

Analyze360® Affiliate Quick-Start Guide v4

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What Analyze360® Does

Analyze360® turns raw customer or prospect data into ready-to-use intelligence—showing marketers who to target, why they buy, and how to prepare audiences for activation across CRM, email, SMS, direct mail, phone, and social platforms.

It enriches lists with 350+ socio-demographic and behavioral variables and coverage of over 220 million U.S. consumers, giving agencies and brands a fast path from data to segmentation, lookalike audiences, and activation.

Affordable for SMBs: Analyze360® is priced for small and medium-sized businesses, delivering full consumer intelligence at about one-tenth the cost of traditional segmentation studies—with unlimited audience insights, segments, and exported leads included at one price.

Affiliates can position Analyze360® as both a powerful Martech solution and an exceptionally attractive business model for their audience.

How You Earn (15% Commission on New Customer Signups)

As an Analyze360® affiliate, you earn **15% commission on the initial subscription purchase** made by any new customer who signs up through your unique referral link.

Your commission applies to:

- **15% of the customer's first subscription payment**
- **Paid once, based on the initial purchase only**

Commissions are **not** paid on renewals or future billing cycles.

Rewardful provides **tracking and attribution** and generates the **commission report**. AnalyzeCorp processes all affiliate payments directly using that report.

Who to Share Analyze360® With

Analyze360® is ideal for organizations that need clearer, deeper, and more actionable audience intelligence—especially those who rely on consumer behavior, lifestyle indicators, and household-level insights to improve marketing performance. Affiliates should focus on:

- **Marketing & Advertising Agencies** (digital, performance, creative, media)
- **Market Research & Insights Firms** requiring behavioral, demographic, and lifestyle depth for segmentation and modeling
- **Consumer Goods & Retail (DTC + Traditional)** aiming to improve targeting, product alignment, and campaign ROI
- **Home Improvement & Household Services** reaching project-ready households
- **Nonprofits & Fundraisers** seeking to grow donor engagement and volunteer participation
- **Financial Products & Consumer Finance** needing precise, compliant audience targeting

If they're already using **CRM, email, paid media, direct mail, SMS, or marketing automation**, they are an excellent fit for Analyze360®.

Get Started in 3 Simple Steps

1. Log In to Your Affiliate Dashboard

- Grab your unique referral link and see your stats in real time.
- Sign Up: <https://analyze-corporation.getrewardful.com/signup>
- Login: <https://analyze-corporation.getrewardful.com/login>

2. Choose a Promotion Path

- Share your link in newsletters, blog posts, LinkedIn, X, webinars, or direct outreach.
- Use our **Copy/Paste Content Hub** for pre-written emails, social posts, and video scripts.
- *Link:* <https://www.analyzecorp.com/wp-content/uploads/2025/11/Analyze360®-Affiliate-Content-Hub-2.zip>

3. Send Traffic to the Core Offer

- Direct people to the main Analyze360® offer page or the evergreen **Insight-to-Activation Webinar** (recommended for cold traffic).
- Our team handles the demo, onboarding, and closing—the sales are tracked back to you automatically.
- *Landing Page:* <https://www.analyzecorp.com/products/>
- *Webinar Funnel:* <https://www.analyzecorp.com/on-demand-webinar/>

Quick Links

- **Affiliate Dashboard:** <https://analyze-corporation.getrewardful.com/login>
- **Main Offer / Demo Page:** <https://www.analyzecorp.com/products/>
- **Evergreen Webinar Registration:** <https://www.analyzecorp.com/on-demand-webinar/>
- **Copy/Paste Content Hub:**
<https://www.analyzecorp.com/wp-content/uploads/2025/11/Analyze360®-Affiliate-Content-Hub-2.zip>
- **Affiliate FAQs:** (contained in this quick-start guide)

How to Promote Analyze360®

Who to Target: These are the core audiences that convert best with Analyze360®. Affiliates should focus exclusively on these six verticals, which consistently benefit from deeper consumer insights, lifestyle intelligence, segmentation, and multi-channel activation.

Marketing Agencies

Agencies can integrate Analyze360® directly into their client services, creating recurring value.

