

# trainline

Affiliation program on TradeDoubler

Tradedoubler

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# trainline

## The simplest platform to buy train tickets in Europe

The image displays the trainline website and its mobile app interface. The website header includes the 'trainline' logo, 'SIGN IN', 'UK RAIL', 'HELP', and a flag icon. The main headline reads 'European train tickets. Always at the best price.' with a sub-headline 'Book your tickets to travel in more than 20 European countries.' Below this is a search form titled 'Where can we take you?' with fields for 'From', 'To', 'Depart', and 'Return', and a passenger count of '1 Adult (26 - 59)'. A 'SEARCH' button is at the bottom of the form. Below the search form, it says 'These carriers trust us. We sell their tickets.' followed by logos for Eurostar, SNCF, Thalys, TGV Lyria, Ouigo, IDTGV, Ouibus, DB, HX, thello, renfe, Italo, and Trenord.

The mobile app interface shows a 'Trip Paris → London' screen. It displays the journey details: 'Outward (11kg CO<sub>2</sub>)', 'Tuesday, 20 September', '10:10 Paris Gare-du-Nord', and '11:30 London St-Pancras'. The train is identified as 'Eurostar 9023'. Two class options are shown: '2nd class' for €143.00 and '1st class' for €243.00. A 'Select this outward journey' button is present. Below, 'Seating' information is shown for 'Eurostar 9023' with 'No preference'. A list of passengers is displayed: 'Bonnie Parker' for €71.50 and 'Clyde Barrow' for €71.50. A QR code is shown for the ticket, and an 'Add to Apple Wallet' option is available at the bottom right.

