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Who We Are:

Petoba Marketing Ltd is a member of the Markco Media portfolio of companies that includes MyVoucherCodes; Britain's biggest voucher code site (receiving around 8 to 10 million visitors each month) and the UK's 4th fastest growing website. They work with over 3500 retailers allowing them to offer in excess of 20,000 different valid codes, deals and discounts which are added and updated every day.

What We Offer:

If you'd like to offer a similar service to your visitors then you've come to the right place. Here at Petoba, we manage the white label solutions on behalf of Markco Media. We provide partners with voucher feeds that are tailored to suit your target audience and business requirements. We work with a range of businesses and create bespoke feeds to suit each organisation. We currently have exclusive partnerships with the likes of Money Supermarket (<http://www.moneysupermarket.com/>) and Promocode (<http://www.promocode.co.uk/home.php>).

Our Solutions:

We offer two different UK voucher code solutions, depending on your requirements. Data Feeds are perfect for you if you're serious about providing voucher codes and would like the freedom to display however you choose. If you want to trial voucher codes out on your website to gauge consumer interest then our IFrame solution will suit you best.

Data Feed

Our Data Feed is a REST API of offers that can be returned in a variety of formats to suit your needs, such as XML and JSON. This solution subsequently allows flexibility in terms of how you choose to display the vouchers to your visitors. There is a start up cost of £2000 plus VAT.

The data feed is the most customisable solution because we provide the data and you are free to display it in any way you wish (bar a couple of IAB and user experience guidelines). This can be as simple as following our standard voucher site templates to customising the website fully with graphics and promotions (see Money Supermarket). We can customise the data that we send too by removing categories and retailers that are not relevant to your site and target audience.

IFrame

The IFrame is similar to a mini voucher site which fits into your webpage and can be branded to suit your company. The consumer can navigate through this but the display options are limited. It is often used as a

temporary solution or risk-free starting point. It holds no SEO value but it does take advantage of the entire selection of voucher codes and discounts. There are no user number requirements for this option and the set-up fee is just £50.

The IFrame is built using the basic structure but can be changed dependant on your needs. As the IFrame is relatively basic, there are some limitations on what changes can be achieved.

How You Make Money With Us:

Revenue is generated through commission, which is split on a 50/50 basis with Petoba. Each time an external link is clicked a tracking cookie is dropped on to the customer's computer and any purchase made within a defined period (dependant on individual retailers) gains commission. Once a purchase is made, the cookie is dropped and the process restarts. The use of a voucher code is irrelevant in terms of commission earned as it is paid on the contents of the basket. Printable vouchers are included within each solution. Although they offer no monetary return they do drive traffic and are therefore extremely useful.

Our average estimate of revenue is usually £1000 per 9000 unique users. Each retailer has a different commission rate and cookie length; the smaller retailers have a higher rate of around 8 - 15% and offer cookie lengths of up to a year, whereas larger merchants have a rate of around 3 - 5% and a standard 30 day cookie length.

How Sales Are Monitored:

AffiTracker is a secure real-time affiliate statistics aggregator that is provided for free with all solutions. AffiTracker simply queries the many affiliate networks for your transaction data into one manageable reporting system. It then splits the commission between Petoba and your company accordingly. This allows you to gain real-time data for your sales. AffiTracker supports many separate websites for each user account and can effectively display which websites actioned the sale(s).