



cool
blue

COOLBLUE AFFILIATE.

Feel a click.

Foreword

Dear publisher,

Welcome to the Coolblue affiliate program.

We use Awin's software to run our affiliate program. In this guide, we'll walk you through how Awin works and how you can promote our products step by step.

Got questions? Just let us know.

Good luck with your promotions!

With a smile,

Team Coolblue



Laurens den Boer
Lead Team Affiliate
NL, BE & Coolblue Energie
+31 (0)10 742 17 65



Philip Winterfeld
Affiliate Specialist
Germany



Sandy Riedasch
Affiliate Specialist
Germany & Recruitment



Camiel Slangen
Affiliate Specialist
NL, BE & Recruitment

Or get in touch via our general email address:

affiliate@coolblue.nl

affiliate@coolblue.be

affiliate@coolblue.de

Table of Contents

Foreword	1
Table of Contents	2
1. General	3
1.1 How does affiliate marketing work?	3
1.2 Why join the Coolblue Affiliate Program?	3
2. Tracking	4
2.1 Attribution	4
2.2. Cookie duration	4
3. Sale validation period	5
4. Commissions	5
5. Guidelines	6
6. Misleading content	6
7. Get started	7
8. Promotional materials	8
9. Using feeds and deeplinks	8
9.1 Feed	8
9.1.1 Column overview	9
9.2 Creating deeplinks	10
9.3 Using Clickrefs in Awin	10
10. Reporting	12
10.1 Performance in Awin	12
10.2 Downloading reports	13
11. Payment	14
12. List of terms	14
13. Thank you	16

1. General

Coolblue is an established e-commerce company with stores in the Netherlands, Belgium, and Germany.

With the Coolblue Affiliate Program, you promote relevant products to your audience as an online publisher, content creator, or comparison site. Since 2012, we've been working with a broad network of partners, all sharing one goal: **getting a little better every day.**

As an affiliate partner, you promote Coolblue products through your website, newsletter, app, or social media. For every purchase made via your affiliate link, you earn a commission. You benefit from the strong Coolblue brand, real-time product feeds, eye-catching banners, and a team that helps you optimize your performance.

We're actively looking for affiliates that add value through strong content, a clear target audience, or creative ways to promote. You can sign up via our [application page](#). Within 2 to 3 working days, we'll let you know if you're approved. After that, you can start promoting right away.

1.1 How does affiliate marketing work?

1. You promote Coolblue on your website or another online platform
2. A visitor clicks through to Coolblue
3. The visitor places an order at Coolblue
4. You earn a commission based on the order value
5. Awin handles the payout

1.2 Why join the Coolblue Affiliate Program?

At Coolblue, we believe in expertise and service. That includes running a strong affiliate program built on long-term partnerships. Coolblue offers a wide range of products, with commission rates based on product type. Once orders are validated, commissions are paid quickly.

We work hard every day to support and amaze our publishers.

2. Tracking

When you use a banner, product feed, or text link, a tracking link is automatically added.

If a customer visits Coolblue through your link, a cookie is placed. When that customer places an order, we register it and collect the relevant data to send to Awin.

Unfortunately, this data isn't available in real-time. It becomes visible in your reports after two days. Sales are automatically validated 30 days after the transaction date.

2.1 Attribution

Together with our data partner, we map out the full customer journey behind every sale. This allows us to assess the impact of each touchpoint in the purchase process. The value of each touchpoint determines the commission you earn.

We use the Shapley attribution model, which compares different customer journeys. It looks at the value of a specific channel by comparing journeys with and without that channel. Using game theory, we assign a fair share of the conversion to each channel and each touchpoint.

2.2. Cookie duration

The affiliate cookie is valid for 28 days. That means you'll receive a commission for interactions that happened up to 28 days before the order.

For our Recruitment and Energy campaigns, the cookie duration is even 30 days.

3. Sale validation period

Customers can return their products up to 30 days after purchase. That's why all sales are automatically validated via the API 30 days after the purchase date.

4. Commissions

The commission percentage depends on the product category and ranges from 2.5% to 12%. We regularly adjust these rates to offer the best possible deal.

You can find the full overview of commissions [here](#).

How much do I earn per sale?

Your commission depends on three things:

- the order value
- the commission rate for that product category
- your contribution to the customer journey

Each product type has a fixed commission rate. By default, this is **5%**, unless stated otherwise.

The number of touchpoints in the customer journey also affects your value.

Fewer touchpoints = higher contribution = higher commission.

The final commission is calculated by multiplying:

order value × commission rate × your contribution share

Your share of the journey is a number between **0 and 1**.

If you're the only touchpoint, your share is 1. If there are multiple touchpoints, it will be lower.

Commission breakdown

In your Awin dashboard, you'll find all details per transaction, including your contribution to the customer journey.