# trainline

## Key feature



**The best fares,  
without any extra-fee**



**Apps for iOS, Apple Watch,  
Android and Android Wear**



**Intuitive  
interface**



**A real  
customer service**

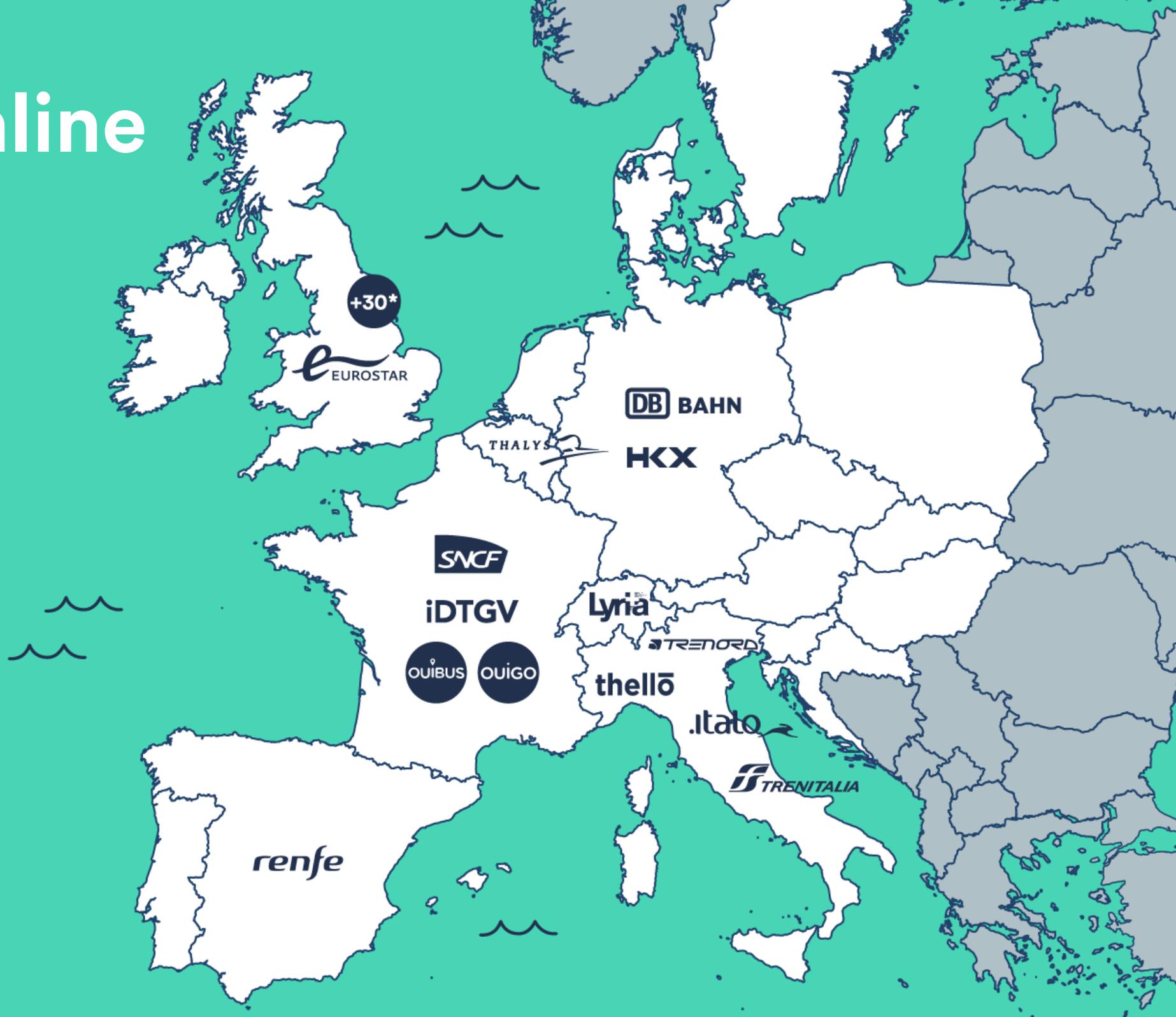


**Ticket purchase in  
less than a minute**



**Complete trains  
and fares offer**

# trainline



+30\*

EUROSTAR

THALYS

DB BAHN

HKX

SNCF

iDTGV

Lyria

TRENORD

OUIBUS

OUIGO

thello

.itato

renfe

TRENITALIA

# Affiliates

## How do you make money

### How much will I earn?

- For every customer clicking on the affiliation link on your website and then purchasing a ticket on Trainline, you will receive a percentage of the total ticket price.

### How does it work technically?

- We created a 30 days cookie, meaning that you will earn a commission for all the purchases taking place in the 30 days following the first click on the Trainline link on your website.

### Do I earn money on all the tickets?

- The commission will be paid for all customers, independently of the country of origin or of the ticket purchased.

### When do I get paid?

- The commission will be validated the day after after the date of the trip, if the ticket hasn't been cancelled by the customer before that date.

# Affiliates

## Sign-up on TradeDoubler in 3 easy steps

1

If you aren't on TradeDoubler yet, create your account:

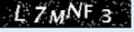
→ [Click here](#)

Trade**doubler**

### Create account

Complete this registration form to get access to Europe's biggest online marketing platform. You will get access to advertisements from some of the biggest and most popular brands in Europe. After activating your account, you can login to our interface, grab an ad code and start earning money immediately.

Please make sure that all fields are entered correctly.

Country	België
Language	English
Type	Individual ?
First name	<input type="text"/>
Last name	<input type="text"/>
Email	<input type="text"/>
E-mail confirmation	<input type="text"/>
Username	<input type="text"/>
Password	<input type="password"/>
Password confirmation	<input type="password"/>
Your website	http:// <input type="text"/>
Control code	<input type="text"/> 

I agree with the [Publisher Agreement](#) and have read and understood the [Privacy Policy](#).

Generate new code

# Affiliates

## Sign-up on TradeDoubler in 3 easy steps

2

If you're new on TradeDoubler, you must first verify your website following the TradeDoubler procedure.

You'll have to insert a tag in the `<head>` section of your website.

