

Quick start guide:

Western Union Partner Program via Partnerize

Western Union leverages the industry's only fully-integrated partner management platform to ensure that partners like you are equitably rewarded for the value they provide. **Join today to begin.**



What is Partner Marketing?

Partner marketing, commonly referred to as affiliate marketing, is a performance-based marketing strategy that allows publishers to earn commissions by promoting products or services from their favorite brands. Publishers that join brands' partner programs gain access to unique tracking links to be shared on their websites, social media channels, email and more. When a consumer clicks on a publisher's affiliate link and makes a purchase, the partner earns a pre-determined commission on that transaction.



\$15B Industry



**16% of
ecommerce sales**



**81% of brands utilize
the channel**



**75% of world trade
flows indirectly**

Partnership marketing is a **\$15B** industry representing **16%** of all ecommerce sales. The channel's ability to find and convert target audiences at scale incentivise **81%** of brands and **84%** of partners to take advantage of the channel as an acquisition and monetization vehicle—benefits that support testing new markets, regional expansions and reaching high-intent audiences at a controlled cost.

Partnerize: Enabling mutually beneficial relationships for Western Union and its partners.

Partnerize is the only platform of its kind to deliver a fully integrated, comprehensive suite of discovery, recruitment, optimization, payment, brand safety and fraud prevention capabilities in a single destination for leading marketers to maximize the benefits of their partnerships. By providing brands with the software innovation necessary to drive profitable growth, partners can gain access to the world's leading affiliate and partnership programs across retail, travel, financial services, D2C and subscription verticals.

Getting started is easy:

1

Join

Create a partner account with Partnerize by signing up. If you have an existing account with Partnerize, apply to the Western Union program by navigating to Campaigns > Join Campaigns and searching for Western Union.



2

Promote

Access tracking links from your Partnerize account to share Western Union promotions and messaging with your audience.



3

Earn

When a consumer completes a transaction through your tracking link, you'll earn a predetermined commission from Western Union.

WesternUnion WU

Sign up to Western Union

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Email address

Confirm email address

Username

Password

Confirm password

[Sign up](#)

Set up your Partnerize account

Western Union manages their partners through Partnerize. Begin earning commission for promoting Western Union to your audience by signing to be a Partnerize partner. If you're already a Partnerize partner, you can also skip this sign up process and follow the directions on the following page. Earn £20 commission for New Customers who transfer £200+!

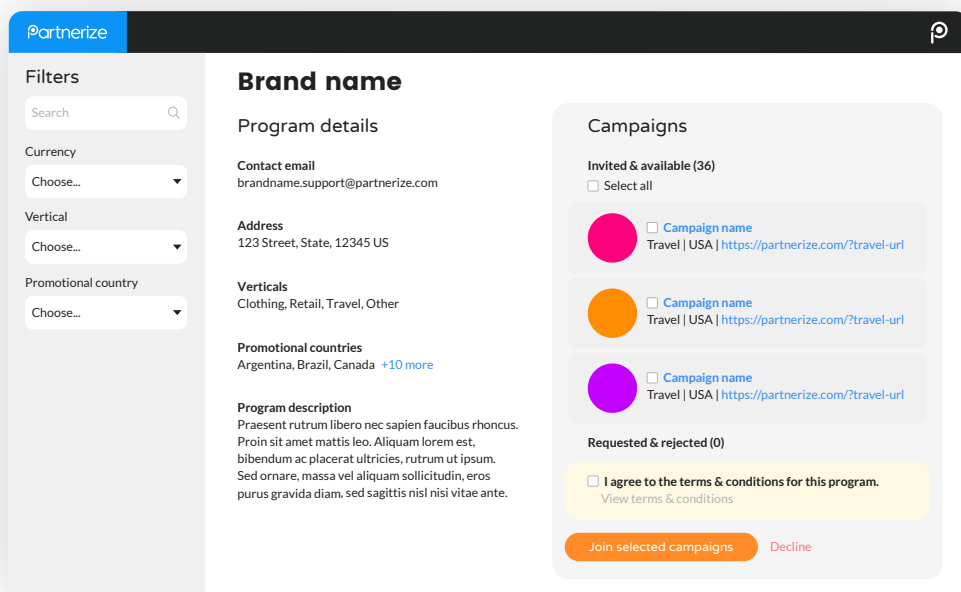
Sign up here.



Complete account setup

Once you've completed the sign up form, verify your account via email by following the prompt sent to your inbox. The next step will be to join the desired Western Union campaigns. Complete this action by following the steps below:

1. Log in to Partnerize by inputting your unique credentials. We recommend bookmarking the login page on your primary browser for easy access.
2. Click the "Campaigns" tab at the top of the page.
3. Select the "Join Campaigns" tab.
4. Search for Western Union to populate Western Union's available campaigns.
5. Once displayed, select the campaigns you're interested in applying to and check the box to select the individual campaigns you want to join.



6. Review Terms and Conditions and check the box to agree.
7. Press "Join Selected Campaigns" to complete your application. From here, your application will be reviewed by the Western Union team.

Once your application(s) is approved, you can begin promoting brands that you are partnered with. Review this article for more information on discovering brands to work with and applying to campaigns: <https://help.phgsupport.com/hc/en-us/articles/3648585832-Campaigns>

Start earning!

After you've activated your account, it's time to begin promoting Western Union. Familiarize yourself with Partnerize by taking the guided tour that appears at your first login, or check out our Knowledge Base content below for everything you need to know about maximizing the benefits of the platform:

Getting Started Guide.

Gain insight into the must-know platform functionality to make the most of your partnerships.

Create tracking links.

Get a step-by-step guide for creating tracking links that are unique to you.

Promote branded content.

Easily promote content from your brand partners to your audience with these steps.

Track performance.

Gain insight into your performance with Partnerize's integrated reporting suite.

Get paid.

Ensure that you get paid for the value you provided by following these simple steps.



If you have any questions, connect with Western Union's dedicated partner team at WesternUnionEMEA@partnerize.com.

FAQ

Q: What data is collected by Partnerize links?

In order to provide its software and services, Partnerize records a consumer's journey from a publisher website to an advertiser website. In this process, Partnerize may record end consumers' IP addresses, browser information, device and operating system information and/or cookie information. Partnerize also collects limited transactional information from the advertiser relating to subsequent engagement with that advertiser's website, such as a product purchase. Partnerize does not collect or record personally identifying information such as names, contact information, shipping information, payment card numbers or usernames from end consumers, nor does Partnerize use information from these transactions for its own direct marketing purposes.

Q: Where is that data stored?

Servers storing Partnerize platform data have multiple global locations.

Q: Who has access to data collected by tracking links?

Partnerize platform data can be accessed by the advertiser, Partnerize, and Partnerize's wholly-owned subsidiaries.

Q: On what legal basis will Partnerize process this data?

Data collected by the Partnerize platform is processed to perform the contracts under which we provide our platform and services to advertisers.

Q: What role does Partnerize play in my partnership with Western Union?

Partnerize supports you in tracking, reporting and payments as well as discovery of additional brand partners to promote to your audience. In addition to integrated how-to guides and on-demand resources in our Knowledge Base, our dedicated team of experts are available to help you with any questions you may have regarding leveraging the platform.

Q: Am I required to accept Partnerize terms and conditions as a Western Union partner?

Yes. The Partnerize Partner Terms and Conditions govern a partner's sign-up for and use of the Partnerize platform itself, and are separate from the specific program terms between the partner and advertiser.