

Best Practices for Getting Started with



Paradox Affiliate Program

Paradox Interactive Affiliate Program

- The Paradox Interactive Affiliate Program provides you with a unique link to send your audience to the [Paradox Store](#), allowing your audience to support you directly with each purchase.
- The Affiliate Program covers all games currently sold on the Paradox Store – no matter what game you might be promoting, you earn revenue from any purchase made so long as the customer arrived via your link.
- We use the **Impact Radius** platform for the Paradox Affiliate Program – a versatile and robust platform where you can generate your unique links to the Paradox Store and track the performance of your content.



Signing Up for the Paradox Interactive Affiliate Program

- You can sign up on Impact platform [here](#).
- We recommend creating the same/similar user name as your channel as it will allow easier communication.
- The sign-up form covers both content creators and operators of formal e-commerce sites, so not all fields will directly apply. Under “website” for example, you should enter the URL for your main content channel.
- Under “Additional” you can safely disregard most of the selections which only apply to traditional vendors and advertisers. Select “Social Media/Influencer” as your primary promotional method and list your home country as your promoting country.

Paradox Affiliate Program - Sign Up

Step 1: Account Step 2: Additional Step 3: Personal Step 4: Tax Step 5: Review

Account Information

The technology for the Paradox Interactive affiliate campaign is provided by Impact. Please fill out this form to complete your application. If you already have an Impact account, please click the button below.

[I ALREADY HAVE AN ACCOUNT](#)

Language English (United States)
This is a Beta feature.

Account Display Name
Enter your account display name (or your name if an individual).

Website http://
(i.e. http://www.domain.com)

Country United States
Please select your primary country of operation.



Welcome to Your Paradox Affiliate Dashboard

The dashboard features a top navigation bar with 'Home', 'Reports', and 'Ads' menus, and a balance of EUR 9.60. The main content is divided into several sections:

- SNAPSHOT:** A line chart showing performance from Dec 1 to Dec 12. Below the chart are summary statistics: Clicks (840), Actions (9), Payouts (USD9.21), Sale Amount (USD184.51), Conversion Rate (USD9.20), and EPC (1.07%).
- FIND AN AD TO PROMOTE:** A search interface with a 'Search Ads' input field and an 'Ad Type' dropdown set to 'Banner, Text Li...'. Below is a table of ad assets.
- CREATE A LINK:** A section for generating affiliate links, including a 'Create' button and a pre-filled URL: `https://paradoxinteractive.pxf.io/oqAY`.
- CONTRACT TERMS:** A section showing a 5% commission rate and a 28-day referral period.

ID	Image	Cities	Ad Type	Dimensions	Action
524451		Cities: Skylines Industries (Coming Soon)	Banner	125 x 125	Get code
524455		Cities: Skylines Industries (Coming Soon)	Banner	180 x 60	Get code
524452		Cities: Skylines Industries (Coming Soon) US version	Banner	125 x 125	Get code
524456		Cities: Skylines Industries (Coming Soon) US version	Banner	180 x 60	Get code

Sales report (Snapshot)

Ad assets such as banners & text links

Payment information

Message center

Affiliate link generator



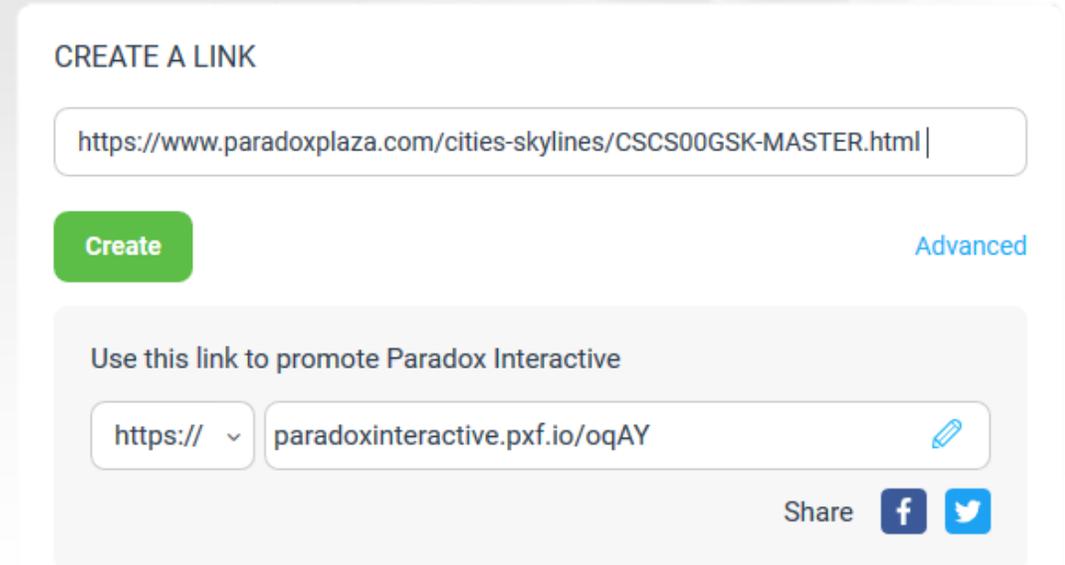
Creating Your Unique Affiliate Link

1. On the right of your Dashboard, look for the affiliate link generator under "CREATE A LINK" panel.
2. In the "Enter a Landing Page" box, put a link to a Paradox Store page of the game you would like to advertise. For example, if you wanted to send users to the Cities Skylines page, you would enter <https://www.paradoxplaza.com/cities-skylines/CSCS00GSK-MASTER.html> and click Create.