Includes:

- Digital performance agencies
- Creative and branding firms
- Media buying teams
- Email/CRM execution agencies
- Direct mail agencies
- Independent consultants

Why They're a Primary Target:

- They can white-label Analyze360®'s insights and reports for their clients.
- They benefit from fast, automated segmentation without needing in-house analysts.
- They serve multiple clients, creating high lifetime affiliate value.
- CRM exports and lookalike audiences allow them to enhance campaigns instantly.

Agencies amplify reach: one affiliate can generate multiple recurring revenue streams.

Market Research Firms & Insights Teams

These organizations value the depth and structure of Analyze360®'s behavioral, demographic, and lifestyle data.

Includes:

- Consumer insights teams
- Quantitative research firms
- Customer segmentation specialists
- Strategy consultancies
- Corporate research divisions

Why They're a Primary Target:

- They need access to 350+ household and consumer variables for segmentation.

- They frequently integrate lifestyle-based profiling into their research models.
- Raw data access supports deep statistical analysis and custom modeling.
- Analyze360® accelerates segmentation projects and enhances client deliverables.

Research firms are high-retention customers, making them a strategically valuable affiliate target.

Consumer Goods & Retail (DTC + Traditional)

Analyze360® helps brands understand motivations, affinities, and behavioral triggers that drive purchasing.

Includes:

- Apparel and fashion
- Jewelry and accessories
- Beauty and personal care
- Home and lifestyle products
- Subscription consumer brands
- Regional retail chains

Why They're a Primary Target:

- They need to understand not only who buys, but why.
- Analyze360® identifies the psychographic traits driving product preferences.
- Lookalike modeling is essential for scaling DTC brands efficiently.
- Case studies, such as Citron Clothing, demonstrate measurable results.

Retail brands respond well to psychographic clarity and actionable segmentation.

Home Improvement & Household Services

This is Analyze360®'s highest-performing vertical and the strongest opportunity for affiliates.

Includes:

- Roofing, windows, doors
- HVAC, solar, insulation
- Kitchen & bath remodeling
- Landscaping, outdoor living, pools
- Pest control, foundation repair
- Local home-service franchises and contractors

Why They're the #1 Target:

- They rely on property and household-level intelligence to prioritize high-value prospects.
- They face significant wasted spend due to broad targeting and low-quality lead lists.
- They need precise homeowner profiles, readiness indicators, lifestyle signals, and income bands.
- They activate across direct mail, phone, SMS, CRM, and digital—perfect for Analyze360®'s outputs.
- Lookalike audiences and territory-based segmentation dramatically improve results.

Home improvement companies see fast ROI, making this the strongest vertical for affiliate conversions.

Nonprofits, Fundraisers & Cause-Based Organizations

These organizations depend on identifying aligned donors, volunteers, and supporters.

Includes:

- Local nonprofits
- National cause-based organizations
- Community groups
- Faith-based organizations
- Arts and cultural institutions

Why They're a Primary Target:

- They struggle to identify high-propensity donors and repeat givers.
- Lifestyle and motivation data align naturally with donor behavior.
- Analyze360® helps them prioritize outreach and expand into new supporter audiences.
- Case studies, such as Habitat for Humanity, show compelling impact.

This vertical is mission-driven and highly responsive to data clarity and audience prioritization.

Financial Products & Consumer Finance

This vertical benefits greatly from consumer-level behavioral and demographic intelligence.

Includes:

- Property and casualty insurance
- Renters and homeowners insurance
- Mortgage brokers and real estate finance
- Credit unions and retail banks

- Consumer credit and lending products
- Regional financial service providers

Why They're a Primary Target:

- They depend on understanding household profiles, risk indicators, lifestyle traits, and financial behaviors.
- They require precise targeting for acquisition, cross-sell, and retention campaigns.
- Analyze360®'s data structure supports compliant, high-accuracy audience selection.
- Examples from previous insurance and financial campaigns demonstrate strong results.

High customer lifetime value makes this a powerful vertical for affiliates focused on ROI.

