Performers
powered by sales tube

Publisher Guide

Version 2.1 | 11.2026

Born

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1 Introduction

Registration, login and key areas of the dashboard

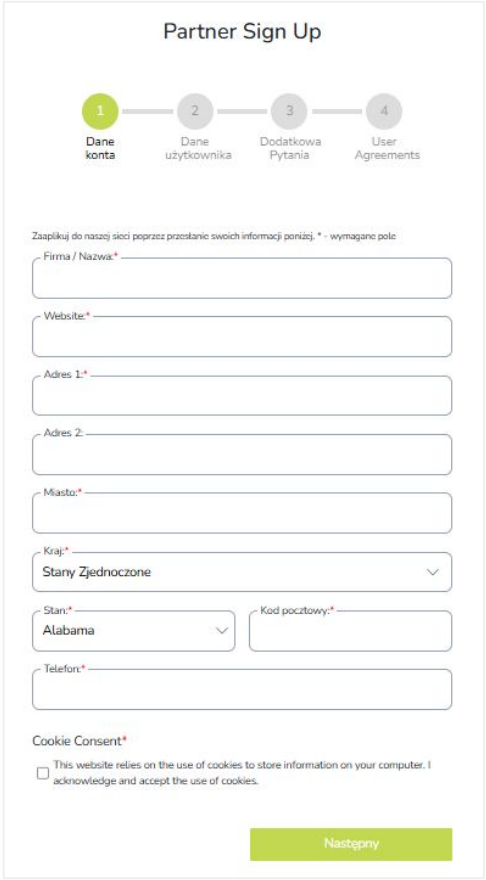
1.1. Joining the Performers network

Step 1. To join the affiliate network **Performers**:

- ➔ Go to the registration page:
  https://aff.performers.pl/users/signup/
- ➔ OR complete the form

2. After submitting the form, you will receive an email confirmation.
Wait for your campaign manager to approve your account.

We will review your application
within 2 business days

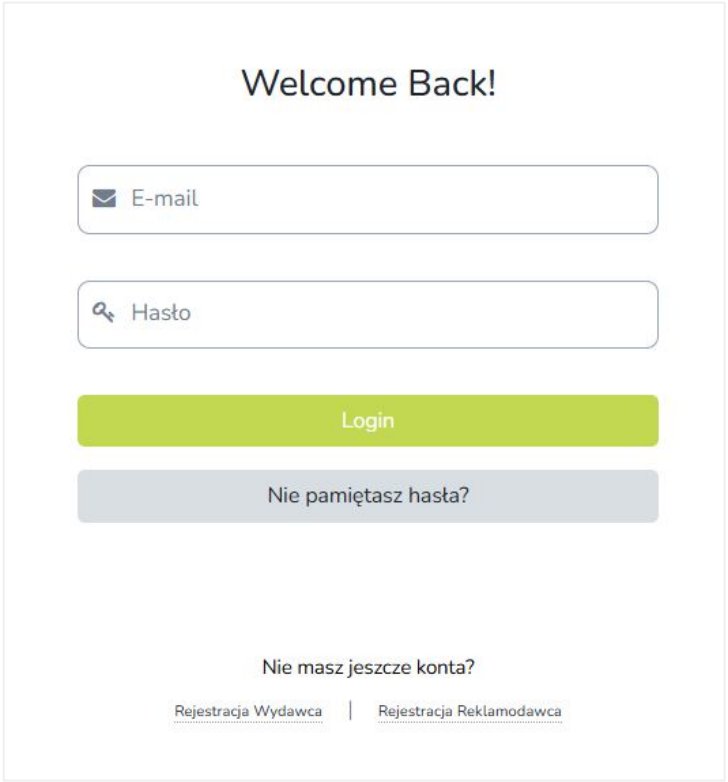


1.2. Your first login

1. Once your campaign manager approves your account, open the login page:

- ➔ Go to the login page https://aff.performers.pl/login
- ➔ OR use this link

2. Enter your login: the email address and password you used when registering.

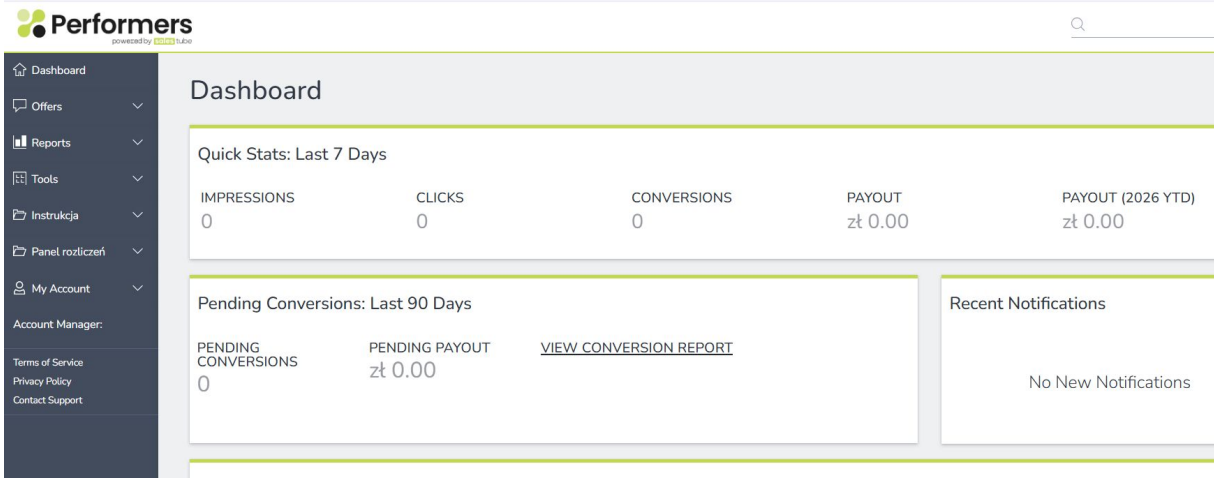


If you cannot remember your password, click “Forgot your password?” to reset it.

1.3. Publisher dashboard overview

1
2
3

4
5



When you first log in, the dashboard language is automatically set to English.
You can change this in 5 My Account:

- ➔ Go to My Account
- ➔ Click Settings
- ➔ From the drop-down list, select "Polish" for Polish
- ➔ Click "Save Language Setting" and you're done :)

1 Offers - the campaigns available to you. To get started, choose the campaign you want to join.

2 Reports - check the results of your activities here.

3 Tools - API and Postback.

4 Billing Panel - check the commission available for payment for your completed activities.

5 My Account - view account settings, change the language and reset your password.

1.4. The Offers tab

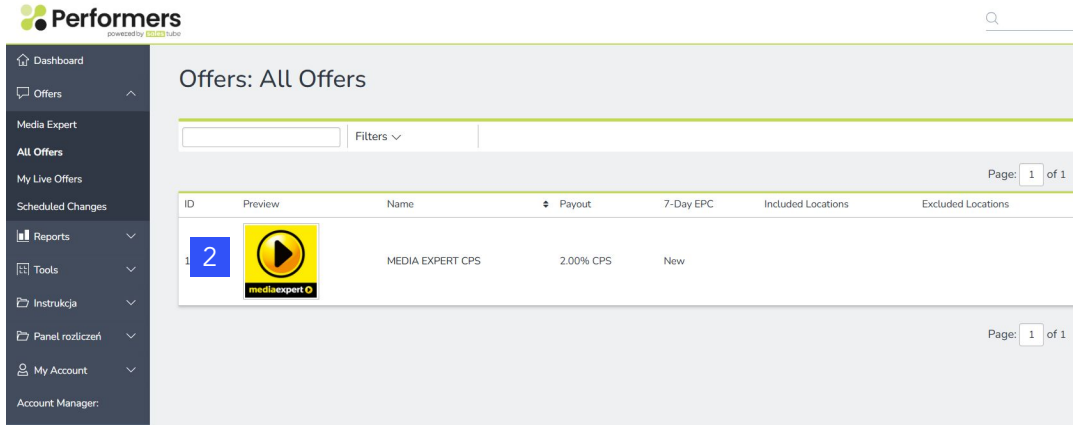
- campaigns available in the Performers network

1 Select "Offers" → "All ".

2 Select a campaign from the list.

You can choose from several campaigns in categories including:

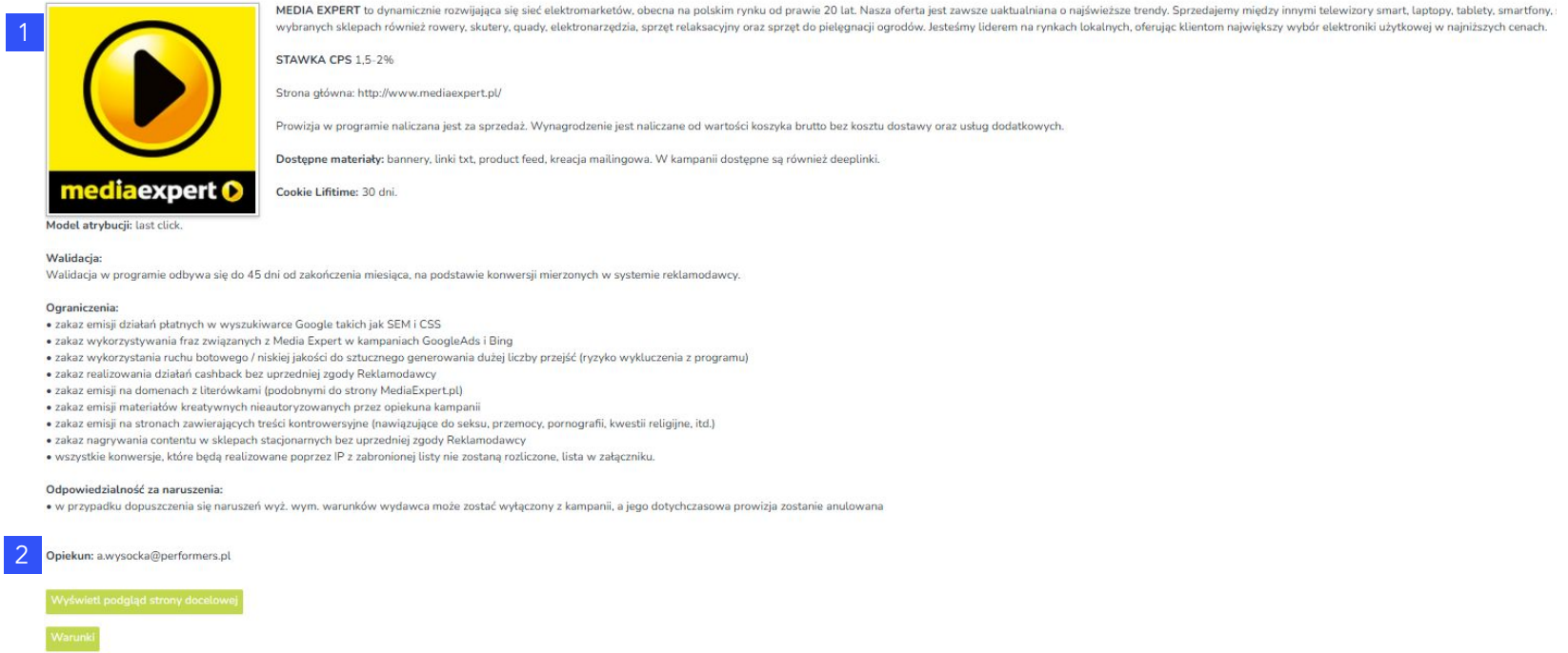
- ➔ Travel,
- ➔ Health and Beauty,
- ➔ Electronics,
- ➔ Insurance,
- ➔ Finance.



