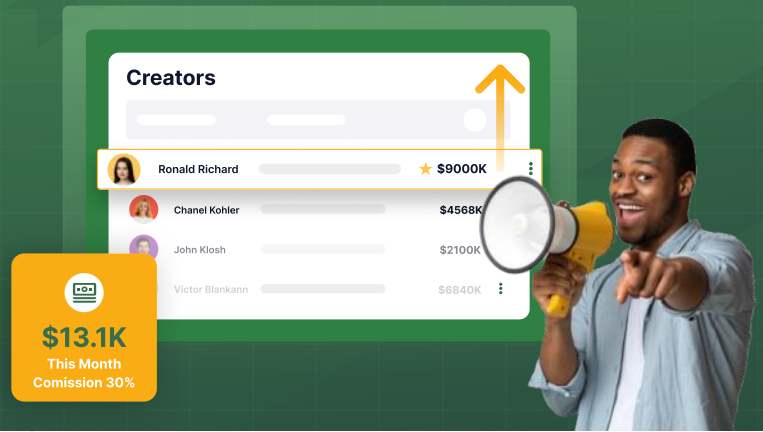


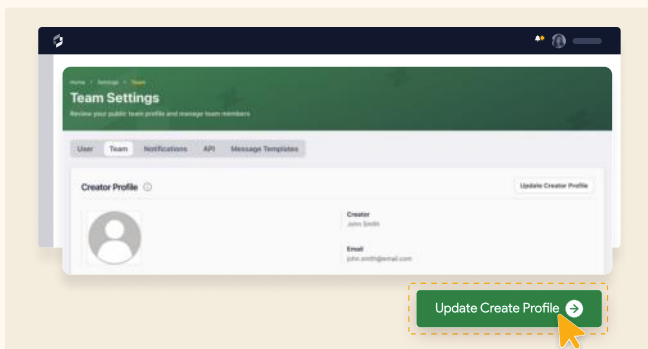
Getting Started



Update your Creator Profile

Maintaining an updated creator profile ensures you present a clear and comprehensive presence, allowing for more opportunities with brands that resonate well with your audience.

You can update your information by navigating to **Settings > Team > Update Creator Profile**. Here, you can craft a strong and engaging bio that highlights who you are, your audience, and your process as a creator. Additionally, you can update important details such as your promotional methods, preferred categories, active countries, and links to your online platforms and profiles.



Add Users to your Account

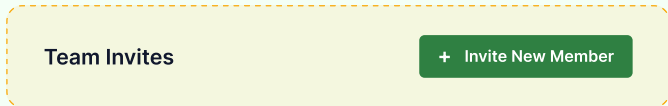
The platform supports multiple users, referred to as Team Members, who can access an account. These individuals can assist with day-to-day account management, finance setup, and overall account maintenance.

You can manage these users by going to **Settings > Team > Team Members**. Roles can be updated as needed:

- **Admin:** Has full access to all platform features, including Payments and user management.
- **Member:** Has access to all features except Payments and the ability to add or remove users.

New team members

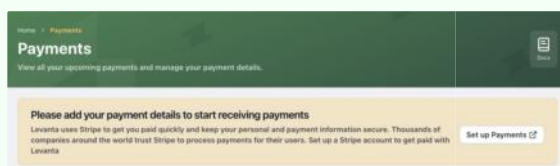
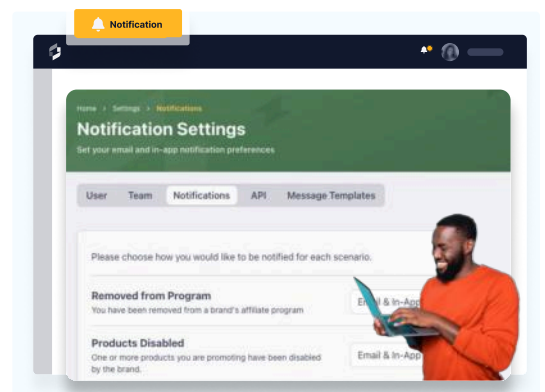
To add new team members to your existing account, from the Team section, scroll down and click "+ Invite New Team Member." This ensures that teammates are added to your existing account.



Adjust Notifications as Needed

Staying informed about activity on your account is important, but we understand that frequent notifications can become overwhelming. To aid with this, we have provided the option to customize your notifications based on your preferences. Go to **Settings > Notifications** to adjust settings for each notification type.

