

# A strong profile



## Affiliate tutorial

Profit from becoming a partner of Delticom AG,  
Europe's leading online tyre dealer

Status January 2011

# Inhalt

## 1. Delticom AG

## 2. Affiliate programmes at Delticom AG



# Content

## **1. Delticom AG**

1.1 Delticom AG: An overview

1.2 Online shops across the globe

1.3 Our car tyre shops: Features and benefits

## **2. Affiliate programmes at Delticom AG**



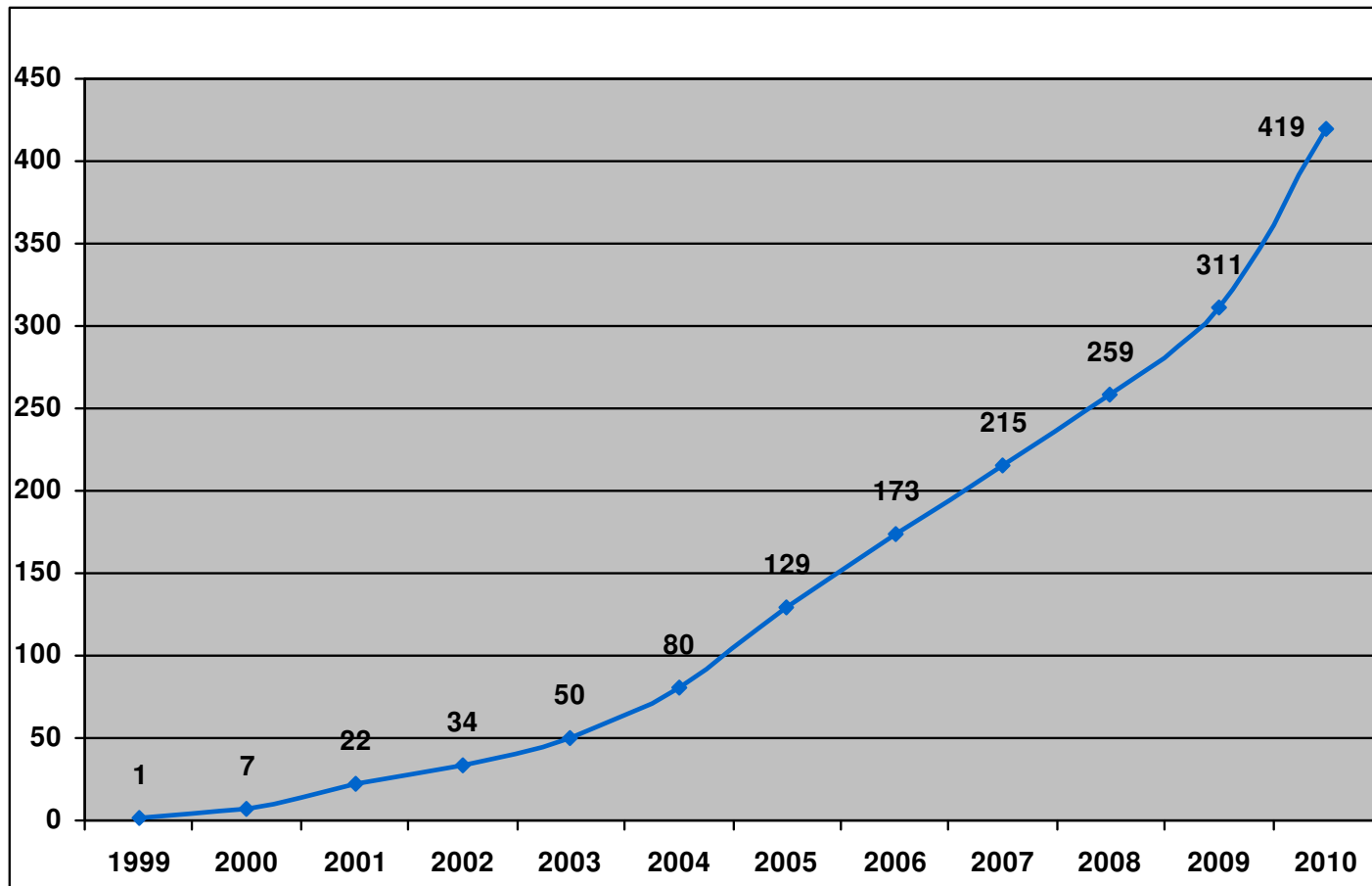
## 1.1 Delticom AG: An overview

- Europe's leading online tyre dealer
- 118 online shops in 39 countries
- More than 100 tyre brands and 25,000 tyre types
- Product range: Tyres for cars, motor cycles, trucks and busses, as well as special tyres, cycle tyres and complete wheels (tyres mounted on rims), car spare parts, car accessories and motor oils
- Customer profile: More than 4.4 m private and business customers worldwide
- More than 27,000 fitting station partners worldwide
- Since 26th October 2006 listed at Frankfurt stock exchange (Prime Standard)

## 1.1 Delticom AG: An overview

- Sales trend 2009: € 311 m, 2010: € 419 m

Revenue (EUR millions)



## 1.2 Online shops across the globe

- Shop domains of Delticom AG are concise and enjoy a high degree of popularity, e.g. ReifenDirekt.de, 123pneus.fr, mytyres.co.uk and gommadiretto.it
- Order forms and ordering processes are uniform throughout all the shops
- We take into account country-specific requirements (e.g. customary payment methods, specific tyre insurances, links to country-specific opinion rating portals, technical control seals, discounts)



## 1.3 Our car tyre shops: Features and benefits (example: UK)

- Clear and timeless design
- Tyre search tool: quick selection of tyres
- Concise and well-known domains
- Short delivery periods, free shipping starting from 2 tyres
- Country-specific quality and security certificates
- Search tool and rating option of fitting station partners
- Call center with callback service
- Answers to frequently asked questions (FAQ)
- Independent consumer platform [www.tyretest.com](http://www.tyretest.com)
- Many payment options