No campaigns, or only one offer visible?

Email: wydawcy@performers.pl

1.5. Program description and campaign terms



MEDIA EXPERT to dynamicznie rozwijająca się sieć elektromarketów, obecna na polskim rynku od prawie 20 lat. Nasza oferta jest zawsze uaktualniana o najświeższe trendy. Sprzedajemy między innymi telewizory smart, laptopy, tablety, smartfony, wybranych sklepach również rowery, skutery, quady, elektronarzędzia, sprzęt relaksacyjny oraz sprzęt do pielęgnacji ogrodów. Jesteśmy liderem na rynkach lokalnych, oferując klientom największy wybór elektroniki użytkowej w najniższych cenach.

STAWKA CPS 1,5-2%

Strona główna: http://www.mediaexpert.pl/

Prowizja w programie naliczana jest za sprzedaż. Wynagrodzenie jest naliczane od wartości koszyka brutto bez kosztu dostawy oraz usług dodatkowych.

Dostępne materiały: bannery, linki txt, product feed, kreacja mailingowa. W kampanii dostępne są również deeplinki.

Cookie Lifitime: 30 dni.

Model atrybucji: last click.

Walidacja:
Walidacja w programie odbywa się do 45 dni od zakończenia miesiąca, na podstawie konwersji mierzonych w systemie reklamodawcy.

Ograniczenia:
- zakaz emisji działań płatnych w wyszukiwarce Google takich jak SEM i CSS
- zakaz wykorzystywania fraz związanych z Media Expert w kampaniach GoogleAds i Bing
- zakaz wykorzystania ruchu botowego / niskiej jakości do sztucznego generowania dużej liczby przejść (ryzyko wykluczenia z programu)
- zakaz realizowania działań cashback bez uprzedniej zgody Reklamodawcy
- zakaz emisji na domenach z literówkami (podobnymi do strony MediaExpert.pl)
- zakaz emisji materiałów kreatywnych nieautoryzowanych przez opiekuna kampanii
- zakaz emisji na stronach zawierających treści kontrowersyjne (nawiązujące do seksu, przemocy, pornografii, kwestii religijne, itd.)
- zakaz nagrywania contentu w sklepach stacjonarnych bez uprzedniej zgody Reklamodawcy
- wszystkie konwersje, które będą realizowane poprzez IP z zabronionej listy nie zostaną rozliczone, lista w załączniku.

Odpowiedzialność za naruszenia:
- w przypadku dopuszczenia się naruszeń wyż. wym. warunków wydawca może zostać wyłączony z kampanii, a jego dotychczasowa prowizja zostanie anulowana

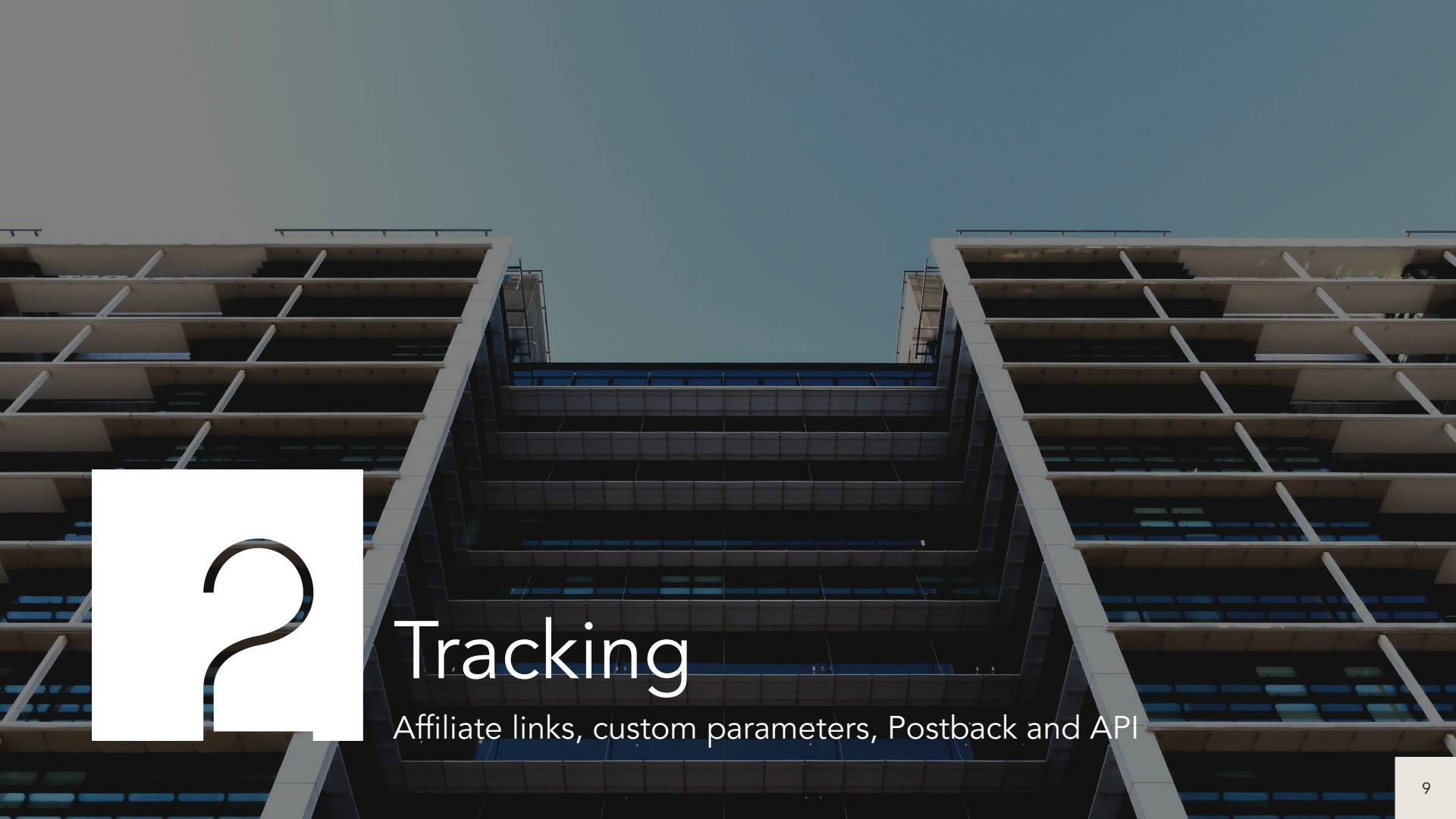
Opiekun: a.wysocka@performers.pl

Wyświetl podgląd strony docelowej

Warunki

Example campaign description from the original guide

1. In “Offers” → “All Offers”, click an offer name to view the detailed campaign terms.
2. Still have questions? Email your campaign manager at the address below the campaign description, or contact wydawcy@performers.pl



Tracking

Affiliate links, custom parameters, Postback and API

2.1. Creating affiliate links

Now that you know your way around the publisher dashboard, it is time to create the unique link you will use to promote your chosen campaign :)

Direct link

Lets you direct users to one of several “**default**” URLs on the advertiser's domain,
e.g. the Media Expert homepage or a current promotion page, such as “Discount Code Weekend”.