Insert HTML tag on your website:

**Step 1)** Select and copy the HTML code from the text box:

E.g.

```
<!-- TradeDoubler site verification 1264796 -->
```

\* Please ensure the site ID in the tag relates to the site you wish to verify

**Step 2)** Paste HTML tag within the `<HEAD>` tag and the `</HEAD>` tag on your site homepage

E.g.

```
<head>
!--Tradedoubler site verification 1264796 -->
</head>
<body>
Publisher Website!
</body>
</html>
```

**Step 3)** Save the changes made to code and upload to your site

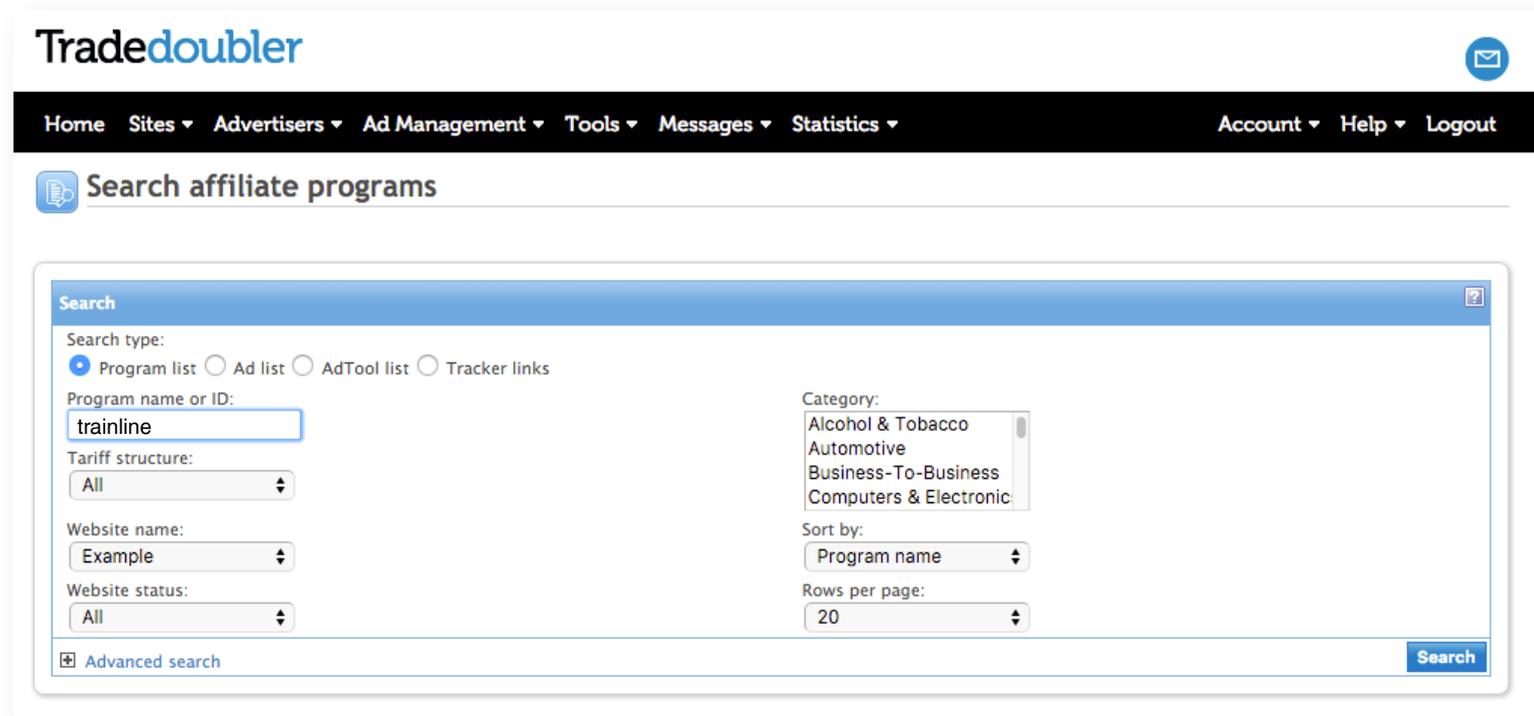
**Step 4)** Return to site verification page