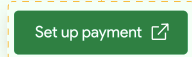
Note: Critical communications such as updates to Terms and Conditions, product announcements, and newsletters are not included in these settings. However, each of these emails has an Unsubscribe option for your convenience.



Set Up Payments

Setting up payments early is crucial to avoid delays in processing and receiving your payouts. To complete this process, navigate to **Payments > Set up Payments**.

Levanta utilizes a bespoke version of Stripe, requiring a new account setup regardless of whether you already have an existing Stripe account. Please ensure you select the appropriate setup type - Individual or Company - to ensure your account is configured correctly.



Building Partnership Opportunities & Discovering Products To Promote



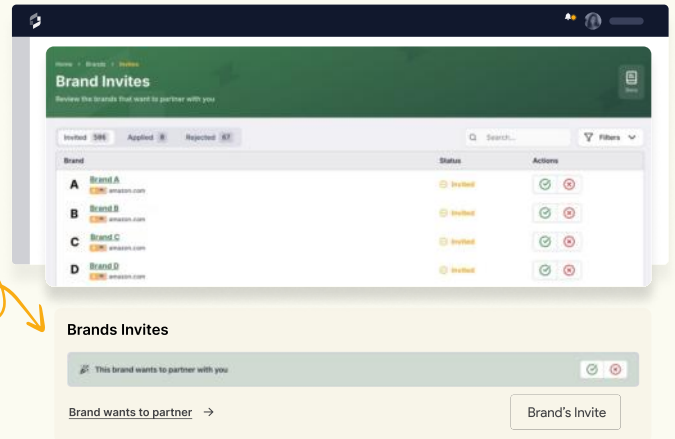
Kickstart Your Partnerships

As with any affiliate marketing platform, creators must first join a brand's program to access their available products. This can be done by:

- Applying to join a program, or
- Accepting a brand's invite.

Brand invites can be found under **Partnerships > Invites**. You have the flexibility to curate partnerships to suit your content and reject invites that do not align with your goals. Please note that rejecting invites will not impact your account's standing on the platform.

To apply for a program, begin by exploring the products and brands listed on the platform. This can be done through the Discovery section. Once you identify a product or brand of interest, click the **Apply for Access** button to submit your application to join the program.



Note: While most brands on the platform adhere to our [Standard Terms and Conditions](#), some choose to implement their own. Be sure to review these terms carefully and ensure that your promotional methods comply with the specified guidelines.

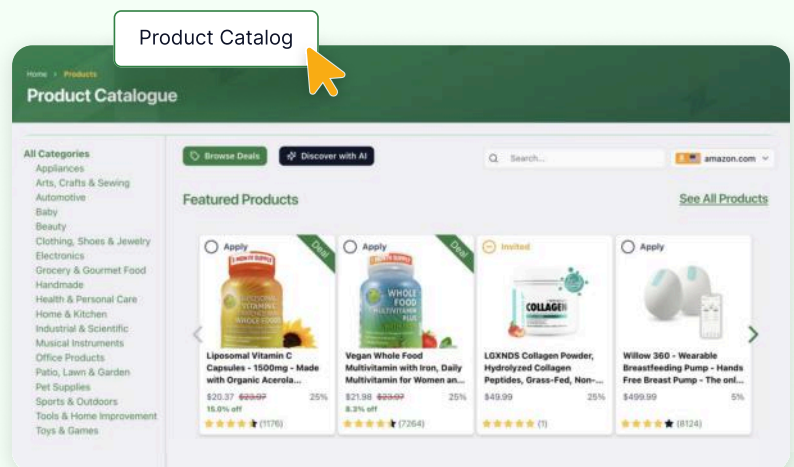
Discovery Overview: Product Catalog

Levanta provides a simple and intuitive way to find products you can promote to your audience. Go to **Discovery > Product Catalog** to explore our marketplace of available affiliate offers.

- **Featured Products:** Highlights our newest and most exciting products. These are updated regularly, so checking back often is a great way to stay informed about the latest opportunities.
- **Best Sellers:** Showcase top-performing products in each category based on platform activity. This can also be a reliable indicator of overall performance on Amazon, offering valuable insights.

