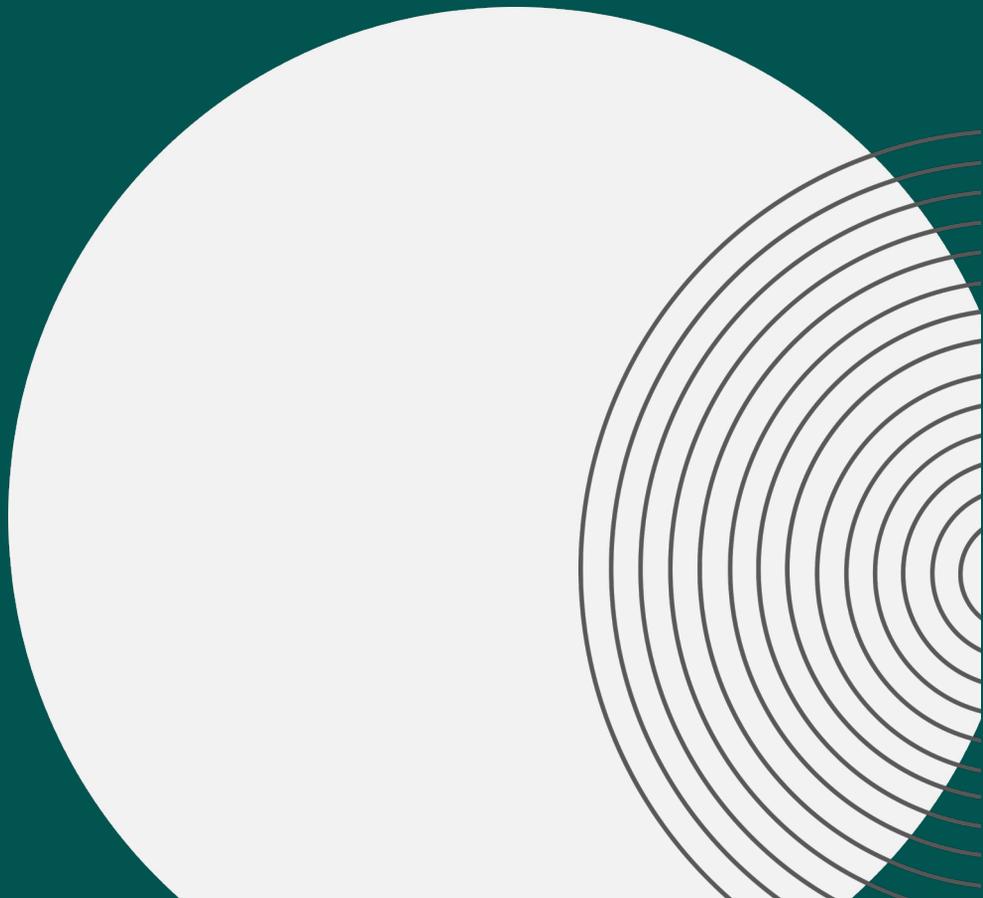




Targus®

Targus - Affiliate Partnership Welcome Kit

High-value products from a globally trusted brand—
built for consistent affiliate revenue.



Agenda

- 01** Being a Publisher for Targus
- 02** Targus Program Details
- 03** Links
- 04** Deep Linking
- 05** Creative Assets
- 06** Payment Details
- 07** Bestsellers and Deals
- 08** Support



Being a Publisher for Targus

I've been
accepted,
now what?

CONGRATULATIONS!

This guide is designed to help you:

- Understand how to monetize Targus effectively
- Access links and creative assets quickly
- Identify products and promotions that convert
- Connect with our team for custom opportunities.

Welcome to the Targus Affiliate Program

We partner with publishers who value quality products, trusted brands, and long-term earning potential.

Inside this welcome kit, you'll find a practical overview of:

- How to create and manage affiliate links
- Available creative assets and promotions
- Payment timelines and program details
- Best-selling products to help you get started faster

Our goal is to build a successful, scalable partnership.

If you have questions, ideas, or placement opportunities, we'd love to hear from you.

**Best Regards,
Melissa Bamfo**

Mbamfo@targus.com
714-575-7465



Targus Program Details

Why Work With Us?

Targus is a globally trusted brand in laptop cases, tech accessories, and workplace solutions. Our affiliate program is designed to support consistent, long-term partner revenue through strong conversion, competitive commissions, and dedicated support.