# Affiliates

## Sign-up on TradeDoubler in 3 easy steps

3

Once your website is verified, search for the Trainline program and apply

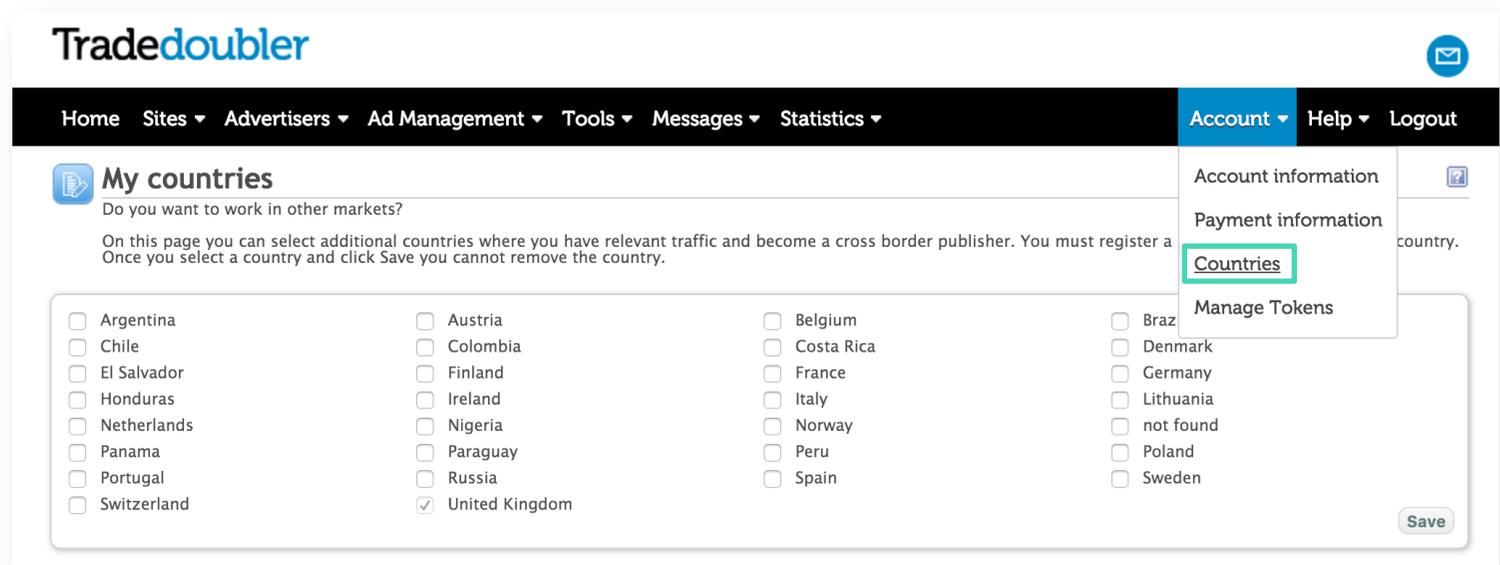


The screenshot shows the TradeDoubler website interface. At the top, the logo "Tradedoubler" is on the left, and a mail icon is on the right. Below the logo is a navigation bar with links: Home, Sites, Advertisers, Ad Management, Tools, Messages, Statistics, Account, Help, and Logout. The main heading is "Search affiliate programs". Below this is a search form titled "Search" with a help icon. The form includes a "Search type" section with radio buttons for "Program list" (selected), "Ad list", "AdTool list", and "Tracker links". There are four input fields: "Program name or ID:" containing "trainline", "Tariff structure:" with a dropdown set to "All", "Website name:" with a dropdown set to "Example", and "Website status:" with a dropdown set to "All". On the right side of the form, there is a "Category:" dropdown menu showing "Alcohol & Tobacco", "Automotive", "Business-To-Business", and "Computers & Electronic". Below the categories are "Sort by:" (dropdown set to "Program name") and "Rows per page:" (dropdown set to "20"). At the bottom right of the form is a blue "Search" button. At the bottom left, there is a link for "Advanced search".

# Affiliates

## If you're not located in France, Germany or Italy

Our affiliation program is available on the French, Italian and German versions of the TradeDoubler platform.



**Tradedoubler**

Home Sites ▾ Advertisers ▾ Ad Management ▾ Tools ▾ Messages ▾ Statistics ▾ Account ▾ Help ▾ Logout

### My countries

Do you want to work in other markets?

On this page you can select additional countries where you have relevant traffic and become a cross border publisher. You must register a country. Once you select a country and click Save you cannot remove the country.