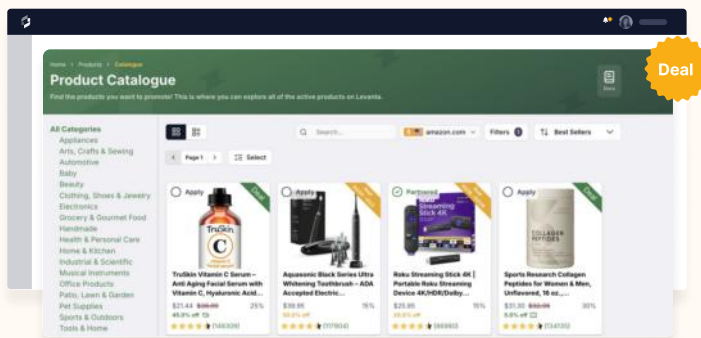
Levanta's categories align with Amazon's categorization, ensuring familiarity and ease of navigation.

To view a more comprehensive list of available products, click **See All Products**. You can refine your search further using the **Marketplace** and **Filter** options.



Discovery Overview: Deals

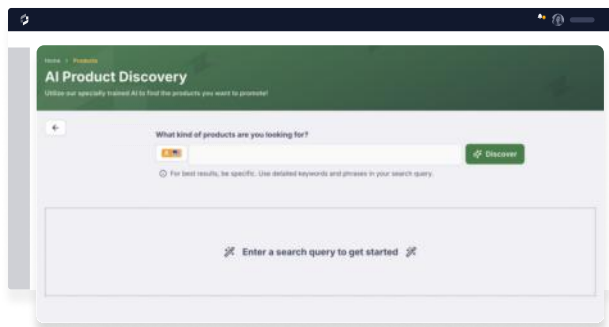
In addition to regular affiliate offers, Levanta features Deals on the platform. By going to **Product Catalog > Browse Deals**, you can discover exciting discounts, coupons, and more. This is especially valuable if your audience is primarily interested in uncovering the best deals on Amazon.



Discovery Overview: AI Search

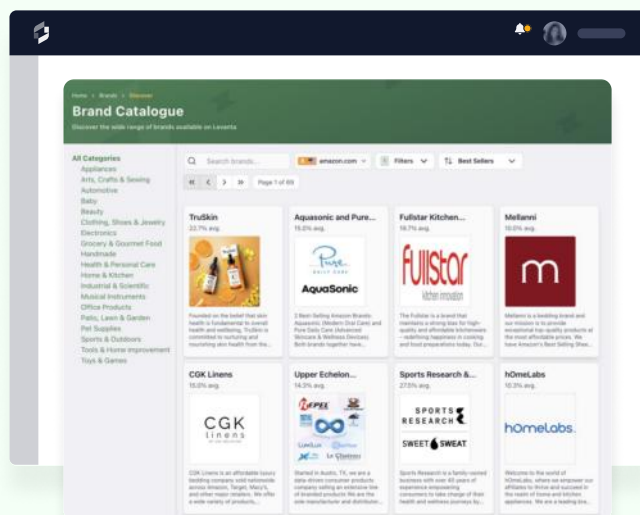
Levanta leverages AI to deliver product suggestions tailored to your query. This tool is helpful for narrowing down your search and streamlining the product discovery process by category or even for recommendations for a specific customer (i.e. "Best Gifts for Teens.")

You can access this feature by going to **Product Catalog > Discover with AI**.



Discovery Overview: Brand Catalog

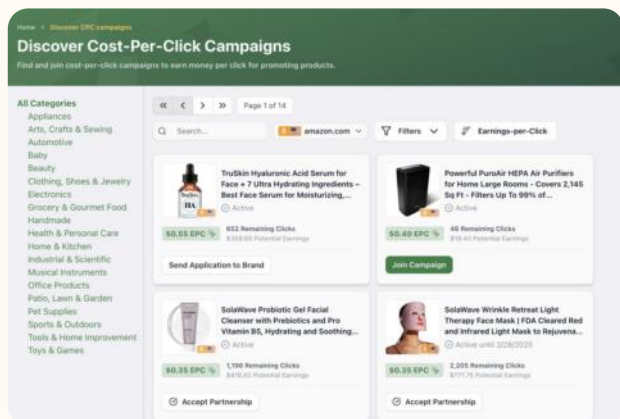
The **Brand Catalog** provides a similar experience to the Product Catalog but focuses on brands rather than individual products. To see all the brands on the Levanta platform, go to **Discovery > Brand Catalog**.



Discovery Overview: Cost-Per-Click Campaigns

Cost-Per-Click (CPC) campaigns provide creators with a unique and diversified earning opportunity. Unlike traditional models, these campaigns prioritize clicks over conversions, unlocking a wider range of promotional possibilities. You can find these by heading over to **Discovery > Cost-Per-Click**.