All products are commissionable

- 14-Day cookie duration
- Globally recognized and trusted brand
- Exclusive promo codes, custom offers and partner-only discounts
- Fresh monthly promotions
- Updated product feed available via CJ
- Frequent affiliate newsletters
- Dedicated affiliate support

Earning Potential:

- **\$96** Average Order Value, with many orders exceeding \$150-\$200
- A \$200 transaction will get you a **\$16 commission**
- Best suited for high-intent audiences researching work, travel, or productivity upgrades

Who do our products appeal to?

- Commuters & office workers
- Hybrid workers
- Unbounded mobile workers
- Creatives and tech enthusiasts
- Tech-savvy students
- Gamers



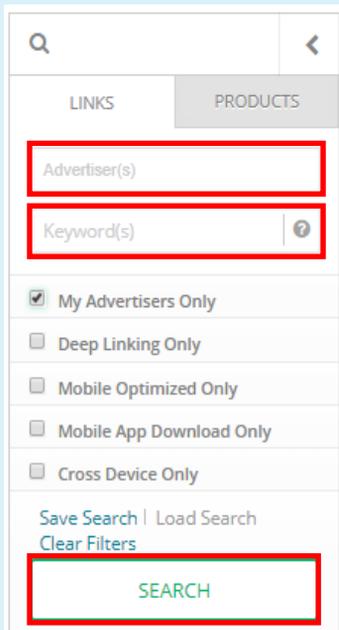
LINKS

CJ's default link structure: www.jdoqocy.com/click-PID-AID

PID Website ID (Publisher website ID)

AID Link ID (Advertiser branding link ID)

How to Access Links:



CJ ACCOUNT MANAGER

- Access links on the CJ Account Manager by navigating to **Campaigns > Ad Assessts > Links & Products**
- Using the search bar located to the left of your screen, type in Targus or keyword (example: shoes)

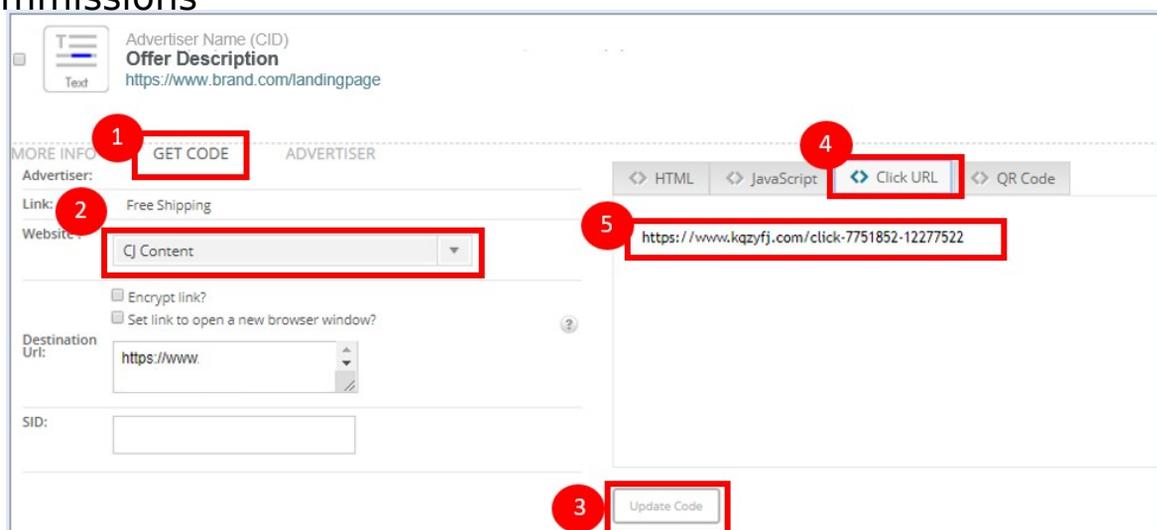
LINK SEARCH API

Use CJ's [Link Search API](#) to find a variety of links matching a desired criteria, and even receive them automatically in the future. Search for links by keywords, category, relationship status (with the advertiser) or link type.

LINK TYPES AVAILABLE: Test, Banner, Feed, etc.

How to Pull Link Code:

1. When you find the right link, click on **Get Code**
2. Select your desired website from the **Website** dropdown on the left
3. REMEMBER: Click **Update Code** to record any changes to the link
4. Choose **Click URL** from the choice of code types for a simple link
5. Use CJ-encoded link to begin tracking and earning affiliate commissions



DEEP LINKS

DEEP LINK AUTOMATION

With a single line of JavaScript, your site can automatically earn commissions from any link that leads to a joined CJ Affiliate advertiser's domain.