<input type="checkbox"/> Argentina	<input type="checkbox"/> Austria	<input type="checkbox"/> Belgium	<input type="checkbox"/> Brazil
<input type="checkbox"/> Chile	<input type="checkbox"/> Colombia	<input type="checkbox"/> Costa Rica	<input type="checkbox"/> Denmark
<input type="checkbox"/> El Salvador	<input type="checkbox"/> Finland	<input type="checkbox"/> France	<input type="checkbox"/> Germany
<input type="checkbox"/> Honduras	<input type="checkbox"/> Ireland	<input type="checkbox"/> Italy	<input type="checkbox"/> Lithuania
<input type="checkbox"/> Netherlands	<input type="checkbox"/> Nigeria	<input type="checkbox"/> Norway	<input type="checkbox"/> not found
<input type="checkbox"/> Panama	<input type="checkbox"/> Paraguay	<input type="checkbox"/> Peru	<input type="checkbox"/> Poland
<input type="checkbox"/> Portugal	<input type="checkbox"/> Russia	<input type="checkbox"/> Spain	<input type="checkbox"/> Sweden
<input type="checkbox"/> Switzerland	<input checked="" type="checkbox"/> United Kingdom		

Save

→ If you are located in a country other than these, you can still apply to our program, but you will first have to add to your TradeDoubler account one country among France, Italy and Germany.