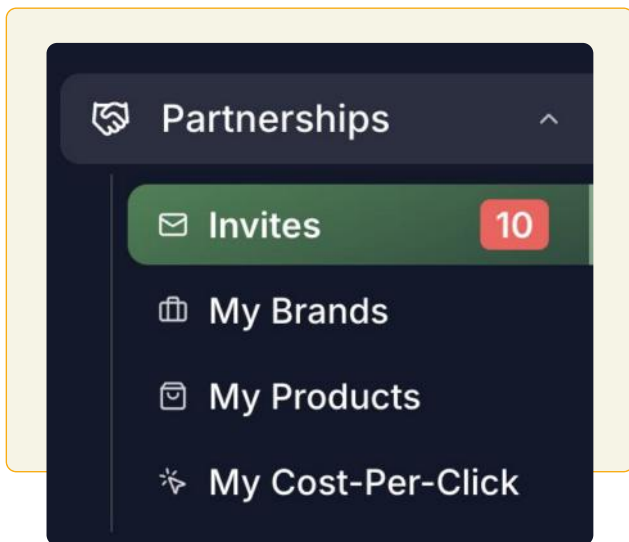
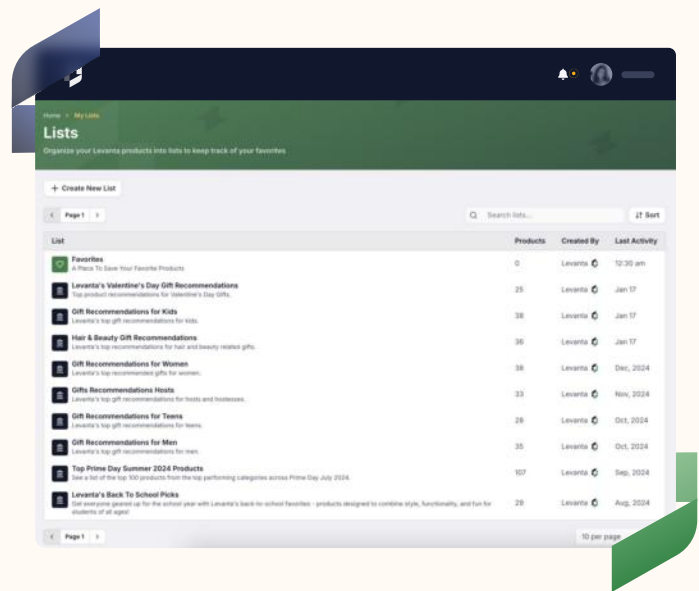
Note: Levanta enforces a strict policy regarding CPC offers. Driving incentivized or fraudulent traffic to generate clicks is strictly prohibited and against [our guidelines](#).



Discovery Overview: Lists

Lists offer creators curated and readily-available product suggestions on the platform, making it easy to create gift guides, product features, and similar content. Additionally, you have the option to create private lists, allowing for better product organization and management.

You can find lists by going to **Discovery > Lists**.



Partnership Directory

The Partnerships section on the platform provides an overview of your account's partnership activity, serving as a central hub to manage all opportunities in one place.

Invites: View all brand invites, pending applications, and rejected or inactive partnerships from your creator journey on Levanta.

My Brands and My Products: Access a comprehensive list of all brands you have active partnerships with and the products available to you through these partnerships.

My Cost-Per-Click: Monitor all your active, completed, and inactive CPC campaigns.

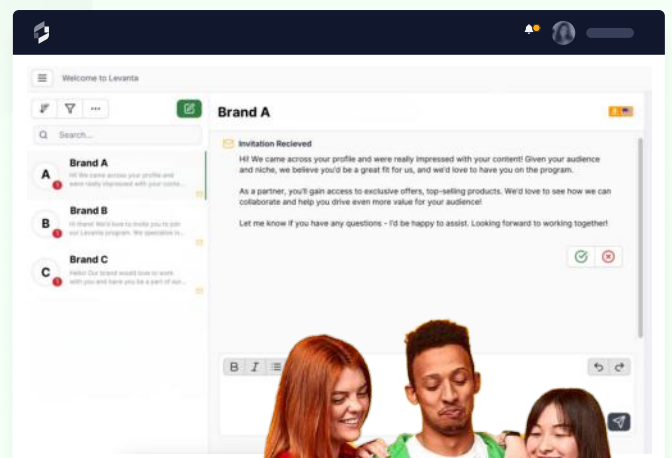
Note: Active Products and Deals can be exported from My Products into a .csv file if needed.