Summary for Affiliates

Promote exclusively to these six verticals for the strongest conversion potential:

- **Marketing & Advertising Agencies**
- **Market Research & Insights Firms**
- **Consumer Goods & Retail (DTC + Traditional)**
- **Home Improvement & Household Services**
- **Nonprofits & Fundraisers**
- **Financial Products & Consumer Finance**

These audiences experience the clearest pain points solved by Analyze360®, respond extremely well to its value propositions, and generate the highest recurring revenue for affiliates.

Analyze360® offers enterprise-level intelligence at SMB pricing—roughly **1/10 the cost** of a typical segmentation engagement, with **all insights and leads included**.

Narrative Pitch Scripts

30-Second Universal Pitch (for DMs, comments, intros)

“Analyze360® turns raw customer or prospect lists into ready-to-use intelligence—showing you exactly **who to target, why they buy, and how to reach them** across email, CRM, social, SMS, direct mail, and more.

It enriches any list using 350+ behavioral, demographic, lifestyle, and household variables, plus real-world movement insights, helping organizations lower acquisition costs and reach the right people faster.

Brands, agencies, nonprofits, and home improvement companies use Analyze360® to improve segmentation, build lookalike audiences, and activate campaigns that actually convert.”

2-Minute Universal Pitch (for warm outreach, short videos, calls)

“Most organizations are working with incomplete audience data. They know who bought, but they don’t understand the deeper motivations, lifestyle factors, and behavioral patterns that drive someone to act. This causes wasted ad spend, weak CRM segmentation, and campaigns that don’t scale.

Analyze360® solves that by enriching any customer list—or even building new audiences from scratch—using 350+ socio-demographic and behavioral variables from over 220 million U.S. consumers. It identifies the motivations, affinities, spending patterns, life stage, household characteristics, and lifestyle clusters behind every customer segment.

Companies use these insights to immediately improve email targeting, CRM segmentation, lookalike expansion, and multi-channel activation.

We’ve seen nonprofits use it to find mission-driven donors and multiply engagement. We’ve seen retail brands shift product strategy based on what their buyers actually care about. We’ve seen service companies discover their highest-value households and scale direct mail and digital campaigns more efficiently.

If you want deeper clarity about who to target—and how to reach them—Analyze360® is the most accessible way to get powerful consumer intelligence without hiring analysts or buying expensive data products.”

Full-Length Narrative Pitch (Webinar / YouTube / Long Sales Pitch)

“Every organization—whether it’s a home improvement company, a nonprofit, an agency, or a retail brand—faces the same core challenge: **you can’t market effectively if you don’t understand who you’re talking to.**

Most teams get stuck using surface-level data like age, income, ZIP code, or purchase history. That's not enough. What you really need to know is:

- what people value
- how they live
- what motivates them
- what they spend on
- how they behave in the real world
- and who else looks just like your best customers

Analyze360® fills that gap.

It enriches your customer list—or builds new prospect lists—using over 350 variables covering demographics, lifestyles, financial traits, motivations, affinities, and consumer behavior. It also connects to real-world movement patterns, letting you identify audiences based on how they actually spend their time.

In minutes, you receive a fully automated report showing which segments matter most, how they differ, and which ones represent the highest opportunity. Then you can activate those audiences immediately through CRM, email, SMS, paid social, direct mail, or phone campaigns.

This isn't theoretical—it's already working in the real world.

A women's apparel brand discovered that their customers were more motivated by jewelry and accessories than by petite apparel—so they shifted product strategy and expanded into new markets profitably. A nonprofit identified the volunteers and donors most aligned with their mission and expanded outreach far beyond their existing supporter base. A home-service company discovered which neighborhoods had high-value households and used that insight to expand their customer base.

And for agencies and research firms, Analyze360® becomes a backbone for segmentation, modeling, and client strategy—no data science team required.

If your goal is to stop wasting money on broad targeting and start building campaigns powered by real behavioral intelligence, Analyze360® gives you the fastest, easiest path to deeper clarity, stronger segmentation, and measurable ROI.”

Vertical-Specific Mini-Pitches

(Short, compelling, copy/paste scripts for affiliates)

Marketing Agencies

“Agencies love Analyze360® because it plugs directly into their client work. Instead of guessing at audiences, you get a behavioral and lifestyle-driven segmentation you can use for targeting, creative briefs, media planning, and client strategy.