Deeplink

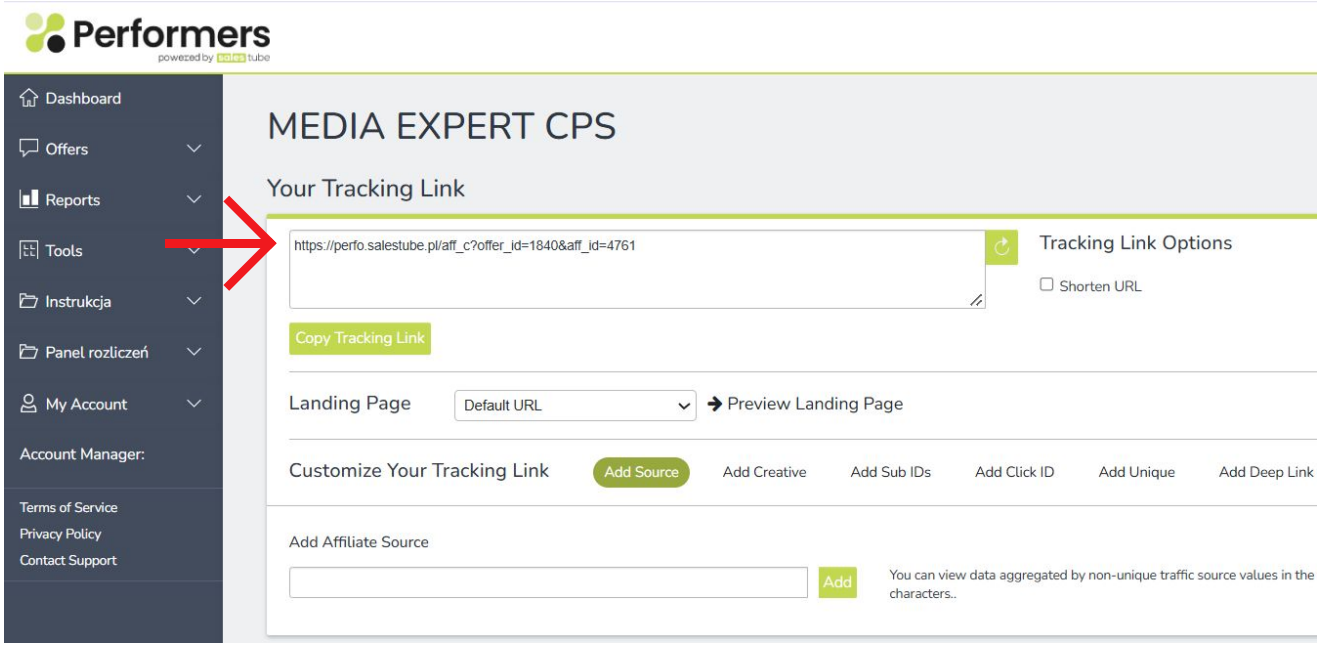
A deeplink takes users directly to a specific page, bypassing the homepage. You decide where your **deeplink** leads, e.g. to a product or category page that best fits your website's content (headphones, games, books, etc.).



Tip: the following slides explain how to create each type of link.

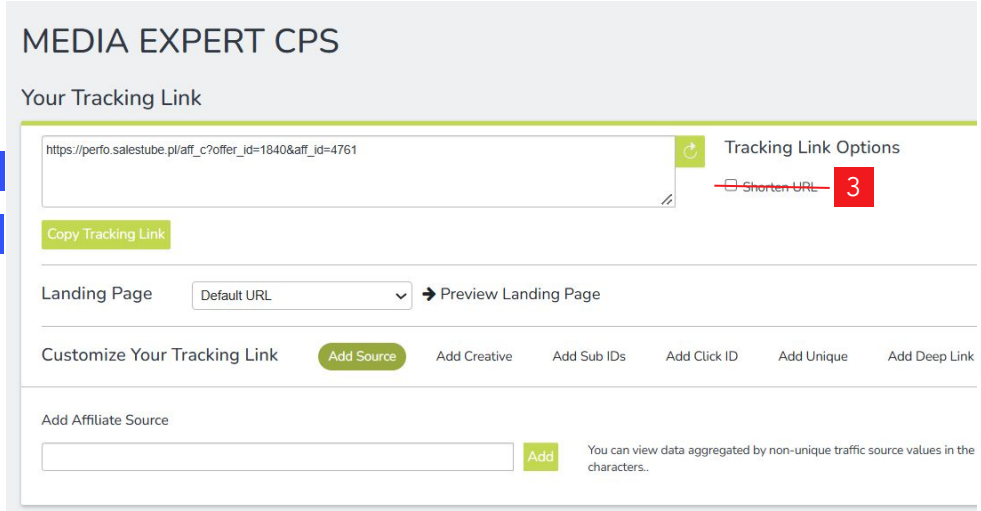
2.1. Creating links - dashboard view

In your chosen campaign, find the "Your Tracking Link" section. Use this unique link to promote the campaign.



2.2. Creating a direct link

Before creating a **direct link**, choose the landing page you want to send users to. The drop-down list offers several options:



1 Choose a landing page from the list:

- ➔ "Default URL" (homepage)
- ➔ OR one of the available promotions.

2 Click "Copy Tracking Link".

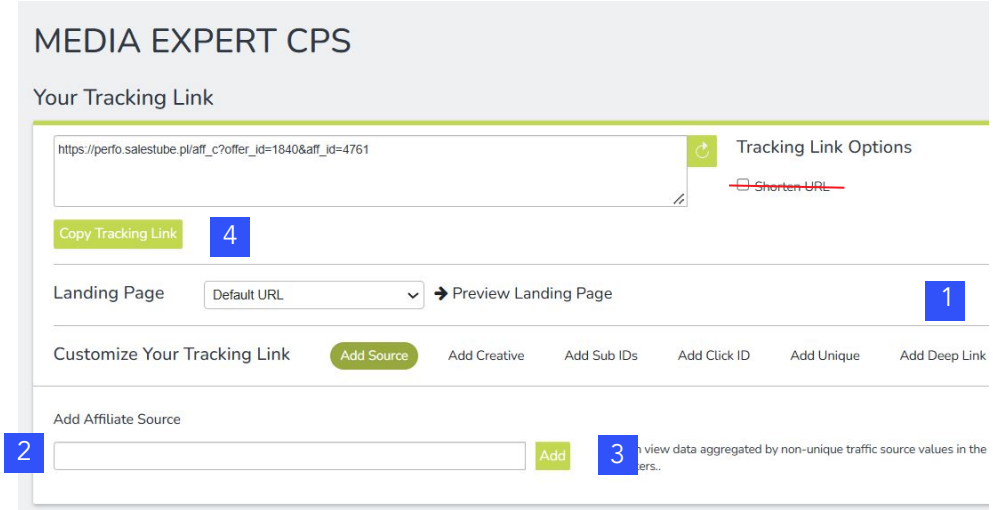
3 "Shorten URL" is currently unavailable

Shortening direct links and deeplinks with "Shorten URL" is currently unavailable

To shorten your link, use Tiny.pl → https://tiny.pl/

2.3. Creating a deeplink

Before creating your **deeplink**, choose the product or category page you want to send users



1 Select "Add Deeplink"

2 Paste the URL of your chosen product or category page

3 Click "Add"

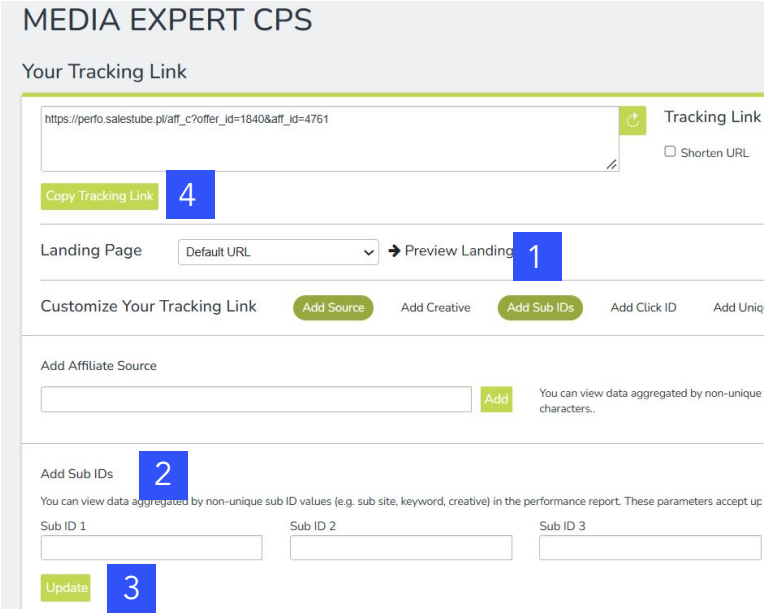
4 Copy the generated deeplink and you're done!

Shortening direct links and deeplinks with "Shorten URL" is currently unavailable

Use Tiny.pl → https://tiny.pl/

2.4. Adding custom tracking parameters

- affiliate sub ID (aff sub)



1 Select “Add Sub ID”

2 Enter a parameter name, e.g. “Instagram”

3 Click “Update”

4 Copy the generated link and you're done!

The ID compares results across platforms, sites, formats, channels, placements and copy.

Find the results under

“Reports” → “Conversion Report”

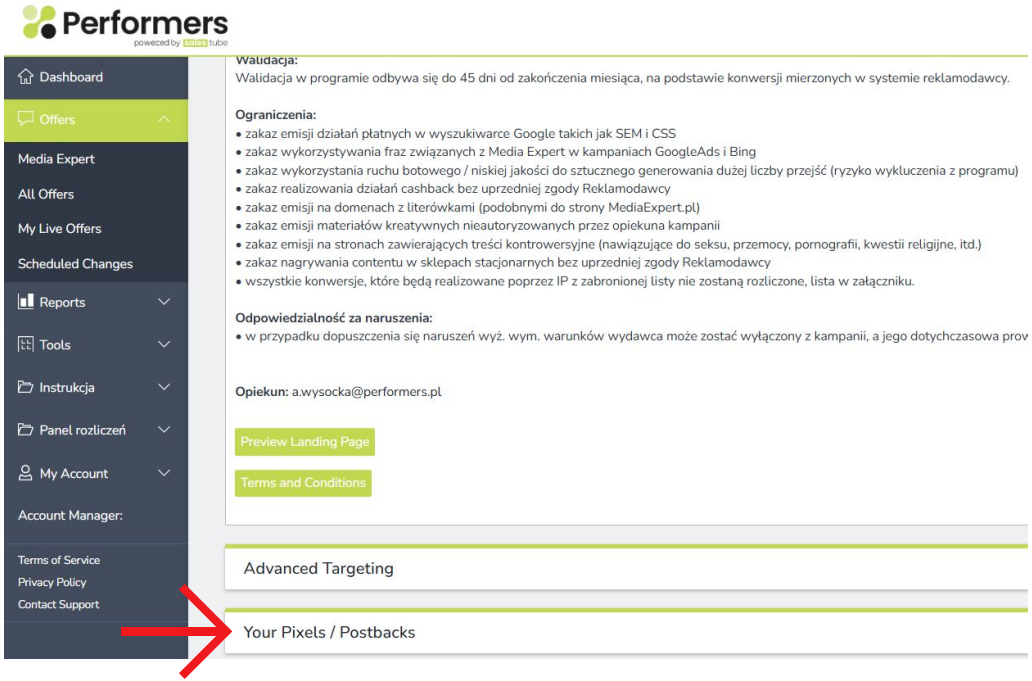
2.5. Postback

- automatic reporting of campaign results

A Postback (Server-to-Server) is a publisher-owned URL to which Tune automatically sends conversion data (leads/sales). This lets you record results in your own system.