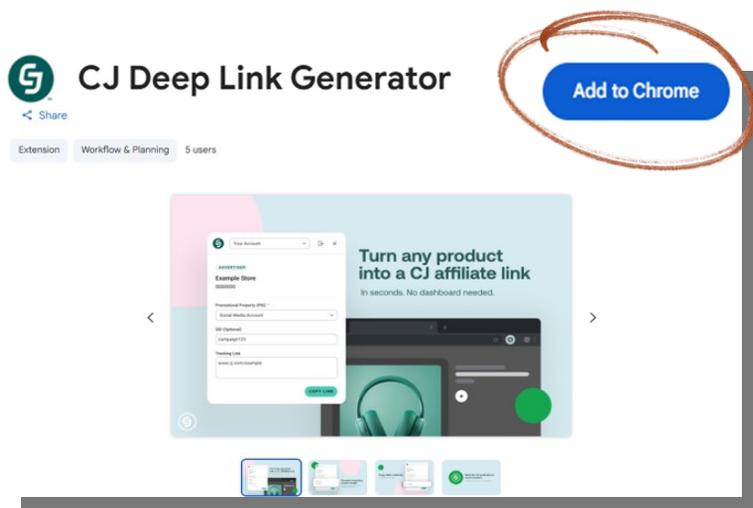
Benefits include time savings, increased opportunity, and scalability, plus:

- Any hyperlinked content - past or present - will become instantly monetized
- Bolstered credibility to consumers
- Reads the root domain only (so it won't override existing affiliate links such as ShopStyle, SkimLinks, etc.)

For step-by-step instructions and more information about getting started with Deep Link Automation, check out this [Support Center article](#) (this is publisher facing tool, please ensure you are logged in as a publisher to access the article)

DEEP LINK GENERATOR

CJ's Deep Link Generator extension allows you to create affiliate deep links directly from any page within a brand's website. This improves user experience and increases the chance of an action being completed and commission earned. For easy access, download the CJ Deep Link Generator extension from the **Chrome Web Store**.

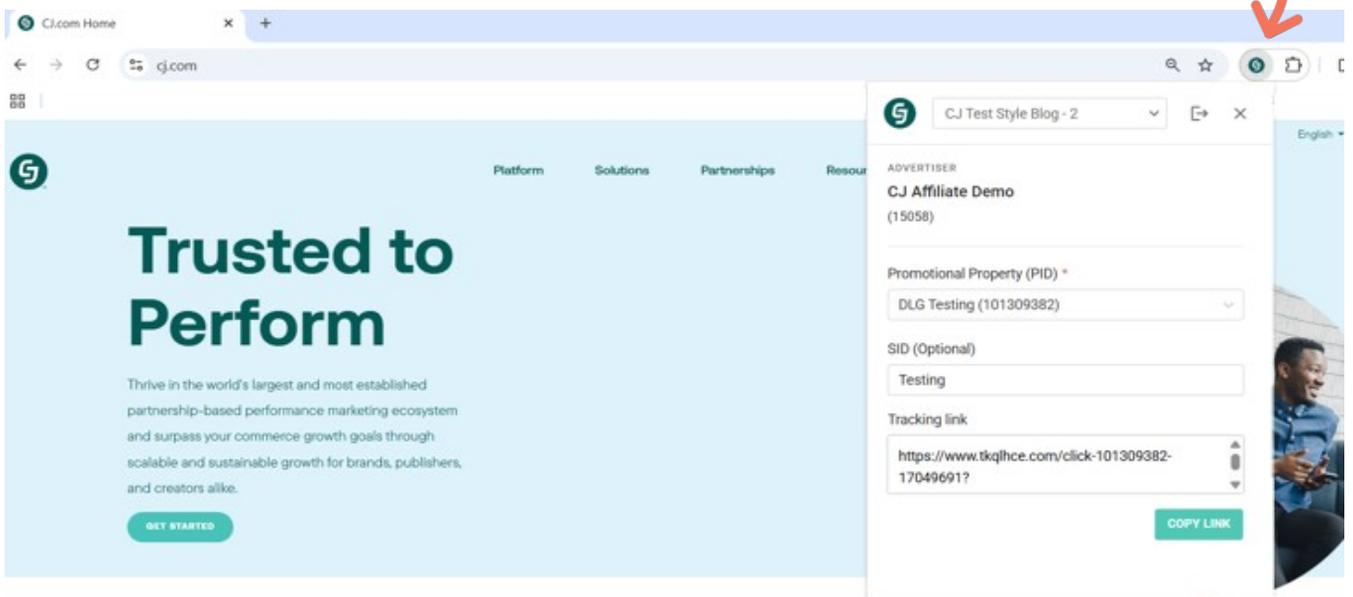


PRO TIP: Once downloaded, pin the extension to your browser for easy access!

