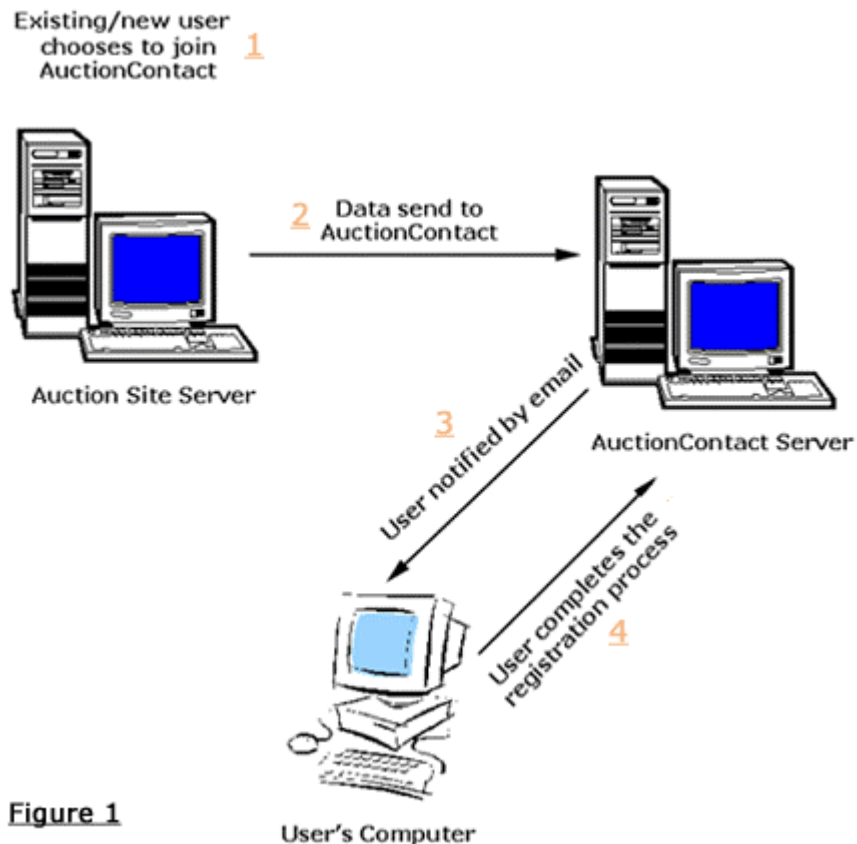


# Implementation

Offering the AuctionContact service to your users is simple and easy. To present the service to your new users you can add an option to your new user registration form. This option would briefly explain the service and ask them if they are interested in signing up for the service. For existing users, the AuctionContact service can be offered via a link from the user's account page.

The user name, email address, and other information are sent to AuctionContact servers in order for a new account to be created in our database. The new user would then receive an email from AuctionContact with a link and instructions on how to complete the registration. Please refer to [Figure 1](#) for an illustration of the whole process.

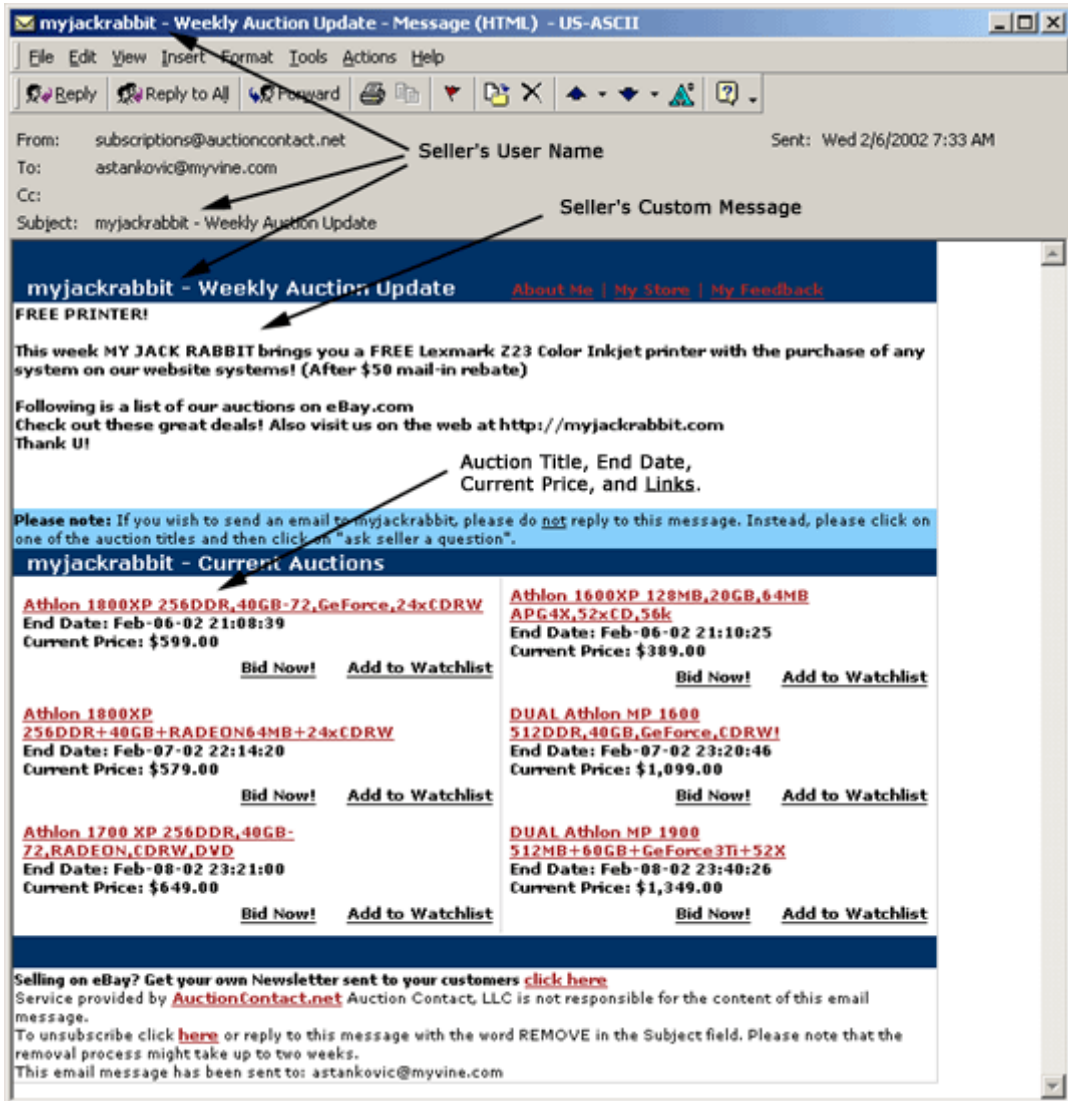
Of course, this is not the only way to offer the AuctionContact service to your users. Please contact us and we will find the method that best fits your needs.