Go to Reports > Transactions to view this data. You can also download an overview by clicking Options under "Generate Report" and selecting Export CSV or Export Excel.

5. Guidelines

To make sure everyone promotes Coolblue the right way, we've set a few ground rules:

- Your website may not contain prohibited content or use unfair methods, like cookie dropping.
- To help you promote Coolblue better, we recommend using Coolblue content. You're welcome to use our product images and videos on your site. Feel free to use our product descriptions as inspiration. Just don't copy them word for word.
- If you can link to a specific product page, do that instead of linking to the homepage. It works better.

6. Misleading content

The information on your website must **never** mislead customers.

Visitors should always know they're not on Coolblue's website, but that the sale happens through Coolblue.

You may **not**:

- Register domain names that contain Coolblue brand terms or misspellings
- Use pop-ups, pop-unders, cookie dropping, frames, iFrames, overlays or similar techniques to promote
- Show promotional content on websites or platforms with hateful, erotic, or pornographic content
- Send spam (unsolicited emails, texts or other messages)
- Use toolbars to redirect visitors from Coolblue's website or other Coolblue shops via an affiliate link

Not sure if your promotion method is allowed? Just send us an email. We're happy to help.

7. Get started

You can sign up via Awin's dedicated [application page](#).

Just fill in your personal details, publisher info, and website data, then hit submit.

If anything's missing, we won't be able to approve your application.

1

Instellen
account

2

Promotietype

3

Promotieruimte

4

Verificatie

i In het kader van onze betrokkenheid met onze partners nemen we fraude en naleving heel serieus. Om ons te helpen een hoge standaard te realiseren, vragen we publishers om details te verstrekken over hun promotieruimtes. Tevens vragen we tijdens de registratie om een kleine aanbetaling die zal worden teruggestort bij de eerste commissie-uitbetaling. Publishers moeten 18 jaar of ouder zijn om zich aan te melden bij het Awin-netwerk.

Als gevolg van de actuele internationale sancties tegen Rusland, heeft Awin alle commissiebetalingen opgeschort voor publishers met Rusland als fiscale woonplaats of met een Russische bankrekening. Publishers die getroffen zijn door deze verandering kunnen zich nog steeds aanmelden bij Awin, samenwerken met adverteerders en hebben toegang tot alle overige accountfuncties.

(Bedrijfs)naam

Fiscale woonplaats

Voornaam

Achternaam

E-mail

Bevestig e-mailadres

Wachtwoord

Bevestig wachtwoord

Volgende stap

8. Promotional materials

To help you promote our products in the best possible way, we offer a range of promotional materials.

You can find our banners under **'Toolbox' → 'My Creative'**.

We offer banners in various sizes for a selection of our best-selling product categories.

During promotional periods, we also provide special campaign banners.

You'll receive updates about these through our newsletter.

Lastly, you can also use our product feeds.

You'll find them under **'Toolbox' → 'Create-a-feed'**.

9. Using feeds and deeplinks

9.1 Feed

Here's how to use **Create-a-feed**:

1. Go to the **Tools** menu and select **Create-a-feed**.
2. Choose your preferred language. You'll only see products and feeds in that language.
3. Search for **Coolblue** under "Advertisers":
 - We offer a full feed called **'NL full feed'**
 - Or specific feeds per product group, publisher type, or offersClick **Save** when you're done
4. Then click **Next** to go to the **Feed Options** page
5. Select the columns you want to include in the feed:
 - Click **Select all** if you need everything
 - Or pick columns one by one — hover over a name to see what it means
6. Choose your feed settings
7. Copy the generated feed URL

9.1.1 Column overview

Awin uses a standard column format, which sometimes differs from how we do things at Coolblue.

The overview below explains what each column means.

Column Awin	Description
product-id	Product number
mpn	Manufacturer productname
upc	Unique product code (similar to an EAN code)
product_name	Product name
description	Full product description
product_short_description	Key product features
brand_name	Brand, e.g. Philips
currency	Currency used for pricing. In our case, euros
price	Price including VAT
condition	Product condition
deep_link	Direct link to the product on our website
image_url	URL to the product image
product_type	Product category, like frying pans or washing machines
delivery_cost	Shipping cost
reviews	Average customer review score
base_price	Original price before any discount
delivery_time	Estimated delivery time
custom1	Product availability. Always "On stock" (only in-stock items appear in the feed)
custom2	Number of customer reviews
custom3	Indicates whether the product is a Coolblue's Choice
custom4	Subproduct type name
custom5	Category ID
custom6	Language ID
custom7	Subsidiary ID

9.2 Creating deeplinks

As a publisher, you can easily create your own tracking links in Awin using the Deeplink Generator.