DEEP LINKS

DEEP LINK GENERATOR: DESKTOP

- To use the extension, visit the website of one of your joined advertisers and navigate to the page you want to send your audience to.
 - If you are not joined to the advertiser, you will not be able to create a deep link.
- From your extension's dropdown, click the **CJ Deep Link Generator** and a window will appear with your deep link URL.
 - Customize your URL by selecting the appropriate **PROMOTIONAL PROPERTY** that you will be using.



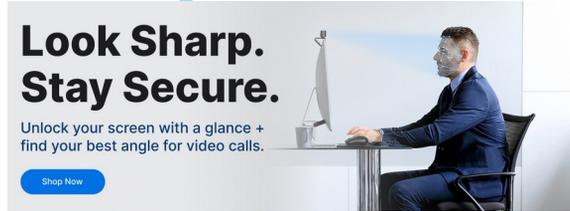
PRO TIP: Use the SID field for greater transparency on per placement/article performance.

- Ex) Entering "BoseMothersDayGiftGuide" as an SID will let you see the sales/clicks generated from the Bose Mother's Day gift guide you created.

CREATIVE ASSETS

These banner links and many more are found on the CJ platform. Just follow these steps:

1. Log in to your CJ Publisher Account
2. On the top bar, choose Campaigns > Ad Assets > Links & Products
3. Type the advertiser's name
4. Select Banner under Link Type
5. Get your tracking html



- Targus offers a range of professionally designed banners and tracking links available directly through the CJ platform.
- Assets are refreshed regularly and aligned with seasonal promotions and high-intent product categories.

Home Partners Reports Campaigns Account

Links

Refine Search CLEAR

Search :
Search

Status
 Active (99)
 Archived (262)

Link Type
 Banner (53)
 Evergreen Link (1)
 Product Feed (5)
 Text Link (302)

Link Attributes
 Allow Deep Linking (264)

| ID | Status | Dimensions | Title | Destination URL | Archive URL |
|----------|--------|------------|--|---|---|
| 17137006 | Active | 1200x628 | Gear Up with Alienware Apparel | https://us.targus.com/pages/alienware | https://us.targus.com |
| 15377951 | Active | 1200x900 | TARGUS Laptop and Tablet Stands | https://us.targus.com/collections/stands | |
| 15325485 | Active | 1200x628 | Sagano With EcoSmart Backpack Collection | https://us.targus.com/collections/sagano | https://us.targus.com/ |

PAYMENT DETAILS

When will I get paid?

Our program features a Standard Action Lifecycle, meaning all transactions generated within a calendar month can be updated until the 10th of the following month. The transaction will then move to Locked then Closed status. Payment is released around the 20th and 28th if your total Closed commissions exceed your Minimum Payout Amount. If your Minimum Payout Amount is not met, the unpaid earnings roll over to the next month and appear as part of your Balance on the Account > Payment > Balance Details page. Review the Publisher Payout Process Support Center article for more information.

What does this transaction status mean?

NEW

A completed action has posted to the CJ server. We can make corrections or extend transactions in New status.

EXTENDED

Occasionally, we may need more time to review our orders and will extend them by 30 days. Extended transactions moved to Locked status on the 10th day of 2 months post-transaction.

LOCKED

Actions that have not been extended move to Locked status on the 10th of the following month following the transaction month. A Locked transaction can no longer be modified.

CLOSED

If your account and the transaction are compliant, and we have enough funds to cover payout, a Locked transaction will move to Closed status around the 13th of 22nd of the month.



BESTSELLERS & DEALS



**Peak
seasonality**

**Popular
holidays**

**Reach out to
us for a vanity
code!**

**Look out for
our bi-weekly
publisher
newsletters!**

TOP PERFORMING CATEGORIES

- Laptop Backpacks and Bags
- Docking Stations
- Rolling Travel & Commuter Bags
- Tablet Cases
- Privacy Screens
- Cable Locks
- ALIENWARE® Apparel

OFFERS & DEALS

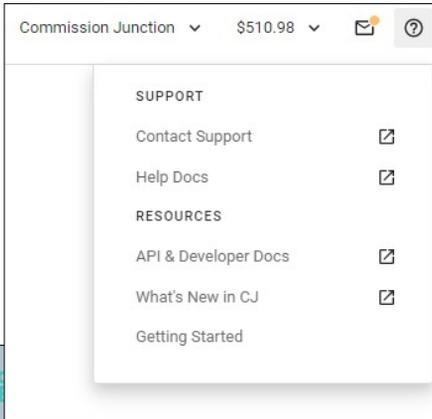
- Seasonal promotions during key retail moments (Back-to-School, Travel, Holiday)
- Partner-only promo codes available upon request
- Periodic publisher newsletters with featured products and upcoming offers
- Official dealer of ALIENWARE® Apparel.