Using the Levanta Messaging Tool

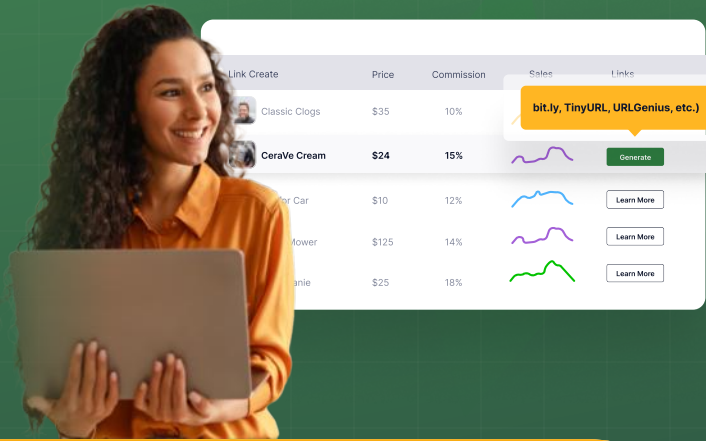
Levanta understands the value of fostering strong and meaningful relationships with brands, as these connections unlock greater partnership opportunities that benefit both creators and brands. To support this, creators are encouraged to use Levanta Messaging as the primary channel for communication with brands.

You have your own inbox to track all communication with brands seamlessly. You also have the option to create **Message Templates** for efficient standard communication. Finally, you can also use the messaging platform to request custom private commissions.

Note: We recognize that managing multiple conversations can become overwhelming. To stay organized, you can pin important message threads, ensuring they always remain at the top of your inbox for easy access.



Levanta Links And Link Creation



Levanta links are primarily generated on a per-product basis, meaning a unique link must be created for each product you wish to promote, including product variants. Although storefront links can be created to cover specific pages within a brand's Amazon store, we find that individual product links deliver the best performance and highest conversions.

It is also important to note that Levanta links have a **10-click threshold**. This means that a link must receive at least 10 unique clicks before it starts reporting performance metrics. Any activity prior to 10 clicks will still be tracked. However, the data will not be accessible until the threshold is met. Additionally, reporting on net new links may not be visible for up to 48-hours, even if the click threshold is met.

By default, Levanta links are mobile-optimized, typically following the format <https://lvnta.com/>.

These links ensure that mobile users are directed to the Amazon app, providing a seamless and user-friendly purchasing experience.

However, you can generate a full non-optimized version of the link by unticking the **Mobile Optimized Link** box during link creation. This will produce a standard Amazon link, which follows the typical Amazon product link structure, appended with the various tracking parameters used by Levanta.

If you are using any link shortening services or link management services (*bit.ly, TinyURL, URLGenius, etc.*) you should use the expanded links provided by unticking the **Mobile Optimized Link** box.

Generating Links

Links are created directly on the product page within the platform. Below the Product Details section, you can find the **Create New Link** button. Clicking this will generate a new link, which can be configured as mobile-optimized or non-optimized, based on your needs or preference.

Link Advanced Options: Source

Sources allow you to gain more granular insights into your links and track performance based on specific groups or guidelines you have established. This feature allows you to create multiple unique links per product, which creators often use to monitor product performance across various properties, pages, articles, or online platforms.

When setting up sources, you will have the option to configure the following details:

Primary ID: The primary back-end identifier for the source. This can be a randomized code or something more precise.

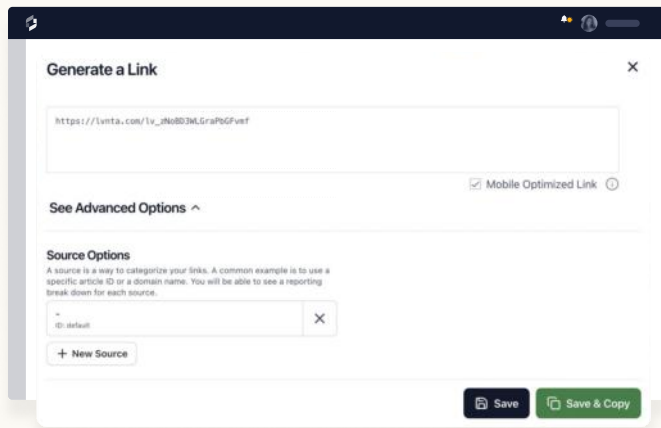
Display Name: The link name that will appear within the dashboard. It is recommended to be descriptive here.

Sub ID: Allows for even granularity with your link sources.

Note: Each source and sub-source/sub-ID generates a new link. Due to the 10-click threshold, it is advisable not to be overly granular, as each link will still need to accumulate 10 clicks to begin reporting performance data.