1. Open “Offers” and select a campaign.
2. Go to “Your Pixels/Postbacks”.
3. Click “Add New Pixel/Postback”.

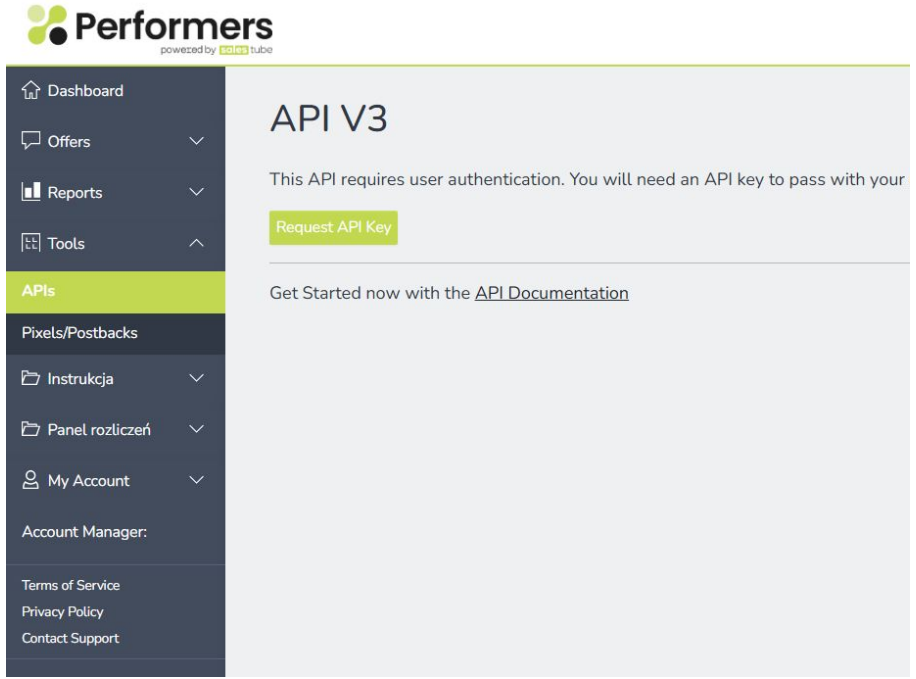
You can find the optional tracking variables when adding a new pixel/postback.



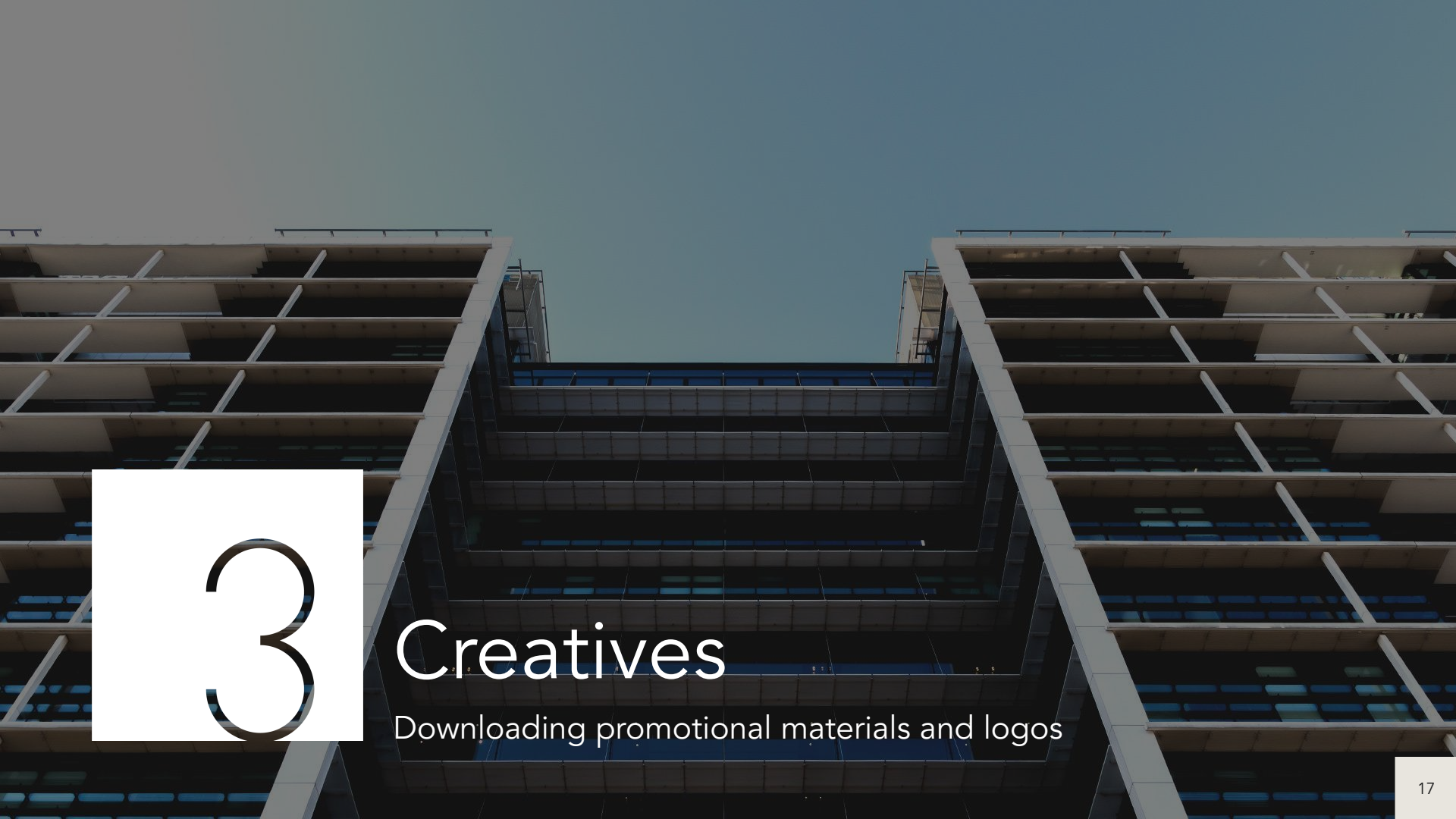
2.6. Your API key

1. To integrate with Tune (the publisher dashboard) via API, open “Tools”.

2. Click “API Documentation” or use this link.



Questions about the API? Contact your campaign manager or email wydawcy@performers.pl

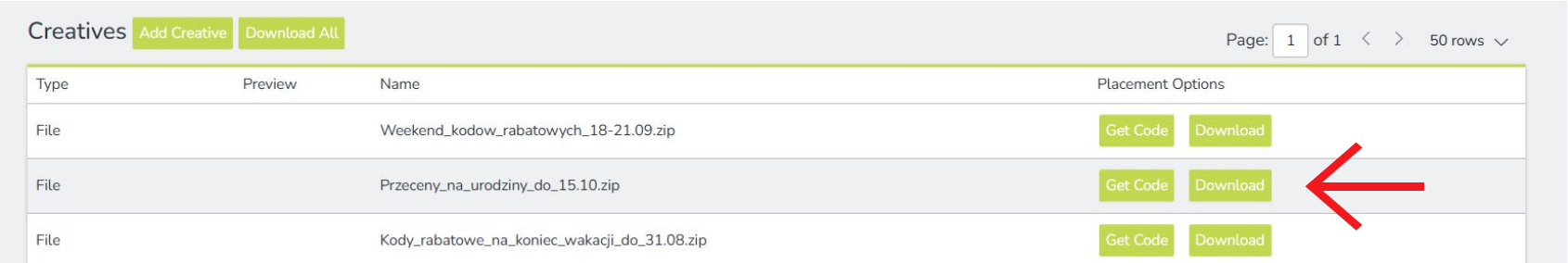


3 Creatives

Downloading promotional materials and logos

3.1. Downloading campaign creatives

After creating your affiliate link, you can download creatives from the “Creative Files” section at the bottom of the offer. Simply click “Download”.

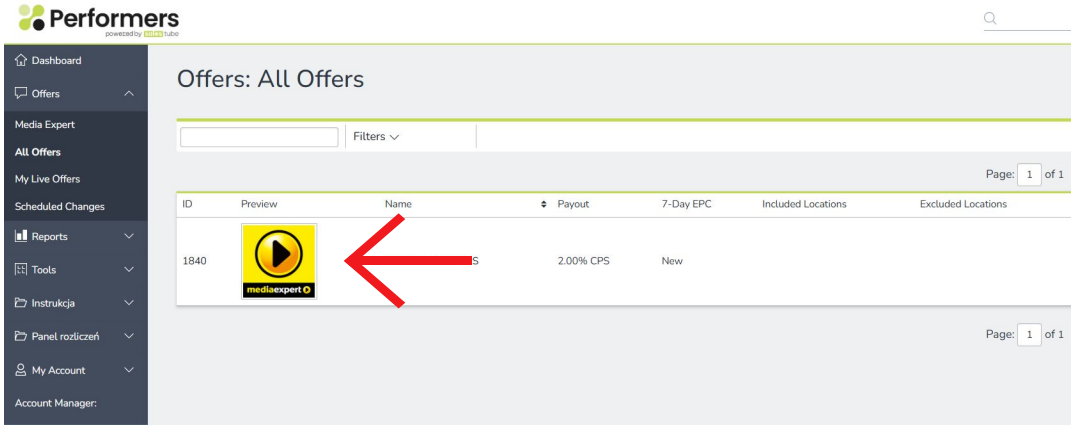


You may publish and display creatives only during the promotion period, so remember to update them afterwards. If you need an additional creative format, contact your campaign manager.

3.2. Downloading campaign creatives - logos

If you need the brand LOGO to promote a campaign, you can download it as follows:

1. Go to the publisher dashboard homepage.
2. Click “Offers” in the left-hand menu.
3. Find the logo of your chosen campaign.
4. Right-click the logo and select “Save image”.