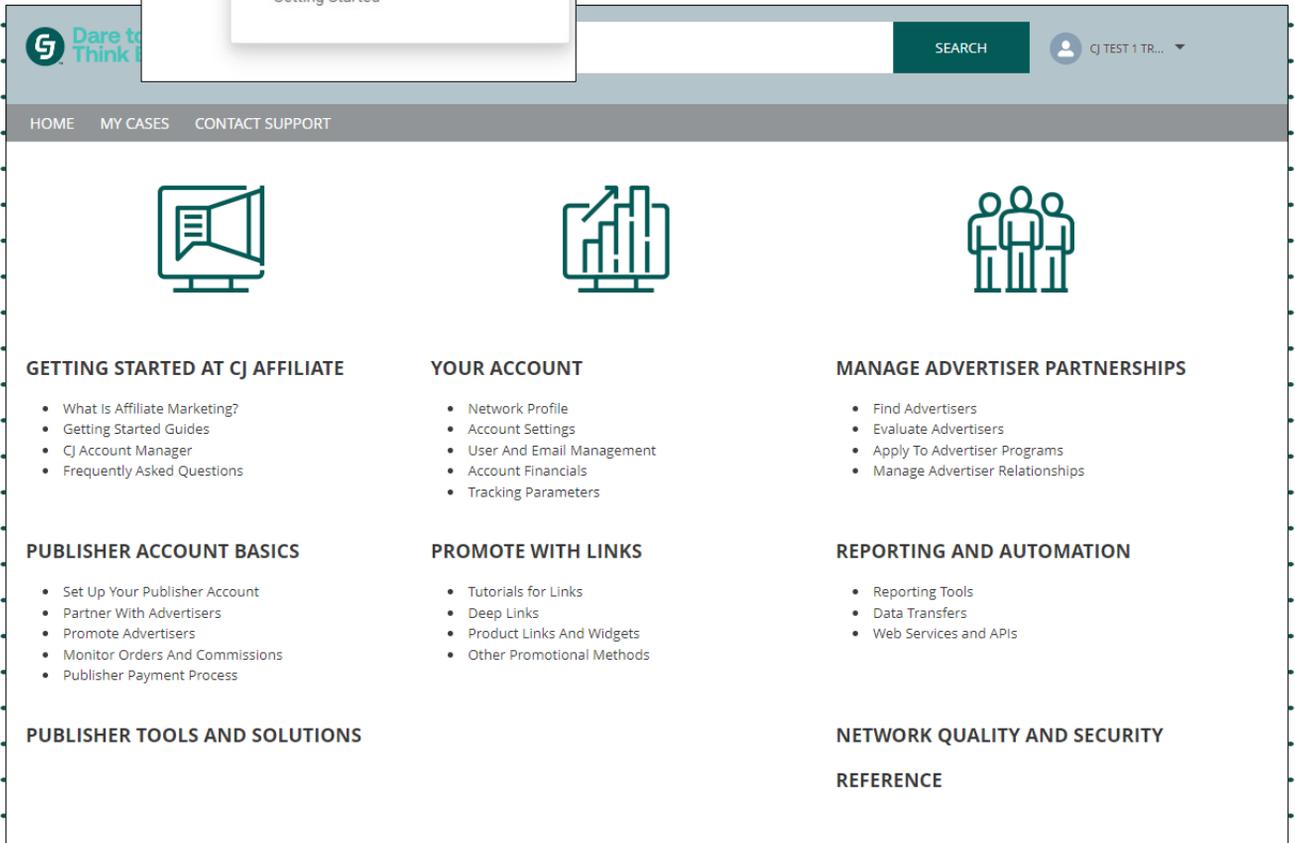
SUPPORT



This Welcome Kit is designed to help you achieve scalable growth with Targus. For additional support navigating the CJ Account Manager, please visit the Support Center.



To access the Support Center, log into the CJ Account Manager and select the question mark icon on the top right corner of the page.



For further assistance, please feel free to reach out to us at **mbamfo@targus.com**. Many thanks, and we look forward to growing our partnership with you!

- The Targus Team