

SECTION 5

Affiliate Success Center

Everything an affiliate needs to succeed on The Consumers Pulse — compensation, compliance, brand standards, and the tools that turn referrals into lasting income.

Affiliate Mission

Our affiliate program exists to reward the people who bring real customers to real value. We do not pay for junk clicks, artificial traffic, or bait-and-switch tactics. We pay for honest referrals to a platform we are proud of. That integrity is what makes the compensation sustainable.

Compensation Overview

Compensation structures vary by product line and are clearly published in the affiliate dashboard. In general, affiliates earn on qualifying subscriptions, marketplace purchases, and enterprise onboarding they originate. Payouts are calculated after standard refund and chargeback windows have closed, and are disbursed on a published schedule.

Referral Process

- 1 Generate a referral link from the Referrals dashboard.
- 2 Share the link in compliant channels — your site, your email list, your social profiles, or your community.
- 3 When a new user signs up and completes a qualifying action, the referral is attributed to you automatically.
- 4 Track progress in your ledger. Approved amounts move from pending to payable on schedule.

Marketing Guidelines & Brand Standards

- Use approved logos, brand colors, and taglines from the affiliate asset library.
- Do not misrepresent products, prices, timelines, or availability.
- Do not imply endorsement by public figures, regulators, or partners without written permission.
- Always disclose your affiliate relationship where required by law.
- Never send unsolicited bulk communications or violate anti-spam regulations.

Compliance Expectations

Affiliates must comply with all applicable advertising, consumer protection, data protection, and communications laws in every jurisdiction they operate in — including but not limited to disclosure rules, do-not-call and email consent requirements, and rules governing testimonials and endorsements. Repeated violations may result in commission forfeiture and termination.

Sales Best Practices & Customer Service

Lead With Value. Explain how the platform solves a real problem for the specific person you are talking to.

Be Truthful. If you don't know, say so — then find out. Trust compounds; hype evaporates.

Answer Promptly. Reply to questions within one business day whenever possible.

Escalate Cleanly. Use the CRM to route billing, technical, or safety issues to the right team.

Commission Lifecycle

- 1 Referral — link click and account creation.
- 2 Qualifying Event — subscription started, purchase completed, or milestone reached.
- 3 Pending — commission accrues but is not yet payable during refund/chargeback windows.
- 4 Payable — commission is confirmed and enters the next scheduled payout.
- 5 Paid — disbursed to your preferred method; receipts issued.

Performance Metrics That Matter

- Click-through rate on your referral links.
- Conversion rate from click to qualifying event.
- Retention of referred customers over 30, 60, and 90 days.
- Refund and chargeback rate on your referrals.
- Ledger accuracy and timeliness of compliance disclosures.

Do's and Don'ts

Do. Publish honest reviews, offer real support, and refer people who will actually benefit.

Don't. Buy fake traffic, impersonate staff, promise results that are not guaranteed, or spam.

Frequently Asked Questions

Q. How do I start?

Sign in, open the Referrals hub, and generate your first link. All new affiliates are enrolled in a starter tier by default.

Q. When do I get paid?

Payouts run on a published schedule after standard refund windows close. Your dashboard shows the exact next payout date.

Q. Can I run paid ads?

Yes, within our marketing guidelines and applicable law. Certain keywords and creative approaches are restricted; see the affiliate policy.

Q. What happens if I violate compliance rules?

Violations trigger review. Depending on severity, commissions may be held, reversed, or forfeited, and the affiliate relationship may be terminated.