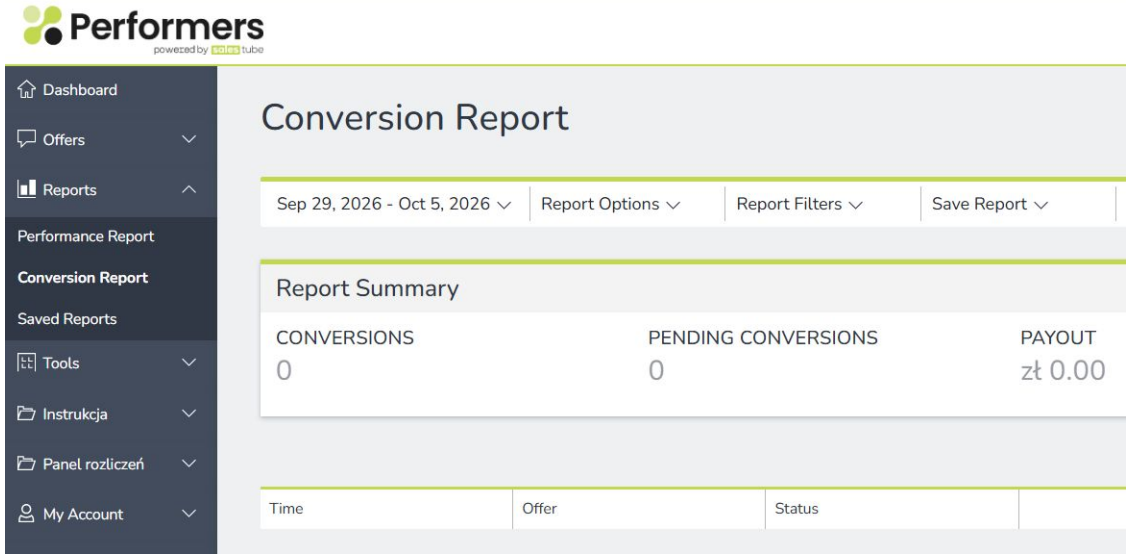
4 Reporting

Creating reports, parameters and conversion statuses

4.1. Creating a report

To view detailed statistics and campaign results, simply generate a “Conversion Report”.

1. Select “Reports” in the sidebar.
2. Click “Conversion Report”.



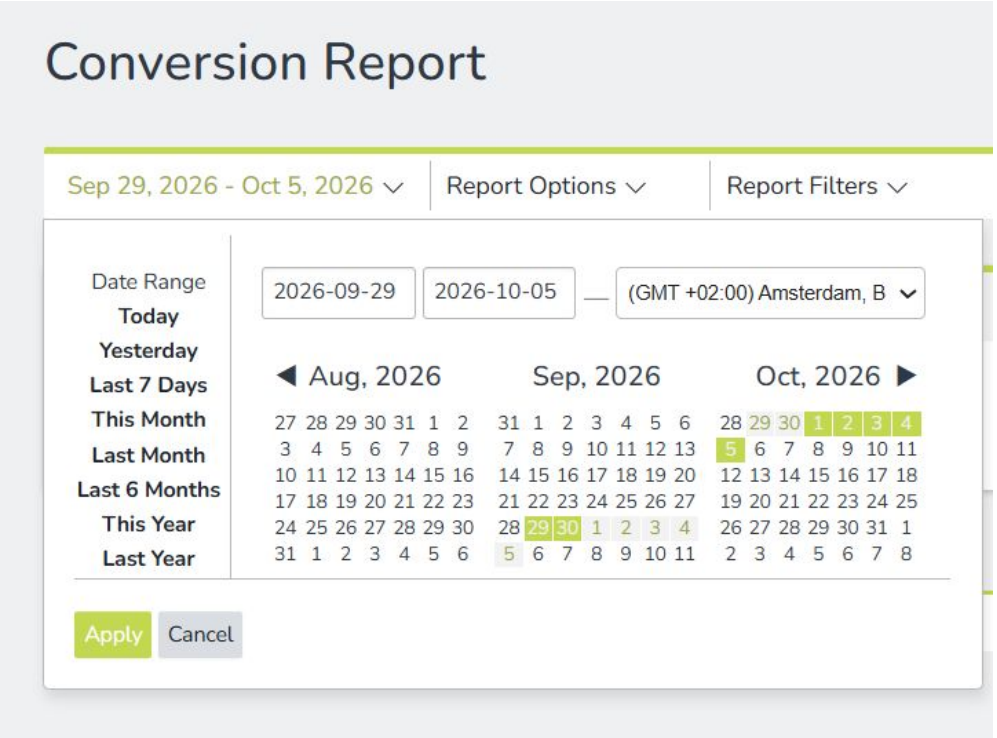
4.2. Creating a report - period and options

To view detailed statistics and campaign results, simply generate a “Conversion Report”.

3. Select the date range in the calendar.

4. Click “Apply”.

5. Open “Report Options” and check the selected parameters.



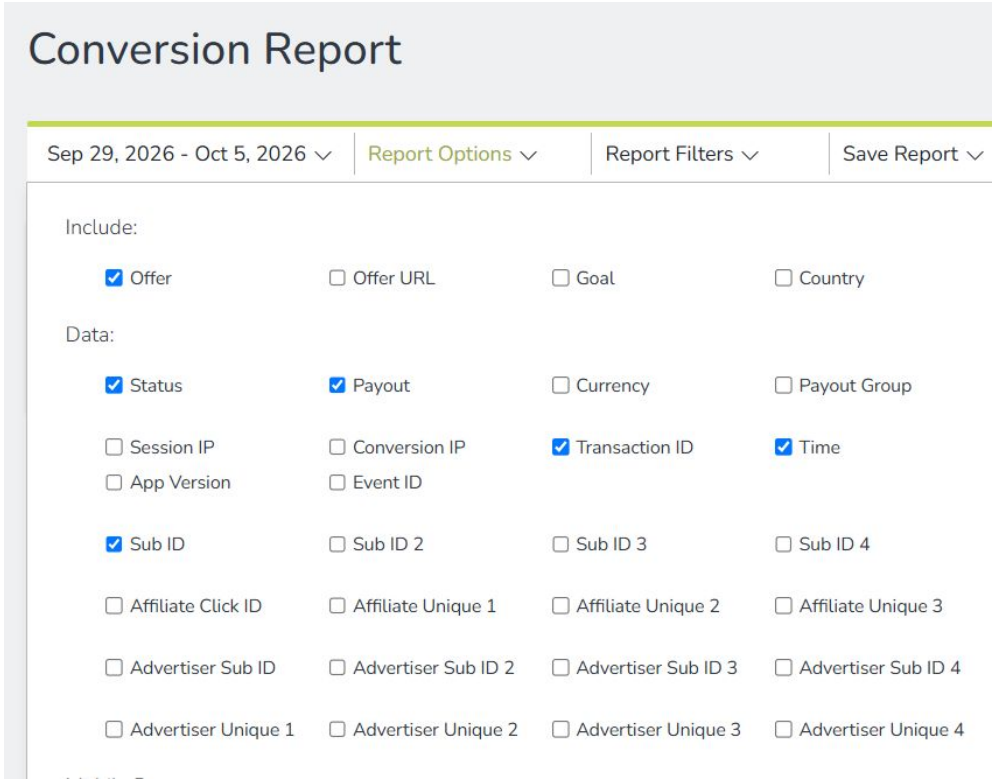
The next slide shows how to select report parameters.

4.3. Creating a report - parameters

To view detailed statistics and campaign results, simply generate a “Conversion Report”.

6. Select all the parameters you want to include.

7. Click “Apply”.



Fields such as “Status”, “Offer” and “Advertiser Sub ID” are explained in the glossary on the following slides.

4.3. Glossary - offer and payout

Fields in the “Conversion Report”

Offer

A campaign, e.g. “Media Expert CPS” or “Plus Abonament CPC”.

The name may include the payment model, e.g. CPS or CPC.

Payout

The commission amount assigned to a transaction.
It also appears for rejected transactions.

Commission is payable only for transactions with “Accepted” status.

4.3. Glossary - conversion status

Pending	Accepted	Rejected
A conversion awaiting validation.	A validated conversion. Eligible for commission.	A validated conversion. The displayed amount is not payable.

4.3. Glossary - identifiers

Two fields with different purposes

Advertiser Sub ID

A unique conversion number, e.g. an order or transaction number in an online store, or a unique lead ID.

Sub ID

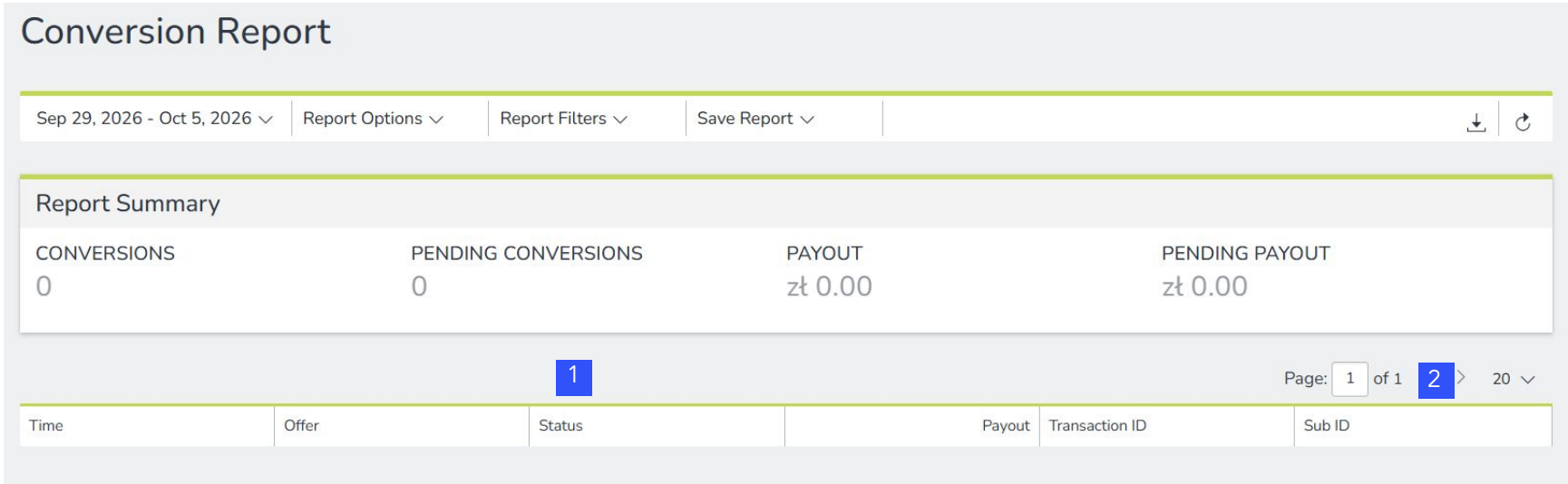
The value of a custom parameter added to your affiliate link.
If no parameter was set, this field will be blank in the report.

