

# AFFILIATE GUIDE

---

PLUM  
GUIDE



# PLUM GUIDE

## THE PLUM GUIDE AFFILIATE PROGRAMME

Welcome to the Plum Guide affiliate programme, we are excited to begin working together! This simple guide will tell you a little bit more about Plum Guide and how we work with our affiliate partners. Don't hesitate to get in touch with us at [plumguide@silverbean.com](mailto:plumguide@silverbean.com) if you have any questions.

## ABOUT PLUM GUIDE

First and foremost, Plum Guide connects people with vacation homes. Although not just any vacation homes. Only the most remarkable, magnificent homes. Of course, we could, like other home rental sites, simply list every home available, but that is not how we work. In fact, we actually reject almost all homeowners that apply. Why? Because their properties do not live up to the Plum Guide standard.

Plum Guide personally review every single home in a destination, through the world's most gruelling vetting process. Only homes that pass make it onto our site. Our goal is to assess every holiday home in every city and only accept the very best. This procedure is strictly adhered to and ensures that anyone renting a Plum Guide property is guaranteed a quality home.





# PLUM GUIDE HOMES AND DESTINATIONS

---

## PLUM GUIDE



**Plum Guide homes are the most remarkable homes around the world** - all painstakingly reviewed by our dedicated professional team. Not by random strangers on the internet.

### **Plum Guide Destinations:**

Croatia  
Denmark  
France  
Germany  
Greece  
Israel  
Italy  
Portugal  
Spain  
United Kingdom  
United States

Plum Guide are adding 100s of homes every month, keep an eye out in our affiliate newsletters and on site for our new destination announcements.

# HOW DOES THE AFFILIATE PROGRAMME WORK?

PLUM  
GUIDE

We run the affiliate programme on the Partnerize network under Plum Guide where we have 4 key markets onboard:

- [AU programme- 11001959](#)
- [UK programme- 11001958](#)
- [US programme- 01111010](#)
- [EU programme- 101112373](#)

Once your application has been approved, you are ready to start promoting the brand to your audience. Every time a visitor to your site clicks a Plum Guide link on your website, you earn a commission on the sale, providing it is validated. On the programme, you will earn from 1% to 10% commission per sale.

It's FREE to join the Partnerize programme. Once set up, you will extract the tracking link from the Partnerize platform and add this to your site. Codes are available for a bespoke group of affiliates, and banners and other creative materials are listed under the 'Content' section within the platform. We have a variety of ways which we could work together to promote Plum Guide including:

- Exclusive codes
- CPA increase in return for exposure
- Paid tenancy

However, we are flexible with how we work with our partners. If you have any fresh ideas, please get in touch!





# WHAT DISCOUNTS DO PLUM GUIDE OFFER?

PLUM  
GUIDE

Being a partner of the Plum Guide programme means you have access to a variety of offerings such as the option to request bespoke codes for your audience to aid on selected campaigns. There are also benefits of running extra exposure on a cost per acquisition or tenancy basis too dependant on the opportunity.

If you would like to know more please get in touch with the Plum Guide team.

Here are the details for the ongoing offers below:

Code: Please request.

Offer: Please request.

Dates: Our codes usually last a minimum of 1 month and a maximum of 3 months.

Terms: Cannot be used in conjunction with any other offer.



# HOW DOES THE TRACKING WORK & TIPS

---

## PLUM GUIDE

### OBTAINING LINKS FROM PARTNERIZE

- To generate your bespoke tracking link simply log into your Partnerize account then go to **Tracking > Create Tracking Link**. Select your preferred campaign and then your tracking link will appear in the "Tracking link" field to your right. Your standard tracking link will link to the homepage
- Within the "Create tracking link" section, there are multiple options to utilise when creating tracking links
- **Adref/Pubref** - these can be used to support in reporting on specific links or campaigns Eg. */ar:email* for tracking links in a campaign focusing on email promotion

---

`https://prf.hn/click/camref:xxxx/ar:email`

---

- **Deeplink** - you can use this to create tracking links to specific URLs Eg. */destination:https://www.plumguide.com/d/us-ny-new--york*

---

`https://prf.hn/click/camref:xxxx/destination:https%3A%2F%2Fwww.plumguide.com%2Fd%2Fus-ny-new--york`

---



# WHAT ASSETS ARE AVAILBLE FOR PROMOTION?

## PLUM GUIDE

### PRODUCT FEED

- To request the product feed in Partnerize go to **Content > Feed > Download** and after selecting the product feed this will become available within 4 hours
- The product feed is available in a CSV format and the feed includes the following fields:
  - ListingId
  - Name
  - Description
  - Country
  - Region
  - Area
  - Neighborhood
  - Latitude
  - Longitude
  - BasePrice
  - Currency
  - Image01-10Url
  - Url
  - PropertyType
  - NumberOfBathrooms
  - NumberOfBedrooms
  - Accessibility
  - PetsAllowed
  - CarParkSpace
  - HotTub
  - SwimmingPool
  - OutsideSpace
  - TypeOfStay
  - AvailabilityRatio

# WHAT HOMES AND IMAGES CAN I USE IN PROMOTION?

## PLUM GUIDE

### AFFILIATE HOME LIST

- We ask that when affiliates are promoting individual homes that they check any selections against the **Home Exclusion List**; this list contains all the homes that should not be featured on any affiliate website (we agreed this with the relevant hosts & partners).

---

[https://docs.google.com/spreadsheets/d/1bIEAALwmT2j78HVuDByxa9PRg9Ug7IZN\\_bKWqHh6te0/edit?usp=sharing](https://docs.google.com/spreadsheets/d/1bIEAALwmT2j78HVuDByxa9PRg9Ug7IZN_bKWqHh6te0/edit?usp=sharing)

---

- The team are at hand to help source specific homes across the Plum Guide inventory, including which homes have availability and which areas are proving popular currently by market to help partners maximise their earning through the programme
- Should you require specific imagery or creative for a campaign that isn't already available within Partnerize, please contact the team at [plumguide@silverbean.com](mailto:plumguide@silverbean.com) to request these assets



**DON'T HESITATE TO GET IN TOUCH WITH US AT  
PLUMGUIDE@SILVERBEAN.COM IF YOU HAVE ANY  
QUESTIONS.**

# **THANK YOU**



# **PLUM GUIDE**