You can generate unlimited reports, download raw data, and even white-label client-ready insights. Analyze360® becomes a revenue-producing tool inside your agency while producing better results for your clients.”

Market Research Firms & Insights Teams

“Analyze360® gives research teams access to a rich dataset of 350+ household and consumer variables—demographics, lifestyle clusters, spending patterns, affinities, and more. It’s perfect for segmentation, modeling, quant studies, persona development, and profiling.

Firms use it to speed up segmentation projects, enhance lookalike modeling, and deliver deeper, more actionable insights to clients. It pairs perfectly with any research framework and requires no engineering or data science lift.”

Consumer Goods & Retail (DTC + Traditional)

“Retail and consumer brands use Analyze360® to understand **why** their best customers buy—what motivates them, what they value, and which products resonate with each segment.

It reveals psychographics, lifestyle differences, and category preferences that guide product strategy, email targeting, and audience expansion. The Citron Clothing case study shows how brands use Analyze360® to refine their offering and reach high-value lookalike shoppers.”

Home Improvement & Household Services

“Most home improvement companies waste money targeting households that will never buy. Analyze360® pinpoints **project-ready households** by enriching your customer list with homeowner status, life stage, lifestyle indicators, income bands, property attributes, and behavioral drivers.

Whether you sell roofing, windows, HVAC, solar, landscaping, or remodeling, Analyze360® shows you which households are the best match—and helps you activate them through CRM, direct mail, phone, SMS, and paid social. Immediate clarity. Higher conversion. Lower cost per acquisition.”

Nonprofits & Fundraisers

“Nonprofits use Analyze360® to identify **mission-aligned donors**—the people most likely to give again or volunteer. Using lifestyle clusters, motivations, and behavioral indicators, organizations can prioritize outreach, expand supporter bases, and improve campaign ROI.

Habitat for Humanity used Analyze360® to identify the characteristics of their most passionate repeat supporters and find more people like them across their region. This is one of the strongest use cases for the platform.”

Financial Products & Insurance

“Financial and insurance organizations rely on accurate, compliant targeting—and that’s exactly what Analyze360® provides. It enriches lists with household, lifestyle, and behavioral indicators that help you identify qualified consumers for insurance, lending, banking, mortgage, and financial products.

Whether you're targeting homeowners, renters, families, or life-stage segments, Analyze360® gives you the clarity to reach the right consumers with the right offer at the right time."

Ready-to-Use Marketing Copy Library

Affiliates may copy/paste any of the following as-is.

Email Sequences (3 versions: Agency, DTC/Retail, Nonprofit)

Email Sequence for Marketing Agencies (3-part drip)

Email 1 — “A Faster Way to Build Audience Clarity”

Subject: Your clients need better targeting than demographics alone

Body:

Hi {{Name}},

Most agencies are stuck targeting based on surface-level data—age, income, ZIP code, or lookalikes built from limited signals.

Analyze360® gives you a deeper layer: **350+ behavioral, lifestyle, and demographic variables** that instantly clarify who your client’s best customers *actually* are.

You can:

- Create true behavioral segments
- Build better lookalike audiences
- Improve CRM targeting
- Strengthen creative briefs and media plans
- White-label the deliverables

If you’re ready to add a new capability that boosts performance *and* revenue, this is worth a look. Here’s the link: {{AffiliateLink}}

Email 2 — “One Report = New Insights for Every Client”

Subject: New insights for every client (in minutes)

Body:

Hi {{Name}},

Agencies love Analyze360® because it takes any list—customer file, lead list, email subscribers—and enriches it with psychographics, affinities, and lifestyle signals.

In minutes, you get:

- Motivations behind purchases
- Life stage indicators
- Affinity categories
- Household and lifestyle profiles
- Real behavior patterns

It's like adding a data strategy team to your agency without hiring one.

Try it with any client list and see the difference: {{AffiliateLink}}

Email 3 — “Add a White-Labeled Insight Layer to Your Services”

Subject: Want a white-labeled insight layer for your agency?

Body:

Hi {{Name}},

If you want to package richer insights into your client deliverables—segmentation, audience strategy, creative direction—Analyze360® gives you the perfect foundation.