- Individual tyre insurance in some countries

The screenshot displays the mytyres.co.uk website interface. At the top, there is a navigation bar with the logo and contact information. Below this, a search bar is prominently featured, allowing users to filter tyres by type, size, speed index, and brand. The website also includes promotional banners for holidays and special deals, as well as a section for fitting stations. The footer contains a list of links for various services and a row of international flags.

**mytyres.co.uk**

Your contact: 0800 3286532 (toll free)  
Call-Back-Service  
Contact

Your orders: Your Account

Your questions: Help, Advice, Fitting stations

Home | Terms and Conditions | Legal Notice | Delivery and payment

**Search for tyres**

Type of Tyre: Summer tyres

Tyre size: 195 / 65 15

Speed index: H: up to 130 mph

Price Categories: We recommend

Brand: all

Optional Requirements:  
Run-Flat Tyres  Yes  
Strengthened / Reinforced  Yes  
I'm looking for C tyres (Transporter)  Yes

Optional Service:  
Fully Fitted:  Yes

Show Tyres

**Search by registration number**

Please enter your vehicle registration number. We will then find the correct tyres for your vehicle.

Vehicle Registration Number:

Show Tyres

Prices include postage, packing and VAT within mainland UK.

© 1999-2010 by Delticom / mytyres.co.uk 27.12.2010 05:26

Home | Delivery and payment options | Legal Notice | Terms and Conditions | Privacy Policy | Newsletter | Recommendation | Contact | F.A.Q | My orders | Summer Tyres | All-Season Tyres | Winter Tyres | Light Truck Tyres | Offroad / 4x4 Tyres | Truck Tyres | Motorbike Tyres | Tyres by Car | Register as a fitting station | Call-Back-Service | Finding your tyre size | Customers about us | Tyre Installer

# Content

## 1. Delticom AG

## 2. Affiliate programmes at Delticom AG

- 2.1 Our partner networks
- 2.2 Your benefits as a partner
- 2.3 How to become a partner
- 2.4 Advertising material
  - 2.4.1 Tyre search tool
  - 2.4.2 Tyres search tool checklist
- 2.5 References
- 2.6 International programmes
- 2.7 Join us now!