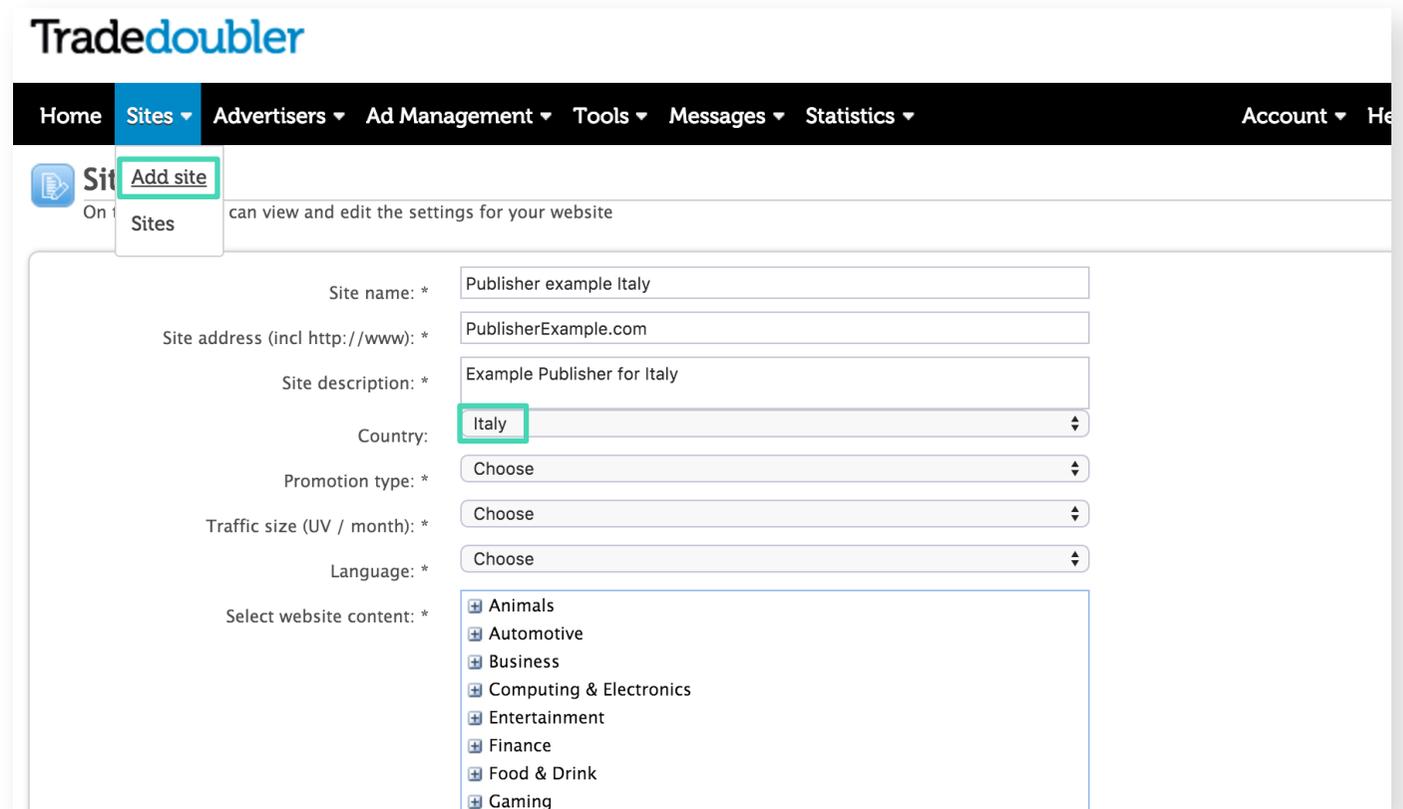
# Affiliates

## If you're not located in France, Germany or Italy

You will then need to add to your account another website, located in the new country.

The website can be the same as the one you used for registering to TradeDoublerr in the first place.

After adding the new website, you can find our affiliate program and apply to it.



The screenshot shows the TradeDoublerr 'Add site' form. The navigation bar includes 'Home', 'Sites', 'Advertisers', 'Ad Management', 'Tools', 'Messages', 'Statistics', 'Account', and 'Help'. The 'Add site' button is highlighted with a red box. The form fields are as follows:

- Site name: \* Publisher example Italy
- Site address (incl http://www): \* PublisherExample.com
- Site description: \* Example Publisher for Italy
- Country: Italy (selected in a dropdown menu)
- Promotion type: \* Choose (dropdown menu)
- Traffic size (UV / month): \* Choose (dropdown menu)
- Language: \* Choose (dropdown menu)
- Select website content: \*
  - Animals
  - Automotive
  - Business
  - Computing & Electronics
  - Entertainment
  - Finance
  - Food & Drink
  - Gaming

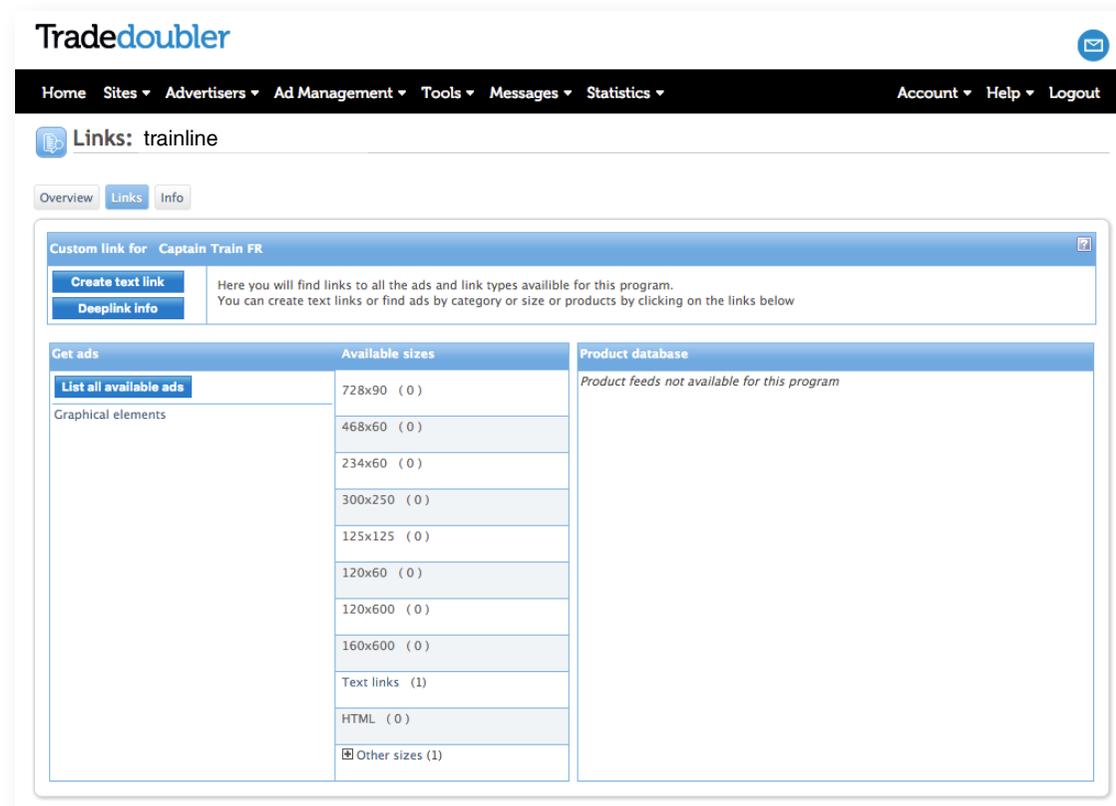
→ Please note that applying to any among the French, Italian or German programs allows you to receive commissions for all tickets sold, independently of the country of the program.

