


Thank you for your interest and participation in the beta release of the Inuvo Platform. We have put together a quick-start guide to walk you through the sign-up and offer setup process to ensure you get started as quickly as possible. Since this Platform is in beta, we are including a few extra checkpoints  to engage the Inuvo Team that we can be sure everything runs smoothly.

Should you have questions in between checkpoints, please do not hesitate to contact us at advertisers@inuvo.com for additional guidance.

1. Create Account

First, you will need to create your Advertiser Account. To do so, simply complete the sign-up form at the link below. Your username and password will be used to log into the Advertiser Dashboard. Be sure to review the Terms and Conditions and then click Create Account.

<http://platform.inuvo.com/register/advertiser/new>

Once you have completed the Create an Account submission form, your account will be pending activation. You will receive an email at the email address you used at sign up and will need to validate that address by following the activation link in the email. This will then verify and activate your account and you will be able to log into the Platform.

2. Account Setup

Upon logging in for the first time, you will need to visit the Account area at the top right-hand corner of the Advertiser Dashboard. There are two sections within this Account area that must be completed prior to beginning offer creation:

A. Account Details: By clicking through Account Details, you can complete the following two tasks:

- First, complete all of your contact information, including your company name and address.
- Next, upload your advertiser logo. This is great way to make your offers more professional and engaging to publishers. To upload your logo, simply hit the small pencil icon to the right of the logo box. You can then select your file and hit Update at the bottom of the page.

B. Billing Details: By clicking through Billing Details, you can complete the following two tasks:

- First, update your billing information to include your billing address and credit card information.
- Next, fund your account to pay publisher commissions and Inuvo service fees by clicking Fund Account at the top of this section. Select the amount you want to deposit, and then click Charge Card.



Once your account and billing details are filled in, notify us at advertisers@inuvo.com. An account manager will review your account details to ensure everything is entered correctly. We will be in touch within 24-48 hours to notify you that everything is completed correctly, and your advertiser account has been approved. You may begin creating your offers before your account is approved, but the offers cannot be made live within the Platform until approval is confirmed.

3. Offer Setup

When you are ready to set up offers, you can log into your dashboard, and begin to create your first offer. There are a few steps involved here.

- First, find the Offer Creation Wizard on the right side of your admin area. This will allow you to fill in all of the details of the offer you'd like to publish such as commission amounts, cookie life, and any special Terms and Conditions you may have.
- Next, upload the creative you would like your publishers to use with this offer in the My Creatives section.



After you have uploaded the creative you would like to use, it will need to be approved by Inuvo before they will become available to Publishers. You can email advertisers@inuvo.com after you have submitted your creative and we will approve them within 24-48 hours.

4. Integration

After your offer details are finalized and your creative is approved, you will be ready to integrate the Inuvo tracking pixel with your lead form or ordering system. You will need to go to the "My Offers" section in the dashboard, and click on the offer you would like to integrate. You will then find the pixel code in the top right corner of the screen that you will need to add to the confirmation page of your ordering system or lead form (example below). If you need any assistance with the integration, please contact our support team at advertisers@inuvo.com.

5. Testing

Before you make the offer active for the publishers in the Platform, we will help you to test that the tracking is implemented properly. Contact advertisers@inuvo.com and The Inuvo Team will work as a test publisher within your offer and ensure the pixel tracking on your site is working correctly.



Your offer will be set to an Active Network Status temporarily until the testing is complete. Once testing is done and everything is working as it should, the Inuvo Team will set your offer back to Inactive Status and take one last look at your account and offer details.

6. Launch

You are now all set for launch! Once you are ready to open your offer up to the Platform, simply set your Offer Status as Active and publishers will be able to begin applying.

If you have any additional questions or need help, email us at advertisers@inuvo.com or call us at 727-324-0211. We are always ready to help!