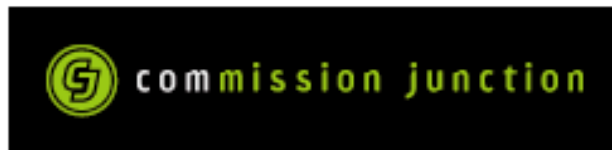
## 2.1. Our partner networks



<http://www.zanox.com/de>



<http://www.affili.net>



<http://www.cj.com>



<http://www.tradedoubler.de>



<http://www.daisycon.com>  
(only for the Netherlands)

## 2.2 Your benefits as a partner

- Attractive opportunity to earn money
  - 3%-10% commission per order (product and shop dependent)
  - Remuneration model PPS (Pay Per Sale) for each completed and successful order
- Additional service: added value on your website
- Appealing design of your Internet offer, Imageplus
- Large choice of advertising material
- Free-of-charge registration and participation for publisher
- Clear statistics
- Support by dedicated affiliate manager

## 2.3 How to become a partner

Step 1



Step 2



Step 3



Step 4



**Done!**

**Registration** with one of our **partner networks**.

Inside the partner network:

**Application to join our partner programme**  
(Please make a note of admission requirements).

A large choice of **advertising material** is at your **disposal**  
(once you have been admitted to the programme).  
A **partner ID** will be generated automatically.

Simply copy the link code and integrate with your website.

Once an **order** has been made via the advertising material  
on your website, the advertising commission will be allocated  
by means of your partner ID.

## 2.4 Advertising material

- Our advertising material includes a large selection of links, banners (animated) in standard and special sizes, press information as well as tyre search tools.

### Banner graphics



### Special Offer Banners



## 2.4.1 Advertising material – Tyre search tool

- Attracts attention
- Customized design for your website if desired
- Advertising material with included tyre search tool
- Increases interactivity with users and creates special added value for your website
- Find instead of search: no prolonged searches for the desired tyre
- Easy integration with your website
- The most EFFECTIVE advertising method for affiliates!

Very high conversion rate

Sponsorisé par: [123pneus.fr](http://123pneus.fr)

Les dimensions des pneus: : 195 / 65 R15

Indice de vitesse: : H: max 210 km/h

Pneus été

Je voudrais votre meilleure sélection !!!

[Pneus hiver](#)   [Pneu tout saison](#)

**ReifenDirekt.de** - Reifen einfach online kaufen

195 / 65 R15 T: bis zu 190 km/h

Winter-  Ganzjahres-  Sommerreifen  Alle

**mytyres.co.uk** Tyres at bargain prices

195 / 65 R15 H: up to 130 mph

Winter tyres  All season tyres  Summer tyres  all

## 2.4.2 Advertising material – Tyre search tool checklist

- Introduction of a suitable category on your homepage (e.g. cars, tyres and accessories)
- Naming of a matching subcategory (e.g. tyres and rims)
- Customization of tyre search tool to website (size + colour)\*
- Adding of editorial content/ shop description to tyre search tool
- Modification of search tool for winter tyre or summer tyre season\*
- Creation of synergy effects by integrating further advertising material for our motorcycle programmes (e.g. moto-tyres.co.uk)