4.4. Creating a report - conversion status

1 Each recorded sale receives “Pending” status and awaits verification / validation by the advertiser.

2 Find the order / transaction number in the “Advertiser Sub ID” column.

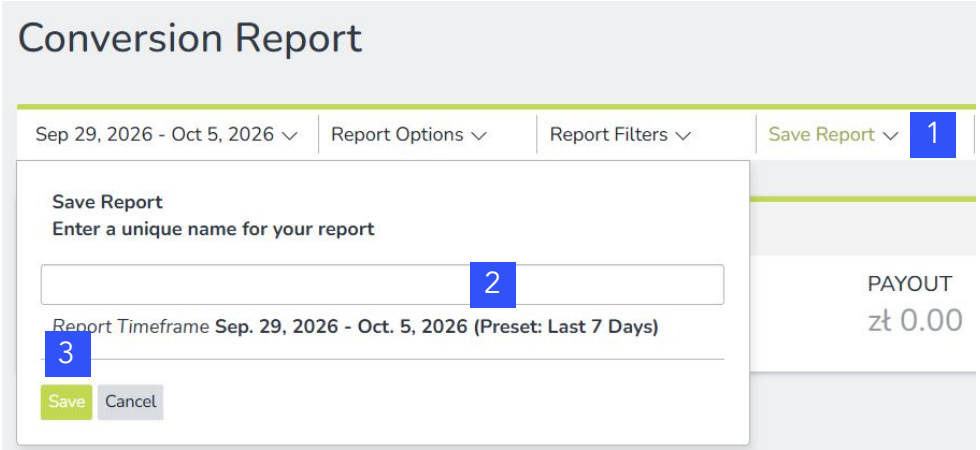
Transaction verification takes about 15–45 days after the end of the month in which the sale was generated.

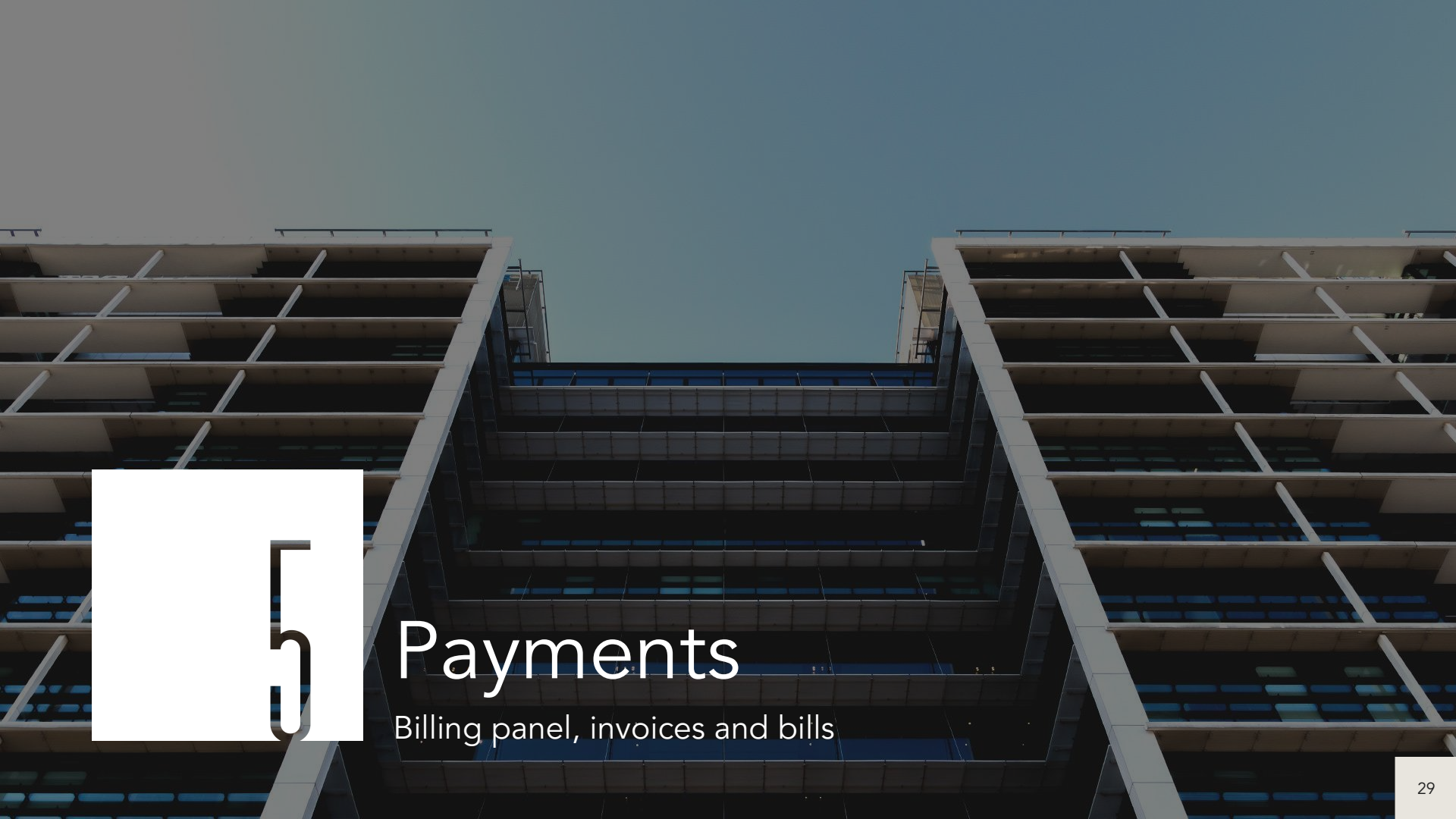


4.5. Creating a report - saving your report

1 Click “Save Report”. 2 Name your report. 3 Click “Save”.

Find your report under “Saved Reports” for quick access later.





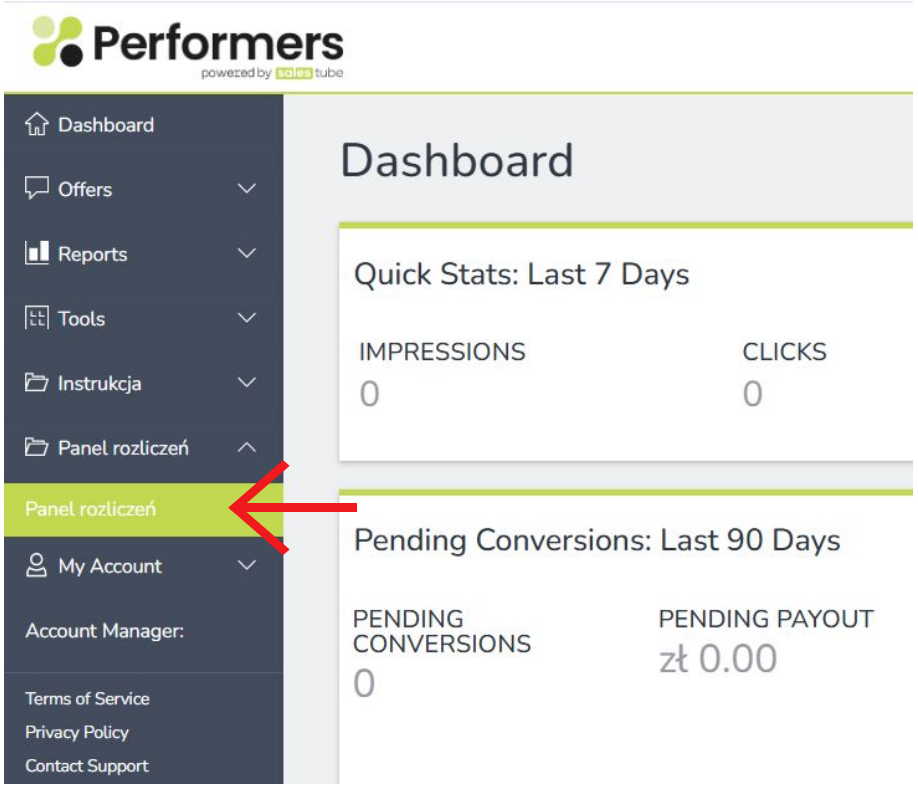
Payments

Billing panel, invoices and bills

5.1. Logging in to the billing panel

After validation, commission for accepted transactions appears in the Billing Panel. Depending on the campaign, this takes about 15–45 days after the end of the activity month.