You can white-label the reports, export data, and integrate it directly into:

- Campaign strategy
- Persona work
- Paid media plans
- Email/CRM segmentation
- Direct mail targeting

It's fast, affordable, and instantly improves performance for clients.

Here's your link: {{AffiliateLink}}

Email Sequence for Consumer Goods / Retail (DTC)

Email 1 — “See Why Your Best Customers Actually Buy”

Subject: Why do your best customers choose you?

Body:

Hi {{Name}},

The answer isn't just demographics—it's motivations, lifestyle, and behavior.

Analyze360® shows you:

- What your best customers value
- How they live and spend
- What products they prefer
- Which segments represent the biggest opportunity

It helped an apparel brand shift its product strategy after uncovering deeper patterns in its buyers.

See how it works: {{AffiliateLink}}

Email 2 — “Build Lookalike Audiences That Actually Perform”

Subject: A better way to find new customers

Body:

Hi {{Name}},

Lookalike audiences only work when the source data is rich.

Analyze360® enriches your customer list with 350+ variables, helping you create high-quality lookalikes based on:

- lifestyle traits
- buying habits
- affinities
- household trends
- real behavior

The result: more efficient growth and higher campaign ROI.

Start here: {{AffiliateLink}}

Email 3 — “Turn Customer Data Into Product Strategy”

Subject: Smarter targeting → better product decisions

Body:

Hi {{Name}},

When you understand what motivates different customer segments, you can refine both targeting *and* product strategy.

That’s exactly what Analyze360® empowers brands to do.

Want to see your customer base through a completely new lens?

Explore the platform: {{AffiliateLink}}

Email Sequence for Nonprofits (3-part drip)

Email 1 — “Find Donors Who Are Actually Aligned With Your Mission”

Subject: Your next donors are already out there

Body:

Hi {{Name}},

Nonprofits often rely on limited visibility into who their donors really are.

Analyze360® solves that by identifying supporters who share your mission, values, lifestyle traits, and desire to give—even if they’ve never donated before.

It helped Habitat for Humanity uncover the behavioral traits of their most committed supporters and find new donors across their region.

See how it works: {{AffiliateLink}}

Email 2 — “Which Donors Are Most Likely to Give Again?”

Subject: Identify your highest-propensity repeat donors

Body:

Hi {{Name}},

Repeat giving is the lifeblood of sustainable fundraising.

Analyze360® helps nonprofits understand:

- Who is most likely to give again
- Who fits your mission profile
- Which supporters respond to outreach
- How motivations differ by segment

These insights help you prioritize outreach, personalize campaigns, and grow fundraising outcomes dramatically.

Learn more here: {{AffiliateLink}}

Email 3 — “Expand Your Supporter Base Beyond the Usual Circle”

Subject: It’s time to grow your donor pipeline

Body:

Hi {{Name}},

If you want to reach new mission-aligned donors, you need more than past giving history—you need lifestyle and motivation insights.

Analyze360® can model your best supporters and find new lookalike audiences who share the same values.

It’s powerful, simple, and built for nonprofits of any size.

See the platform: {{AffiliateLink}}

LinkedIn Posts (Copy/Paste)

Post 1 — Universal

Most organizations are running campaigns with incomplete audience data.

Analyze360® enriches any customer list with 350+ behavioral, lifestyle, demographic, and household variables—revealing who to target, why they buy, and how to reach them across CRM, email, SMS, direct mail, phone, and social.

If your team (or clients) want better segmentation, cleaner targeting, and stronger ROI, take a look: {{AffiliateLink}}

Post 2 — For Agencies

Agencies: Want a simple way to add a high-value insight layer to your services?

Analyze360® gives you instant behavioral segmentation, white-labeled client reports, and better lookalike audiences—without hiring a data science team.

Powerful, fast, and client-ready.

See how it works: {{AffiliateLink}}

Post 3 — For Retail/DTC

Your customers don’t just buy products—they buy based on motivations, values, and lifestyle.

Analyze360® shows you exactly who your high-value customers are and helps you expand into new, behavior-driven lookalike audiences.

Game-changer for DTC and retail brands.