\*only possible for Zanox and Commission Junction advertising codes

## 2.5 References - winter-tyres.co.uk (UK)

The screenshot displays the homepage of winter-tyres.co.uk. At the top, there is a navigation bar with links: Home, Why Fit Winter Tyres?, Winter Tyre Reviews, Brand New Winter Tyres, Used Winter Tyres, and Sitemap. Below this is a main content area on the left with a 'Winter Tyres' heading and a descriptive paragraph. A red arrow points from the 'Winter Tyres' heading to the text 'Suitable category'. To the right of the main content is a sidebar with a 'Further Information' section containing a list of links: Home, Avon Winter Tyres, Cooper Winter Tyres, Kumho Winter Tyres, Michelin Winter Tyres, Pirelli Winter Tyres, Sitemap, Toyo Winter Tyres, Vredestein Winter Tyres, Why Fit Winter Tyres, and Winter Tyre Reviews. Another red arrow points from the 'Winter Tyres' heading to the 'Further Information' section. On the right side of the page is a 'Buy Winter Tyres' section with the mytyres.co.uk logo and the text 'The home of low price tyres for cars'. It includes a search tool with dropdown menus for 'Tyre size' (195), 'Speed index' (65), and 'Type of Tyre' (Winter tyres). A red arrow points from the search tool to the text 'Tyre search tool'. Below the search tool is a '-Show tyres-' button and promotional text: 'Huge choice', 'Small prices', 'Postage and packaging are included in the price'.

Suitable category

Tyre search tool

## 2.5 References - vinterdekk.com (Norway)

**Vinterdekk**

Kontakta oss

dekkonline.com

Europas største online dekkshop

lave dekkpriser

stort tilbud

topp kvalitet

dekkonline.com

**Vinterdekk**

Vi hjelper deg å finne de gode vinterdekk som passer bilen din. Velg dekk størrelse og hastighet indeksen og få forslag til gode vinterdekk til lave priser.

Sponsored by: dekkonline.com

Dekkdimensjon: 195 / 65 R15

Hastighetsindeks: H: max 210 km/h

Dekktipe: Vinterdekk (Piggdekk)

-Søk etter dekk-

Dekk til lett lastebil    Motorsykkeldekk

**Vinterdekk på nettet**

Prisen på vinterdekk varierer veldig fra leverandør til leverandør. Hvis du leter etter billige vinterdekk er du på rett sted, på snøen i dagens situasjon kjøpt den billigste på nettet. I det svenske markedet er det få spillere som selger vinterdekk på nettet. Et eksempel er [DekkOnline](#), som leverer snø raskt og til lave kostnader.

I Sverige, til kravet bruke vinterdekk i perioden desember 1 til 31 mars. Noe å huske på er at det er også obligatorisk å ha vinterdekk på hengeren i denne perioden. Den vinterveier snøen vil ha en mønsterdybde på minst 3 mm. Det finnes selvsagt unntak fra dette kravet. Hvis kjøretøyet kan brukes uten fare for trafikksikkerheten, kan det gjøres uten snø i følgende tilfeller:

- Test Drive / trekkvogn
- Reise til og fra nærmeste auto deler
- Bilen er 30 år eller eldre
- Bilen er registrert i utlandet
- Flyet som begynner eller slutter i utlandet
- Reis tilhenger med salg lisens
- Bilen har en kant diameter på 10 "eller mindre

Det er tillatt å bruke vinterdekk med pigger i perioden 1 oktober til 30 april. Vinterdekk med pigger kan også brukes under en annen gang hvis det er fare for vinterveier. Vinter kan deles inn i to typer, piggdekk vinterdekk og piggfrie dekk. Den piggdekk vinterdekk ofte under navnet dekket vedheft. For en dekk som skal regnes som vinteren vil være spesielt designet for vinterkjøring-og være merket med ett av følgende:

- M + S
- M-S
- M.S.
- M & S
- MS
- Søle og snø

Banner graphic

Tyre search tool

Text link

Editorial content

## 2.5 References - produitdiscount.com (France)

The screenshot shows the website layout with several red arrows pointing to specific elements:

- Shop description:** Points to the text under the heading "Pneu discount avec 123pneu.fr".
- Video Ad:** Points to a video player showing a message: "Des pneus pas chers trouvable sur internet? Rien de plus simple." with a "Play again" button.
- Tyre search tool:** Points to a search form titled "Sponsorisé par: 123pneus.fr" with fields for dimensions (195 / 65 R15), speed index (H: max 210 km/h), and season (Pneus été).
- Text link:** Points to a link at the bottom: "Pneu Discount : LE pneu le moins cher du web avec 123pneu.fr en toute sécurité".