# Affiliates

## Create a text link towards the Home Page

In the “Solutions” tab of our program, click on Create Text link

→ It will allow you to create your custom affiliate URL that will redirect your users to the Trainline home page



The screenshot shows the Tradedoubler affiliate dashboard. The top navigation bar includes 'Home', 'Sites', 'Advertisers', 'Ad Management', 'Tools', 'Messages', and 'Statistics'. On the right, there are links for 'Account', 'Help', and 'Logout'. The main content area is titled 'Links: trainline' and has tabs for 'Overview', 'Links', and 'Info'. Below the tabs, there is a section for 'Custom link for Captain Train FR' with buttons for 'Create text link' and 'Deep link info'. A message states: 'Here you will find links to all the ads and link types available for this program. You can create text links or find ads by category or size or products by clicking on the links below'. The main content is divided into three columns: 'Get ads', 'Available sizes', and 'Product database'. The 'Get ads' column has a button for 'List all available ads'. The 'Available sizes' column lists various ad sizes with their counts: 728x90 (0), 468x60 (0), 234x60 (0), 300x250 (0), 125x125 (0), 120x60 (0), 120x600 (0), 160x600 (0), Text links (1), HTML (0), and Other sizes (1). The 'Product database' column shows a message: 'Product feeds not available for this program'.

The URL will be in the following format:

<http://clk.tradedoubler.com/click?p=12345&a=678910&g=12345678>

# Affiliates

## Create a deep link

1

In the “Solutions” tab of our program, click on Create Deep Link to identify your custom affiliate URL, where you will have to add the URL where you want the deep link to point.

Your affiliate URL will be in the following format:

`http://clk.tradedoubler.com/click?p=12345&a=678910&g=12345678&url=TARGET_URL`

## What does Target\_URL look like?

TARGET\_URL must be an URL in the following format: (no https needed)  
`trainline.eu/search/ORIGIN/DESTINATION/DEPARTURE_DATE/RETURN_D`

- 1) **Origin (optional)**: origin station name, for example Paris
- 2) **destination (required)**: destination station name, for example London
- 3) **departure\_date (optional)**: date and possibly time at which you want to search for outbound trains, in the YYYY-mm-dd or YYYY-mm-ddTHH:MM:SS format
- 4) **return\_date (optional)**: date and possibly time at which you want to search for inbound trains, in the YYYY-mm-dd or YYYY-mm-ddTHH:MM:SS format

# Affiliates

## Create a deep link

2

**Is there an easy way to create a deep link? YES!**

- 1) Perform on trainline.eu the search that you would like the deep link for
- 2) Copy the link from the browser
- 3) Copy it instead of the “TARGET\_URL” parameter

Example: (no https needed)

<http://clk.tradedoubler.com/click?p=12345&a=678910&g=12345673&url=trainline.eu/search/paris/london/2016-02-09-10:00/2016-02-24-10:00>

# Affiliates

Choose among several graphical banners

**La façon simple**  
de réserver vos billets de train

RÉSERVEZ  
MAINTENANT

A vertical banner with a light blue background. At the top, the text 'La façon simple de réserver vos billets de train' is displayed. Below it is a green button with the text 'RÉSERVEZ MAINTENANT'. The bottom half of the banner features a stylized illustration of a high-speed train in white and green, with three people walking behind it carrying luggage. The background shows a silhouette of a city skyline. The 'trainline' logo is at the bottom.