1. Click “Billing Panel” in the sidebar.
2. Log in with the same credentials you use for the Publisher Dashboard.

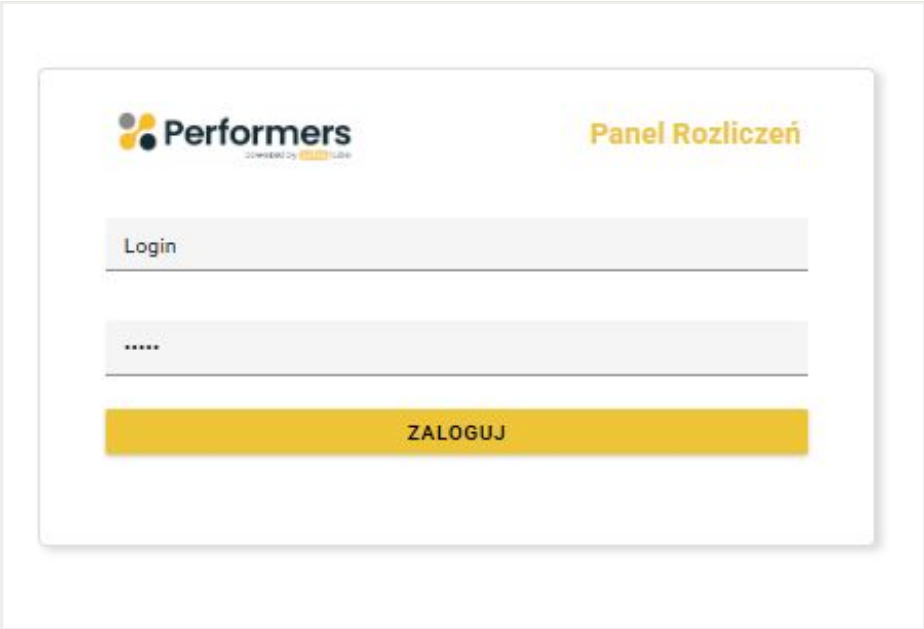


Cannot remember your login details?

Go back to “Your first login” in this guide.

5.1. Billing panel - login page

1. Open the Billing Panel.
2. Use your Publisher Dashboard credentials.
3. Click “LOG IN”.



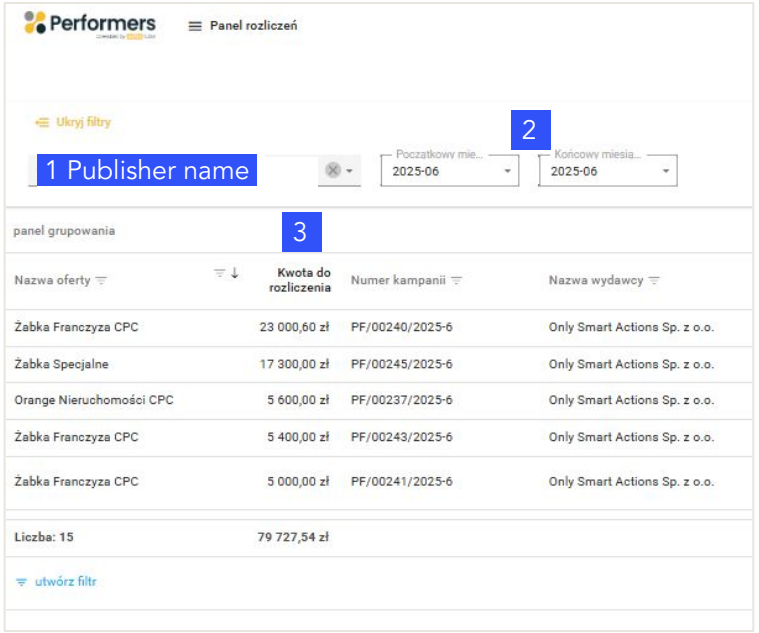
Billing panel - login page

5.1. Billing panel - commission overview

1 Check the publisher name.

2 Select the period of activity.

3 Check the commission to invoice and the campaign's “PF” number.



Campaign commission overview with campaign numbers

5.2. Campaign billing - invoice details

Invoice to

Performers sp. z o.o.

Tax ID (NIP): 5223057666

Aleje Jerozolimskie 134

02-305 Warszawa

In the invoice description, enter

The campaign number from the Publisher Billing Panel, e.g.

PF/00234/2026

Payment terms

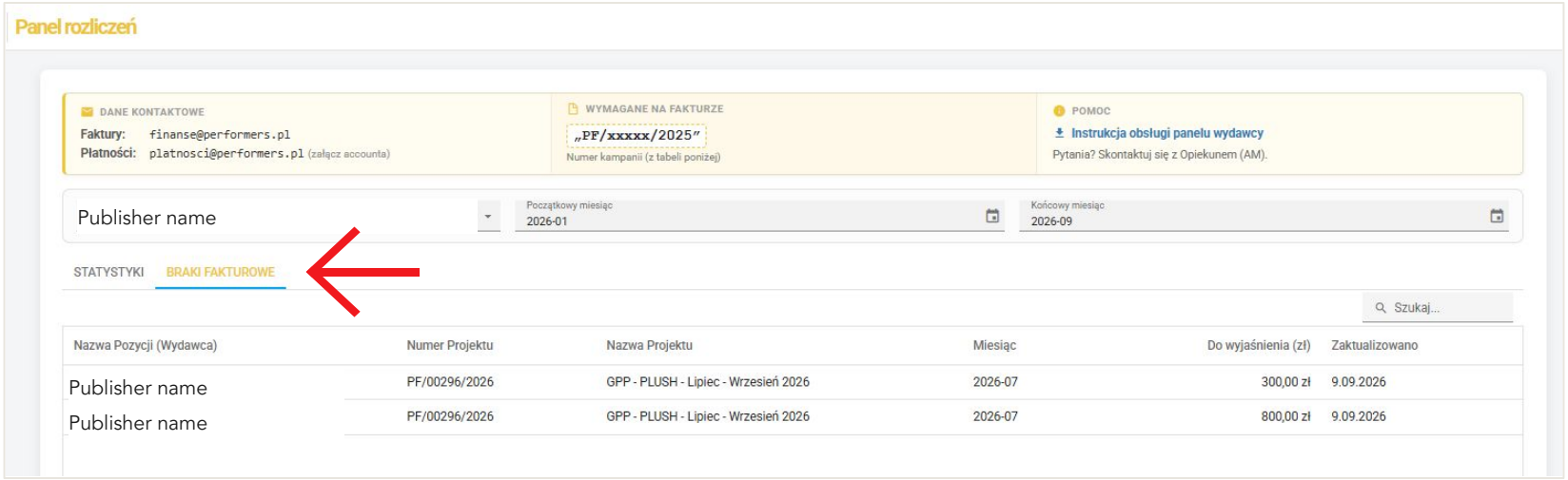
Set the payment term to 30 days.

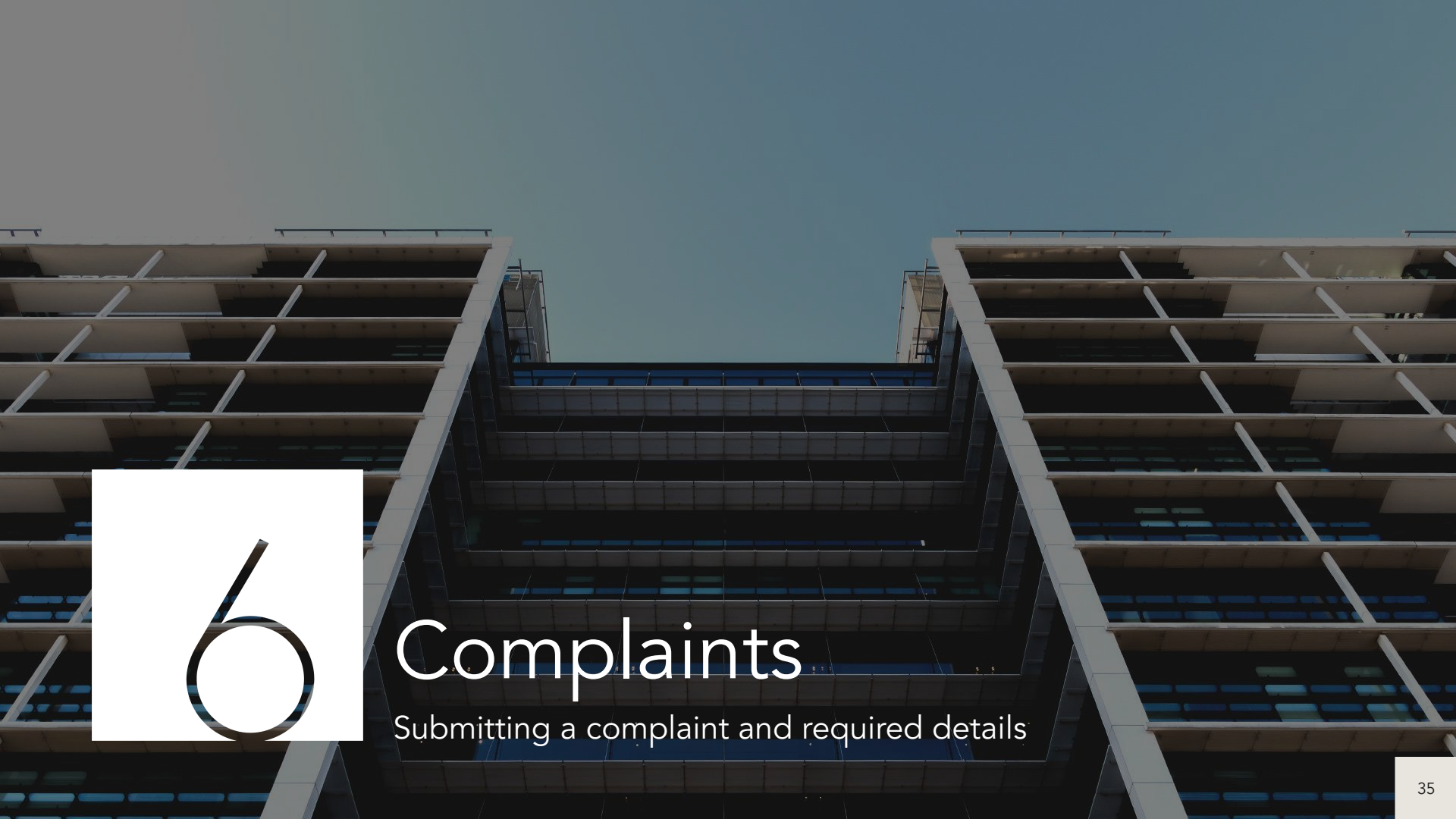
Contact email

finanse@performers.pl

5.3. Billing panel - missing invoices

Find unsettled campaigns under “Braki fakturowe”. These are commissions from completed campaigns that have not yet been paid.