## 2.5 References - winterreifen.in (Germany)

The screenshot shows the homepage of winterreifen.in. At the top right, there are navigation links for "Winterreifen" and "Impressum". The main header features the title "[Winterreifen] .in" and the subtitle "Winterreifen & Sommerreifen alles Wissenswerte über Reifen". Below this is a photo of a blue car driving on a snowy road.

The main content area is divided into several sections:

- Winterreifen, Sommerreifen & Ganzjahresreifen - Reifen online**: This section includes a sub-image of a red car wheel and a text block explaining that the site provides tips and recommendations for various types of tires. A red arrow points from the text "Reifen online" to the "Reifen online kaufen" section.
- Kategorien**: A list of navigation links including "Startseite", "Reifen News", "Reifen ABC", "Autoreifen", "Winterreifenpflicht", "Winterreifen Test 2007", "Winterreifen Test 2008", "Hersteller", "Reifen online", "Reifenhändler Verzeichnis", and "Sitemap". A red arrow points from the "Reifen online" link to the "Reifen online kaufen" section.
- Reifen online kaufen**: A section with text about finding shops to buy tires online. A red arrow points from the text "Reifen richtig günstig online kaufen!" to the banner below.
- Reifen Suche**: A section for comparing tire prices across different shops. A red arrow points from the text "Reifen richtig günstig online kaufen!" to the search tool below.

Annotations on the right side of the page:

- Editorial content**: A red arrow points to the "Kategorien" list.
- Banner graphic**: A red arrow points to the "Reifen richtig günstig online kaufen!" banner.
- Tyre search tool**: A red arrow points to the search form.

Search form details:

Reifenart:	Marke:	Breite:	Höhe:
Winterreifen	Alle	195	65
Durchmesser:	Speed:		
R15	T: bis 190	Reifen finden	

## 2.6 International programmes

- We are an international company and together with some of our partner networks we run international partnership programmes. Depending on your web presence in a particular country, you are welcome to apply for one of these programmes.

International programmes	Country	Affiliate network	International programmes	Country	Affiliate network
123pneus.fr	FR	Zanox, Tradedoubler	Motoröl-direkt.de	DE	Zanox
autobandenmarkt.be / pneusonline.be	BE	Zanox	MotorradreifenDirekt.at	AT	Zanox, Affilinet
autobandenmarkt.nl	NL	Zanox, Daisycon	MotorradreifenDirekt.ch	CH	Zanox, Affilinet
Autoteile-Meile.at	AT	Zanox, Affilinet	MotorradreifenDirekt.de	DE	Zanox, Affilinet
Autoteile-Meile.ch	CH	Zanox, Affilinet	moto-tyres.co.uk	UK	Zanox
Autoteile-Meile.de	DE	Zanox, Affilinet	moto-tyres.ie	IE	Zanox
cauciucuridirect.ro	RO	Zanox	mpregas-online.com	FI	Zanox
dackonline.se	SE	Zanox, Tradedoubler	mytyres.co.uk	UK	Zanox, Tradedoubler, Commission Junction
daekonline.dk	DK	Zanox	neumaticosdemoto.es	ES	Zanox
dekkonline.com	NO	Zanox	neumaticos-online.es	ES	Zanox, Tradedoubler
eiretyres.com	IE	Zanox	oponytania.pl	PL	Zanox
gommadiretto.it	IT	Zanox, Tradedoubler	pneucity.com	PT	Zanox
gume-direkt.com	SI	Zanox	pneumatikypriamo.com	SK	Zanox
gumik.com	HU	Zanox	pneushop.cz	CZ	Zanox
mcdackonline.com	SE	Zanox	pneus-moto.fr	FR	Zanox
mcdaeonline.dk	DK	Zanox	ReifenDirekt.at	AT	Zanox, Affilinet
moto-gume.si	SI	Zanox	ReifenDirekt.ch	CH	Zanox, Affilinet
motopneucity.com	PT	Zanox	ReifenDirekt.de	DE	Zanox, Tradedoubler, Affilinet, Commission Junction
moto-pneumatici.it	IT	Zanox, Tradedoubler	rengas-online.com	FI	Zanox
motorbandenmarkt.nl	NL	Zanox	tires-easy.com US	US	Zanox, Commission Junction