**Il modo più semplice**  
per prenotare i tuoi biglietti del treno

PRENOTA ORA

A vertical banner with a light blue background. At the top, the text 'Il modo più semplice per prenotare i tuoi biglietti del treno' is displayed. Below it is a green button with the text 'PRENOTA ORA'. The bottom half of the banner features a stylized illustration of a high-speed train in white and green, with three people walking behind it carrying luggage. The background shows a silhouette of a city skyline. The 'trainline' logo is at the bottom.

**Voyager en train**  
dans 20 pays d'Europe

A horizontal banner with a light blue background. At the top, the text 'Voyager en train dans 20 pays d'Europe' is displayed. Below it is a stylized illustration of a high-speed train in white and green, with three people walking behind it carrying luggage. The background shows a silhouette of a city skyline. The 'trainline' logo is on the left, and a green button with the text 'RÉSERVEZ MAINTENANT' is on the right.

**Mit dem Zug**  
in 20 europäischen Ländern reisen

A horizontal banner with a light blue background. At the top, the text 'Mit dem Zug in 20 europäischen Ländern reisen' is displayed. Below it is a stylized illustration of a high-speed train in white and green, with three people walking behind it carrying luggage. The background shows a silhouette of a city skyline. The 'trainline' logo is on the left, and a green button with the text 'JETZT BUCHEN' is on the right.

**Mit dem Zug in 20 europäischen Ländern reisen**

A horizontal banner with a light blue background. At the top, the text 'Mit dem Zug in 20 europäischen Ländern reisen' is displayed. Below it is a stylized illustration of a high-speed train in white and green, with three people walking behind it carrying luggage. The background shows a silhouette of a city skyline. The 'trainline' logo is on the left, and a green button with the text 'JETZT BUCHEN' is on the right.

 **Il modo più semplice** **trainline**  
per prenotare i tuoi biglietti del treno

A horizontal banner with a light blue background. On the left is a circular icon containing a white train silhouette. To its right, the text 'Il modo più semplice' is in bold, followed by the 'trainline' logo. Below this, the text 'per prenotare i tuoi biglietti del treno' is displayed.

**Voyager en train dans 20 pays d'Europe**

A horizontal banner with a light blue background. At the top, the text 'Voyager en train dans 20 pays d'Europe' is displayed. Below it is a stylized illustration of a high-speed train in white and green, with three people walking behind it carrying luggage. The background shows a silhouette of a city skyline. The 'trainline' logo is on the right, and a green button with the text 'RÉSERVEZ MAINTENANT' is on the right.

# Affiliates

## Rules for your SEM campaigns

### Allowed

To show adverts for generic terms when using a landing page.

### Not allowed

- To include trademarks in the sub folders of the display URL's in your Search Engine Adverts. Example: [www.AffiliateSite.com/AdvertiserName](http://www.AffiliateSite.com/AdvertiserName)
- To include trademarks in the sub domain of the display URL's in your Search Engine Adverts. Example: [www.AdvertiserName.AffiliateSite.com](http://www.AdvertiserName.AffiliateSite.com)
- To operate domains which contain trademarks for the sole purpose of driving traffic from Search Engines. Example: [www.AdvertiserName.com](http://www.AdvertiserName.com)
- To use trademarks in your Ad Copy Title
- To use trademarks in your Ad Copy Body
- To show adverts on misspellings of advertiser's trademarks.
- To show adverts for a search on advertiser's Company Name and trademarks.
- To show adverts for a search on advertiser's Company Name or trademarks when also using generic terms. (i.e. Brand with Generic Terms)
- To show adverts against advertiser's URL (e.g. [www.emerchant.com](http://www.emerchant.com))
- To show adverts against advertiser's URL or variations [www.emerchant.com](http://www.emerchant.com), [w.emerchant.com](http://w.emerchant.com), [ww.emerchant.com](http://ww.emerchant.com), etc...)
- To show adverts on trademarks, or variations, of advertiser's competitors

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Questions? Let's keep in touch: [partnership@trainline.eu](mailto:partnership@trainline.eu)