

FAQ

What does it mean to be an affiliate?

Affiliate means to be associated or connected. Apple's web affiliate tool, powered by Inuvo, facilitates the marketing efforts between the program participant and Apple.

Who is eligible to be a business affiliate?

This program is by invitation only and this resource is only available for approved program participants. If you have questions, please write to applebusinessaffiliates@kowabunga.com.

If you are not eligible for the Apple Store Business program, but are interested in other opportunities with Apple, please check out Apple's Affiliate Program at: www.apple.com/storeaffiliates.

How do I get started?

Access to the web affiliate tool is subject to approval. You will need to sign up for the program, accept the terms and conditions and fill out an online W9. You will be notified via email of your acceptance into the program.

How do I provide for customers who would like discounts on purchases from the Apple Online Store?

As an Affiliate, you may not offer any special pricing on the Apple Online Store. Customers seeking special pricing and purchase terms should contact Apple directly using the toll free numbers provided on the store.

What should I do if a customer who links from my website has a problem with an order placed on the Apple Online Store?

If a customer encounters problems linking from your website, you should contact: applebusinessaffiliates@kowabunga.com. If a customer has questions or problems with an order placed on the Apple Online Store, they should contact Apple directly.

Can I use Search Engine Marketing (ex. Google Ad Words) to increase traffic to my website?

You are able to utilize search engine marketing tactics to increase traffic to your site, as long as you do not violate the Apple Store for Business Affiliate Program's terms and conditions.

Specifically, you are not allowed to use Apple trademarks in the root domain of your display URL and you are not allowed to bid on Apple trademarks. Please see section 2 (two) of the affiliate agreement for more details.

What do I earn? When do I get paid?

Compensation for program participants is outlined in the program's welcome page. Affiliates are paid monthly via the affiliate tool on qualified Business store sales. Affiliates will get compensated for any sale in which someone clicks directly from the affiliate site through to the Apple store and makes a purchase on the Apple Store for Business, or if a customer clicks on an Affiliate link and the customer comes back within 15 days of their click.

Affiliates are paid after the account has reached at least \$50 or more worth of commissions and the affiliate has filled out the tax form and faxed it.

How do I know how much I have earned?

You will be given a username and a password once you are approved into the program. Once you have logged in the first time, you will be able to access your Affiliate account and update your password. The Affiliate account interface includes customized reporting tools so that you can obtain information on the number of impressions and click-throughs you have generated, as well as commissions earned, plus access to Apple Store Affiliate banners and text links.

Sales figures are updated once a day in the interface and are reported after an order ships, so there might be a delay between a customer making an order and the interface reporting it.

Questions?

Please write to applebusinessaffiliates@kowabunga.com for any additional information.