



Merchant places video listing on the ShopWatchBuy marketplace.



ShopWatchBuy.com embedABLE™ Technology

Very often merchants have video assets, such as product videos, that they have invested significant resources in to produce. Also, these merchants will have an affiliate marketing program that is implemented using in-house software or on an affiliate network(s).

The challenge is making these video assets usable by affiliate marketers. Merchants want affiliates to use & spread the videos, similar to banner or text ads, but very few affiliate networks have a mechanism for doing this.

Works with any Affiliate Network!



Affiliate grabs embedABLE™ video listing, adds their affiliate link, and puts the video on their site.



This is where ShopWatchBuy's embedABLE™ technology comes in! Merchants can upload videos with product information onto ShopWatchBuy with a default link. This immediately puts their product on the leading video enabled e-commerce marketplace with access to features such as Traffic-Boost™, Product-Boost™ and Video-Boost™.

Then using embedABLE™ technology, Affiliate Marketers can "grab" the video from the merchant's storefront on ShopWatchBuy. The process is similar to the <embed> link most internet users are familiar with. However, when the affiliate clicks the embedABLE™ button they can insert their OWN Affiliate Link.

This custom link will now be used for that instance of the video's "Buy Now" button wherever the Affiliate puts the embed code.



A 3rd party visits Affiliate's site, and use the player's Built-in "Get & Share" Function. The Affiliate Link travels WITH the video!

Also, if that instance of video spreads, the Affiliate's Link travels WITH the video!



Process Flow:

1. Merchant uploads video with product info to ShopWatchBuy with a default link.
2. Affiliate logs in to ShopWatchBuy and clicks on the listing's embedABLE™ button and is presented with a pop-up to add their Affiliate Link and select a player size.
3. If a visitor to the affiliate's site grabs the video the Affiliate's Link travels with the video.

Wherever the video goes, the Affiliate Link goes!

This technology gives a unique way for merchants to spread, and affiliates to monetize, product videos!