Check it out: {{AffiliateLink}}

Twitter Threads

Thread: Universal

- 1/ Most companies are operating with incomplete audience data.
- 2/ They know what customers bought—but not *why* they bought.
- 3/ Analyze360® enriches any list with 350+ behavioral & lifestyle variables.
- 4/ You get instant clarity on motivations, life stage, affinities, & behavior.
- 5/ Perfect for agencies, nonprofits, DTC brands, home services, and more.
- 6/ Better segmentation → better targeting → better ROI.
- 7/ Worth a look: {{AffiliateLink}}

Landing Page Snippets (for affiliate websites)

Short Description

Analyze360® turns raw customer lists into rich behavioral intelligence—revealing motivations, lifestyle traits, and household characteristics that improve targeting and campaign ROI.

Callout Box

- 350+ behavioral & lifestyle variables
 - Instant segmentation
 - Lookalike audience generation
 - Multi-channel activation
- Try Analyze360®: {{AffiliateLink}}

DM Scripts

Short DM

Hey! If you're trying to improve your targeting, you should check out Analyze360®. It enriches any list with 350+ behavioral & lifestyle variables, so you know exactly who your best customers are. Here's my link: {{AffiliateLink}}

Warm DM

Thought of you—Analyze360® gives brands and agencies instant behavioral segmentation, lookalike audiences, and CRM-ready insights. It's fast and incredibly useful. Here's the link: {{AffiliateLink}}

YouTube Video Descriptions & Titles

Title Ideas

- “Why Your Targeting Isn’t Working (and How Analyze360® Fixes It)”
- “The Fastest Way to Understand Your Best Customers”
- “How to Build Better Audiences for Email, CRM, and Paid Social”

Description Template

In this video, I break down how Analyze360® helps businesses improve segmentation, build stronger lookalike audiences, and uncover the motivations that drive buying behavior.

If you want deeper insights into your customers and better-performing campaigns, check it out here:
{{AffiliateLink}}

Short-Form Video Scripts (TikTok, Reels, Shorts)

Script 1 — “Your Targeting Is Blind”

“Your campaigns aren’t failing because your creative is bad—they’re failing because your targeting is blind. Analyze360® enriches any list with 350+ behavioral and lifestyle variables so you finally understand your audience. Link in bio.”

Script 2 — “Lookalike Audiences That Actually Work”

“Lookalikes only work when your source data is good. Analyze360® adds motivations, lifestyle traits, and behavior so your lookalikes perform WAY better. Check the link.”

Script 3 — “If You Run a Nonprofit, Listen to This”

“Nonprofits: stop guessing who your donors are. Analyze360® identifies mission-aligned supporters so you can grow donations and engagement. Link in bio.”

Visual Asset Library

Affiliates can use these approved assets in their promotions, content, presentations, and funnels. All files are designed to maintain brand consistency and ensure accurate messaging.

Each link below corresponds to downloadable materials hosted on AnalyzeCorp's website or affiliate asset hub (URLs to be inserted when uploaded).

Core Product PDFs

These documents give affiliates the authoritative materials they need when speaking with prospects or creating content.

Analyze360® Solution Sheet (2025 Edition)

A concise overview of key features, capabilities, segmentation intelligence, and activation workflows. Ideal for sharing with agencies, brands, nonprofits, and home improvement companies.

Download: <https://www.analyzecorp.com/wp-content/uploads/2025/11/Analyze360-Solution-Sheet-2025.pdf>

Analyze360® Platform Briefing

A deeper explanation of platform modules, data structure, activation pathways, and reporting. Use this in webinars, email attachments, or in-depth pitches.

Download: <https://www.analyzecorp.com/wp-content/uploads/2025/11/Analyze360-Briefing-5-20-24.pdf>

Analyze360® Case Studies Collection

Includes success stories from:

- Nonprofit donor expansion
 - Retail product-direction refinement
 - Service-company audience insights
 - Insurance audience modeling
- And more.

These examples are extremely powerful for affiliate promotions.

Download: https://www.analyzecorp.com/wp-content/uploads/2025/11/Analyze360_Case-Studies-42023-FINAL.pdf

American Lifestyles™ Category Overview

A complete guide to lifestyle clusters, motivations, and psychographic groupings across U.S. households. Perfect for agencies, research firms, nonprofits, and retail brands.