You can send your audience to any game page you want -- you will still get credit for any purchase they make on the Paradox Store!

3. Your link will appear below under "Use this link to promote Paradox Interactive".
4. Copy this link and share it in your video description, as a link in your chat, via social media, or anywhere your audience may wish to see such offers. Anybody who follows your personalized link and makes a purchase will count towards your earned revenue!

In case you need additional tracking beyond standard Impact reporting, under "Advanced" you can find fields for Sub IDs, which you can add to your tracking link.



The screenshot shows the "CREATE A LINK" interface. At the top, there is a text input field containing the URL "https://www.paradoxplaza.com/cities-skylines/CSCS00GSK-MASTER.html". Below this is a green "Create" button and a blue "Advanced" link. Underneath, a section titled "Use this link to promote Paradox Interactive" displays a shortened link: "https:// paradoxinteractive.pxf.io/oqAY". To the right of the link are social media share icons for Facebook and Twitter, with the word "Share" to their left.



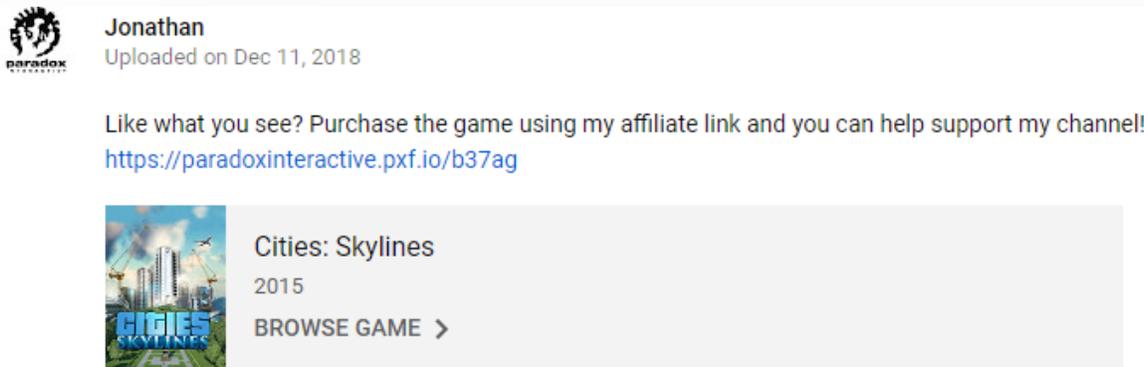
Suggestions for Promoting Your Paradox Affiliate Link on YouTube

Within your video:

Be open and honest! Let your fans know that if they like what they see, you have a personal link where they can buy the game for themselves – and it will help you and your channel as they do so. “You can find my personal link to this game in the description below - and using that link supports me with every purchase,” for example.

In the description box:

Put the link prominently and clearly. The better visibility you have, the more clicks you’ll get! We suggest the link be within the first 3 lines of the description so your followers don’t miss it under the “Show More” fold.



 Jonathan
Uploaded on Dec 11, 2018

Like what you see? Purchase the game using my affiliate link and you can help support my channel!
<https://paradoxinteractive.pxf.io/b37ag>

 Cities: Skylines
2015
BROWSE GAME >

Pro Tip: While you get credit for any purchase made from your link, we find you get the best results with a direct link to the game featured in a given video!

Don’t forget to test the link to make sure it’s clickable and active!



Suggestions for Promoting Your Paradox Affiliate Link on

Within your stream:

Use the same tone and language you might use to encourage viewers to subscribe or cheer with bits. This is one more way they can support your channel -- and enjoy a game that you like! Above all, be transparent and honest about the program. Let them know that using your link will help you keep making streams. “Use my personal link to the store, it supports the channel every time you buy anything there!” for example.

Within chat:

You can put your personal affiliate link in the message rotation on any chatbot! We also recommend supplying your moderators with the link so they can post it when you mention it aloud. No need to spam it -- post it no more often than you would share a link to your merch store, your Discord server, etcetera!

As a Panel in your channel:

Grab a provided image of the game and insert that into your panel. You'll then link the image to the affiliate URL, which then turns that image into a button that your viewers can click. Feel free to browse the provided assets in your dashboard to find an appropriate image for the game you're playing!



Affiliate Disclosure

- The relationship between Affiliates and Paradox Interactive must be fully transparent to viewers and customers to be legal
- At minimum, you are required to use the word “**affiliate**” or “**sponsor**” anywhere your affiliate link is advertised
- It is also suggested that you utilize YouTube’s built-in disclosure, which is found in the “Advanced” section of your Video Upload

Content declaration

- This video contains paid promotion such as paid product placement, sponsorships or endorsement 
- Help me inform viewers of paid promotion by adding a disclosure to this video. Additional disclosures for this video may be required under applicable laws 



Payment info

- Commissions are paid through Impact Radius, the affiliate platform, not via Paradox Interactive. Once you have signed up and been approved within Impact Radius, you can choose how often you can collect your commissions via your account settings.
- You are responsible for declaring any affiliate income on your taxes, as applicable by law in your country of residence. For the sake of declaring this source of income, the paying entity is “Impact Radius” on all forms.





For any questions or suggestions regarding the Paradox Interactive Affiliate Program, email us at affiliateteam@paradoxinteractive.com

Good Luck!