- Go to the Awin interface and navigate to Tools > Link Builder
- Select the advertiser you want to create a deeplink for
- Paste the URL of the desired landing page into the deeplink field
- Click Generate tracking link. Awin will automatically create a unique affiliate link for you

A tracking link looks something like this:

<https://www.awin1.com/cread.php?awinmid=XXXX&awinaffid=YYYY&ued=https://www.coolblue.nl/productpage>

You can use this link directly in your promotions.

9.3 Using Clickrefs in Awin

Awin allows you to add custom tracking parameters to your affiliate links using Clickrefs. This helps you better understand which campaigns or sources are driving your results.

9.3.1 Clickref

The **Clickref parameter** lets you attach your own reference to a tracking link. Ideal for measuring the performance of a campaign, ad, or promotion.

Here's an example of a tracking link with a Clickref:

<https://www.awin1.com/cread.php?awinmid=XXXX&awinaffid=YYYY&clickref=YOURUNIQUEID>

Replace **YOURUNIQUEID** with something meaningful, like a campaign name, ad ID, or other reference.

Want to see the results?

Go to **Reports > Transactions** in Awin and add the Clickref column.

This gives you a clear overview of how each Clickref is performing.

9.3.2 SubIDs

In addition to Clickrefs, you can also use SubIDs to further segment your traffic. SubIDs help you track performance across different ad placements, websites, or promotional channels.

Here's an example of a tracking link with a SubID:

<https://www.awin1.com/cread.php?awinmid=XXXX&awinaffid=YYYY&clickref=YOURUNIQUEID&subid=positionA>

You can even add multiple SubIDs for more detailed analysis.

Using Clickrefs and SubIDs together gives you a clear view of what's working best. So you can optimize your strategy accordingly.

Good to know: Only you can see your Clickref data. Advertisers don't have access to this information.

10. Reporting

You can view or download your performance in the program.

10.1 Performance in Awin

To check how you're doing, go to **Reports** in the Awin dashboard.

Here, you'll see which products are performing well, which creatives are generating clicks, and where your commission is coming from.

You can choose from different types of reports, including:

- Advertiser Performance
- Product Performance
- Performance Over Time
- Commission Group Performance
- Creative Performance
- Device Performance
- Click References
- Transactions

For each report, you can filter by **Today**, **Week**, **Month**, or **Year**.

Curious about your earnings? Head over to the **Payment** section, where you'll find:

- Overview
- History

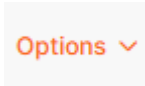
Want to know how much commission you've earned or how your campaign is performing this month?

Just open the right report. You'll quickly spot what's working and where there's room to grow.

10.2 Downloading reports

Want more insight into your orders. Like which products were sold?
Just download a report in Awin.

Click **Options** in the top right corner of the table, then choose **Export CSV** or **Export Excel**:



- **CSV file:** great for quick analysis or importing into other tools
- **Excel file:** perfect if you want to edit or filter the data right in Excel

11. Payment

Once your first conversion is approved, the commission will appear in your Awin account.

You can request a payout to your bank account once your balance reaches **€20** or more.

Updating your bank details

Want to update your bank information?

Just go to **Account > Payment Details** to make any changes quickly and easily.

12. List of terms

Term	Description
Affiliate marketing	Type of online marketing where a publisher promotes an advertiser's products and earns commission for each sale.
Affiliate link (tracking link)	Unique link with tracking parameters that registers which publisher generated a visit or sale.
Awin	The affiliate network Coolblue uses for tracking, reporting, and commissions.
Attribution	Method to determine the value of each touchpoint in the customer journey. Coolblue uses the Shapley model.
Banner	A visual online ad (e.g. an image) that promotes a product or campaign.
Clickref	An extra parameter in a tracking link that lets you add your own reference for better analysis.
Commission	The reward a publisher earns for a sale made via their affiliate link.

Cookie duration	The time a cookie remains valid. At Coolblue this is 28 days (30 days for Energy & Recruitment).
Datafeed (productfeed)	A structured file (CSV/XML) with up-to-date product info you can use on your site.
Deeplink	A link that takes you directly to a specific product page instead of the homepage.
Publisher	The affiliate partner who drives traffic to Coolblue through their own channels.
SubID	A parameter in a tracking link to distinguish between ad channels or placements.
Tracking	Measuring clicks, views, and sales via affiliate links to assign commission.
Touchpoint	Any interaction between a customer and a marketing channel (like a click on an affiliate link)

13. Thank you

Thanks for signing up for the Coolblue Affiliate Program!

Something not working or have a question? Feel free to email us at affiliate@coolblue.nl, affiliate@coolblue.be, or affiliate@coolblue.de or give us a call using the contact details on the first page.

With a smile,

Laurens, Philip, Sandy & Camiel

Team Affiliate Coolblue