**Figure 1**

# Appendix A: Images

Image 1: HTML E-Newsletter

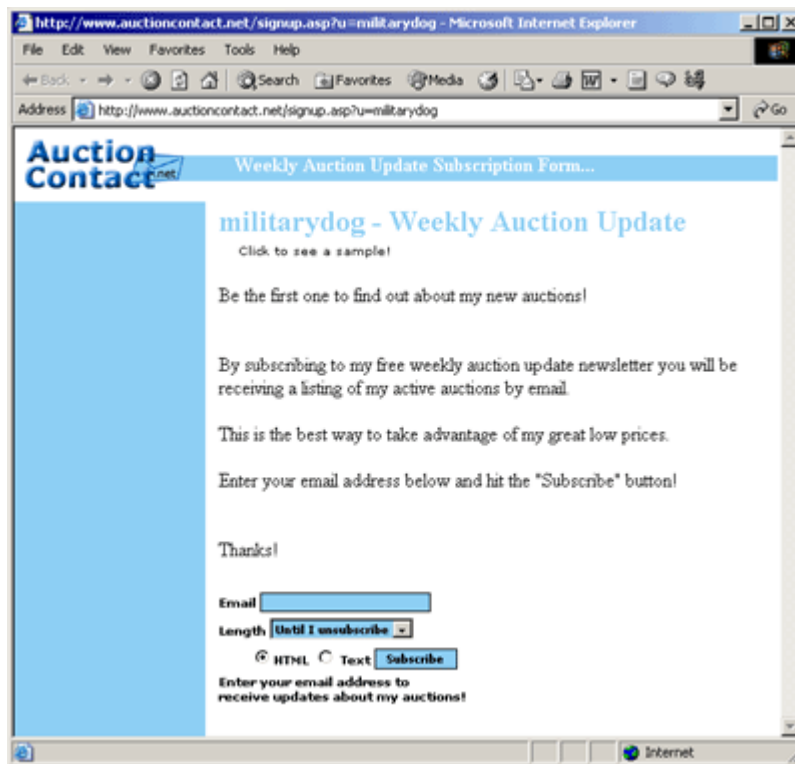


## Image 2: Subscription Page

Auction sellers can insert a URL or a hyperlink to their email communications that invite their customers to sign up to receive the newsletter. The URL is in the following format:

`http://www.auctioncontact.net/signup.asp?u=user_name`

When customer clicks on the above URL he/she is taken to a page similar to this one:



## Image 2: Subscription Forms

Subscription Forms are available for those sellers who have their own web pages. Subscription forms allow customers/visitors to subscribe without leaving the page they are viewing.



This form features a background of the American flag. It includes an "Email" input field, a "Length" dropdown menu set to "Until I unsubscribe", and radio buttons for "HTML" and "Text". A "Subscribe" button is positioned to the right. Below the form, the text reads: "Enter your email address to receive updates about my auctions!"



This form has a blue background with rounded corners. At the top, it features navigation arrows and the text "Subscribe to my FREE newsletter". It contains an "Email" input field, a "Length" dropdown menu set to "Until I unsubscribe", and radio buttons for "HTML" and "Text". A "Subscribe" button is located to the right. Below the form, the text reads: "Enter your email address to receive updates about my auctions!". The website name "AuctionContact.net" is displayed in the bottom right corner.