## 2.7 Join us now!

Anyone who runs a relevant private or business website is welcome to join us.

Relevant websites are, for example:

- Websites for car magazines
- Websites for cars
- Websites for spare parts
- Price comparison sites
- Car-related Internet pages
- Pages relevant to above mentioned themes (e.g. weather, traffic, automobile associations)
- Or the like
  
- Registration links for ReifenDirekt.de
  - Zanox: [http://ui.zanox-affiliate.de/?1001100210030&0C0&121394\\_112\\_341\\_5482](http://ui.zanox-affiliate.de/?1001100210030&0C0&121394_112_341_5482)
  - Affilinet: <http://www.affili.net/publisher/signup.aspx?pid=314>
  - Tradedoubler: [http://www.tradedoubler.com/pan/program\\_info?program\\_id=60727](http://www.tradedoubler.com/pan/program_info?program_id=60727)
  - CJ: [https://signup.cj.com/member/brandedPublisherSignUp.do?air\\_refmerchantid=1848321](https://signup.cj.com/member/brandedPublisherSignUp.do?air_refmerchantid=1848321)

## 2.7 Join us now!

- Registration links for 123pneus.fr
  - Zanox: [http://ui.zanox-affiliate.de/?1001100210030&0C0&121460\\_113\\_341\\_5474](http://ui.zanox-affiliate.de/?1001100210030&0C0&121460_113_341_5474)
  - Tradedoubler: [http://www.tradedoubler.com/pan/program\\_info?program\\_id=60731](http://www.tradedoubler.com/pan/program_info?program_id=60731)
- Registration links for mytyres.co.uk
  - Zanox: [http://ui.zanox-affiliate.de/?1001100210030&0C0&121461\\_111\\_341\\_54224](http://ui.zanox-affiliate.de/?1001100210030&0C0&121461_111_341_54224)
  - Tradedoubler: [http://www.tradedoubler.com/pan/program\\_info?program\\_id=63028](http://www.tradedoubler.com/pan/program_info?program_id=63028)
  - CJ:  
[https://signup.cj.com/member/brandedPublisherSignUp.do?air\\_refmerchantid=1848310](https://signup.cj.com/member/brandedPublisherSignUp.do?air_refmerchantid=1848310)
- Registration links for gommadiretto.it
  - Zanox: [http://ui.zanox-affiliate.de/?1001100210030&0C0&121543\\_115\\_341\\_54107](http://ui.zanox-affiliate.de/?1001100210030&0C0&121543_115_341_54107)
  - Tradedoubler: [http://www.tradedoubler.com/pan/program\\_info?program\\_id=61357](http://www.tradedoubler.com/pan/program_info?program_id=61357)

Please contact us if you are interested in receiving more registration links.  
We are happy to forward them to you!

# Thank You!

Should you have further queries or suggestions, please do not hesitate to contact us!

Your contact for affiliate marketing at Delticom AG:

**Sabrina Liekefett**

Senior Marketing Manager

Delticom AG, Brühlstraße 11, D-30169 Hannover

Email:

Zanox:	zanox@delti.com
Affilinet:	affili@delti.com
Tradedoubler:	tradedoubler@delti.com
CJ - DE:	cjde@delti.com
CJ - UK:	cjuk@delti.com
CJ - USA:	cjusa@delti.com
Daisycon:	daisycon@delti.com

<http://www.delti.com>