6 Complaints

Submitting a complaint and required details

6.1. Complaints procedure

You can raise concerns about program operation, commission calculation or transaction validation.

1

Prepare the details

Separate complaints by client / advertiser.

The next slide lists the required details.

2

Send an email

Email wydawcy@performers.pl

and copy the relevant campaign manager.

6.2. Complaints - required information

- ➔ Publisher name;
- ➔ campaign / advertiser (store) name;
- ➔ order / transaction number;
- ➔ date generated; amount / value;
- ➔ reason for the complaint.
- ➔ You can download the complaint form from our website -

Publisher Name	Advertiser / Campaign	Order / Transaction Number	Date of Generation	Order Amount	Complaint Reason

Complaint form from the original guide. Use separate entries for each client.

6.3. Complaints - response times

Response times depend on the complexity of the case

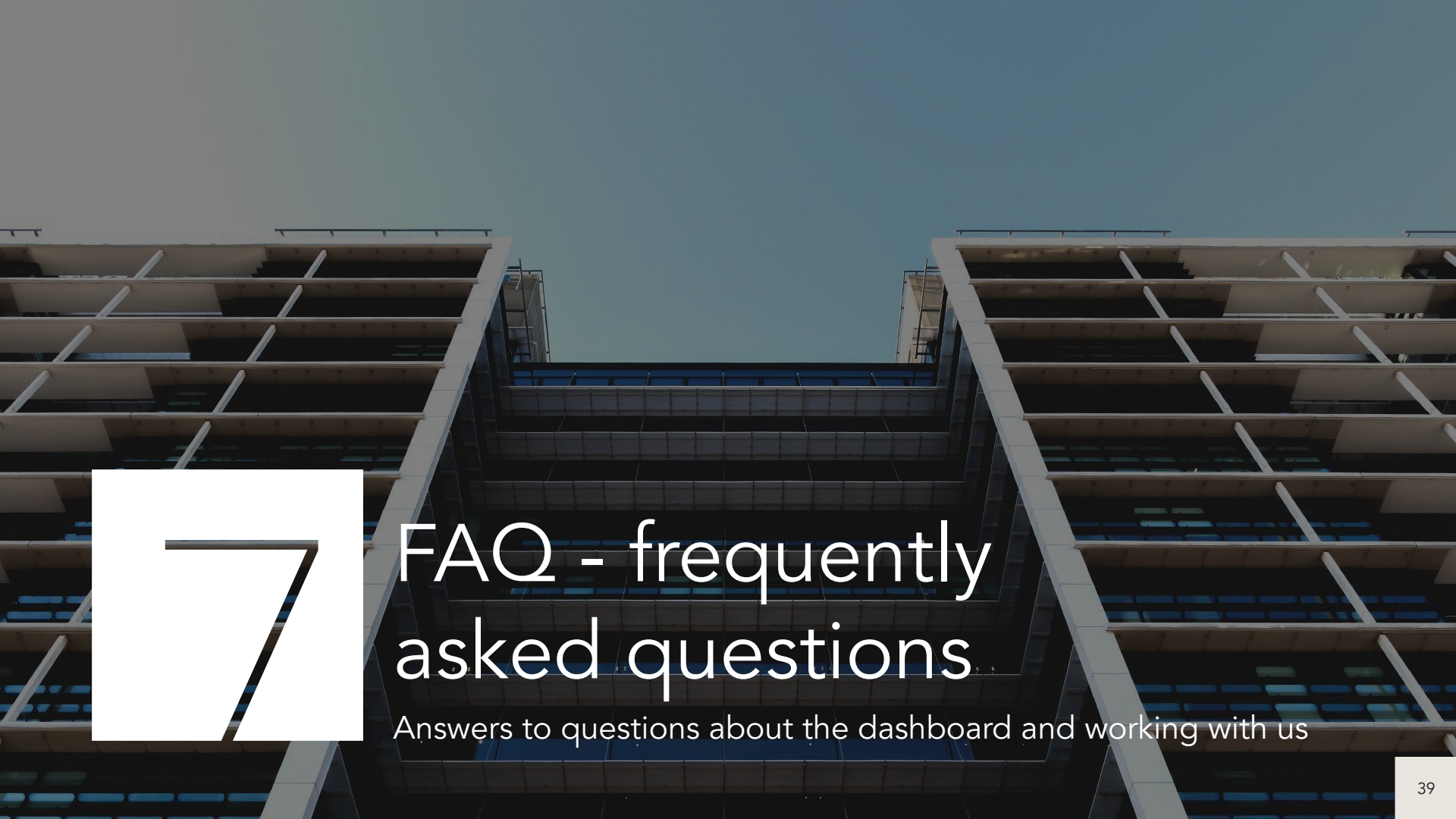
Up to 14 calendar days

Standard time for reviewing complaints.

Up to 30 calendar days

Complex cases or those requiring IT verification.

Performers will notify you in advance if more time is needed.



7 FAQ - frequently asked questions

Answers to questions about the dashboard and working with us

7.1. FAQ - questions

01 How do I log in to the dashboard?

02 Where can I see my payable commission?

03 What is the minimum payout?

04 How and when is commission paid?

05 How long do I have to claim my commission?

06 How long does validation take?

07 Where can I find available campaigns?

08 Where should I send my invoice?

09 Where can I find the Performers terms?

10 Can someone under 18 join?

11 Can I modify the creatives?

12 What traffic restrictions apply?

13 Can I add my own parameter?

14 Can I invoice in another currency?

15 I cannot log in - what should I do?

16 Where do I report a technical issue?

17 How do I dispute a validation decision?

How do I log in to the dashboard?

01

FAQ

To log in, visit aff.performers.pl or use this LINK

Remember to accept all the consent requests at the top of the page. You cannot log in without doing so.

Where can I see my payable commission?

02

FAQ

To check your commission, log in to the “Publisher Billing Panel” by selecting it in the sidebar → Billing Panel

Important: the minimum commission payout is PLN 25. You can request it at any time.

Payable commissions accumulate across campaigns and months. If your commission in a given month is below the minimum payout threshold, you can wait 1–2 months until you reach the required amount.

What is the minimum payout?

03

FAQ

The minimum single commission payout is PLN 25.

Tip: commission amounts accumulate across campaigns and months. If you earn less than PLN 25 in the first month, we suggest waiting until the following month.

How and when is commission paid?

04

FAQ

Payments are made once a month by bank transfer to the account you provided when registering.

Important: commission is paid against an invoice sent to finanse@performers.pl

You can download an invoice template from our website: LINK

How long do I have to claim my commission?

05

FAQ

We encourage publishers to withdraw their accumulated earnings regularly, ideally once a month.

If your accrued commission for a given period exceeds the minimum payout threshold of PLN 25, please submit your invoice or receipt to finanse@performers.pl and wydawcy@performers.pl.

You can download an invoice template from our website: LINK

How long does validation take?

06

FAQ

Validation is the process in which the advertiser approves orders generated by the publisher after the campaign ends.

Validation times vary by campaign type. It usually takes 15–45 days after the end of the month in which the campaign ran. The validation period is always stated in the campaign description.



To find the campaign description, use the publisher dashboard sidebar: “Offers” → “All Offers”, then click the campaign you are interested in.

Where can I find available campaigns?

07

FAQ

Find the list of available campaigns under
“Offers” → “All Offers” in the publisher dashboard.

You can choose from several campaigns in categories such as Travel, Finance, Telecommunications, Health and Beauty, Electronics and more.



Important: if you see only one campaign under “Offers”,
or none at all, contact us at wydawcy@performers.pl.

Where should I send my invoice?

08

FAQ

Send invoices with the campaign number shown in the Publisher Billing Panel (e.g. PF/00234/2026) to finanse@performers.pl

Where can I find the Performers terms?

09

FAQ

Find the terms and all key files and documents on Performers.pl under “Downloads” at the bottom of the page.

Can someone under 18 join?

10

FAQ

Yes. If you are under 18, simply send written consent from your legal guardian.

You can download the template from our website under “Downloads”

Can I modify the creatives?

11

FAQ

No.

You must not modify campaign materials on your own. Any changes require your campaign manager's approval. Please contact us if you would like to make changes.

What traffic restrictions apply?

12

FAQ

Each campaign has its own terms defining permitted activities and restrictions. Make sure you read them before starting. All applicable restrictions are listed in the campaign description.

Can I add my own parameter?

13

FAQ

Yes.

Use the parameter called

“Sub ID” / “aff sub” in the publisher dashboard.



For more information, see the section

“Adding custom tracking parameters - affiliate sub ID (aff sub)” in this guide.

Can I invoice in another currency?

14

FAQ

Yes.

You can issue an invoice in another currency. To convert the amount to PLN, we always use the exchange rate from the last business day before the invoice date.

For example, if you issue an invoice on Monday, we use Friday's rate. If you issue it on Friday, we use Thursday's rate.

I cannot log in - what should I do?

15

FAQ

If you have forgotten your publisher dashboard password, click “Forgot your password?” on the login page to reset it.

You will receive an email with password reset instructions at the address you provided. See the section “Your first login”.

Where do I report a technical issue?

16

FAQ

Please send any issues or questions directly to your campaign manager or to the team at:

wydawcy@performers.pl

- we aim to reply the same day.

How do I dispute a validation decision?

17

FAQ

If you have valid concerns about transaction validation, email wydawcy@performers.pl and copy the relevant campaign manager.

For details, see the “Complaints procedure” section.

What should I remember when joining Performers?

1. Log in and check the available campaigns. Choose the one that best matches the focus of your activities.
2. Read the campaign description. Check the permitted activities, restrictions, validation time and available materials.
3. Create your dedicated affiliate link. Remember that you can add your own parameter if needed.
4. Download the current creatives and check the promotion period.
5. Check your results regularly in the “Conversion Report”.
6. After each month ends, check the “Billing Panel” to claim your commission in line with the payout rules.
   If you have questions or concerns, contact your campaign manager or email wydawcy@performers.pl.

Questions or need help?

Performers
powered by salestube

Contact your campaign manager directly
or email wydawcy@performers.pl