Levanta Integration

There are three primary ways for creators to integrate with Levanta, each tailored to suit different types of creators, content formats, and technical bandwidth.



Manual Link Creation

This process involves manually identifying ASINs and generating links from the platform. These can be used in both new and existing content and serves as an ideal starting point for creators who are in the early stages of building out an Amazon affiliate marketing strategy or creators who post most often to social media platforms.

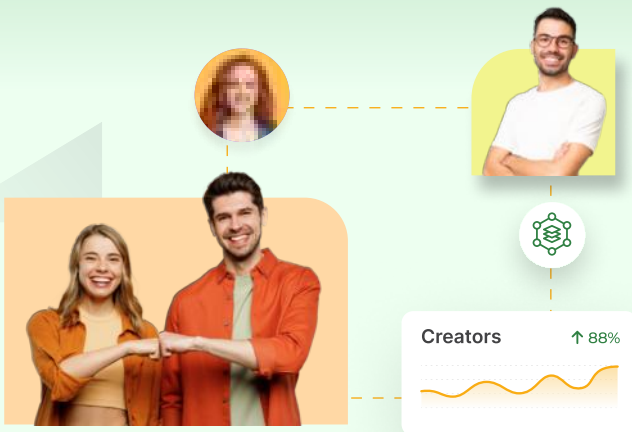
Levanta API

This allows for programmatically creating Levanta links/parameters through direct integration. You can find more information about our [API here](#).



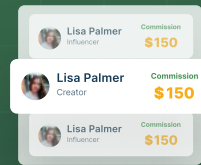
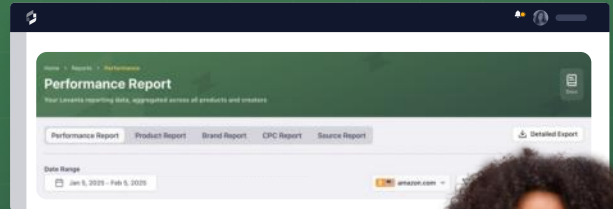
Tech Partner

Tech partners like GeniusLink, Button, and HyphenSocial offer direct integrations with Levanta, providing their own tools and processes to effectively support a creator's needs.



Levanta Reporting

Levanta reporting offers a comprehensive look into your activity and performance for links created through the platform. This provides insights into your Levanta performance, helping you optimize promotional efforts and make informed decisions that align with and support your broader strategies.



Levanta Reporting Overview

Levanta reporting reports back the following key metrics:



Clicks

The total number of times users click on your links.



Detail Page Views

Counted each time a user visits a product detail page for a specific ASIN, including when they switch between variations of the same product.



Add to Carts

The number of times the promoted product is added to a customer's cart.



Conversions

The number of units purchased by users who clicked your link and completed the checkout process.



Sales

The total value of products purchased through your links.



Commissions

The earnings you receive from sales generated through your links, based on the agreed-upon commission rates.

All reports can be further segmented using the Date Range, Marketplace, and Filter options. Reports can also be exported as needed.

Note: Note that reporting may take up to 48 hours to show up on net new links, and you must generate 10 clicks against a link to unlock visibility into performance.

Levanta Reporting Types

Levanta offers five types of reports to support your performance tracking and optimization:



Performance Report

Consolidates daily performance data across all brands and products.



Product Report

Provides insights into your Levanta performance, aggregated by individual products.



Brand Report

Highlights your Levanta activity, segmented by each brand.



CPC Report

Contains all data and performance metrics for CPC campaigns you have joined.



Source Report

Offers detailed reporting data specific to each source.

These reports deliver valuable insights to help you build and refine your promotional strategies effectively.

Payment

Gone are the days of having to individually invoice brands!

Payment Jan - Monthly
\$7,679.20
Payout Deposit

Premium Feb - Monthly
Auto Payment \$80.00

Energy drink eye masks
\$30 Buy

Levanta simplifies the process by consolidating all payments into a single payout per active marketplace, whether you're working with **10 brands or 1,000**. Commissions are paid out on **NET 30 terms**, meaning payments are made **30 days** after the last day of the month in which the conversion occurred.

You aren't partnered with this brand Apply for access
Apply for access

Example:

A sale generated on **May 1st** will be paid out **30 days** after the end of May, which would be **July 1st**.

Note: If you are active across multiple marketplaces, you will receive separate payouts for each one. This ensures proper management of payments in light of currency differences specific to each marketplace.