Download: <https://www.analyzecorp.com/wp-content/uploads/2025/11/ANALYZE-Lifestyle-Categories-082024.pdf>

Data Dictionary

A complete reference to every field available in the Analyze360® dataset, including demographic, lifestyle, behavioral, household, and modeled variables. Affiliates can share this with prospects who want a deeper look at the underlying data structure.

<https://www.analyzecorp.com/wp-content/uploads/2025/11/DATA-DICTIONARY-FULL-050125.xlsx>

Sample Consumer Data File

This file demonstrates the full set of appended attributes, including motivations, lifestyle indicators, household details, affinity flags, and behavioral variables. Affiliates can share this with prospects who want to see an example of the output produced by Analyze360®.

<https://www.analyzecorp.com/wp-content/uploads/2025/11/Sample-Consumer-Data-File.csv>

Branded Visual Assets

These graphics help affiliates create polished content on social media, websites, and YouTube.

Usage Guidelines

To ensure brand consistency:

- Do not alter the Analyze360® logo or colors.
- Do not crop or distort graphics.
- Use only approved assets for paid advertising.
- All claims must reflect actual product capabilities (no exaggerated performance claims).

On-Demand Webinar Package (Recommended for Affiliate Traffic)

Affiliates convert best when they can send prospects to a **consistent, on-demand webinar**. Instead of running weekly live events, this evergreen recording becomes their primary conversion engine:

Affiliate → shares link

Prospect → watches the 15-minute on-demand webinar

Ed/Scott → handle demos + follow-up

Affiliate → earns commission

This package gives affiliates all the promotional assets they need.

Webinar Title (Approved for Affiliate Use)

From Insight to Activation: The New Intelligence Layer in the Martech Stack

A short, powerful introduction to how organizations use Analyze360® to understand their best audiences and activate them across their existing tools.

(Best for agencies, home improvement, consumer goods/retail, nonprofits, financial products, and market research firms.)

Webinar Description (Short + Versatile)

In this on-demand masterclass, viewers will learn how to turn raw customer or prospect data into actionable intelligence—revealing who to target, why they buy, and how to activate those audiences across CRM, email, SMS, direct mail, paid social, and more.

They'll see how Analyze360® unifies 360+ demographic, lifestyle, behavioral, and household variables to create precise segments and high-performing audience groups.

This session is ideal for:

- Marketing & advertising agencies
- Market research & insights teams
- Consumer goods & retail brands (including DTC)
- Home improvement & household services
- Nonprofits & fundraisers
- Financial product & insurance providers

The result: deeper audience clarity, stronger segmentation, and more effective activation across the entire Martech stack.

Viewing Link (Affiliate-Tracked)

Affiliates will share an **instant-access on-demand link** with their Rewardful ID appended for tracking.

Example:

<https://www.analyzecorp.com/on-demand-webinar?ref={{AffiliateID}}>

No registration or live attendance required. Prospects simply click and watch.

Email Invite Templates (Copy/Paste)

Email Invite #1 — Universal

Subject: Want clearer insight into your best customers?

Body:

Hi {{Name}},

If you've wanted a better way to understand who your best customers are—and why they buy—this short on-demand masterclass is worth your time.

You'll see how Analyze360® reveals motivations, lifestyle traits, and behavioral patterns using 360+ variables. It's a smart way to build better segments, stronger lookalikes, and higher-performing campaigns across CRM, email, SMS, direct mail, phone, and social.

Watch instantly: {{AffiliateWebinarLink}}

It includes examples from agencies, home improvement brands, nonprofits, and retail teams.

—{{AffiliateName}}

Email Invite #2 — Agencies & Consultants

Subject: Agencies: Add a deeper insight layer to your client work

Hi {{Name}},

This short on-demand webinar shows how agencies are using Analyze360® to strengthen creative strategy, build clearer client personas, and improve campaign performance.

You'll learn how to enrich client lists, uncover motivations, and create insights you can white-label as part of your offering.

Watch here: {{AffiliateWebinarLink}}

High-value content for any agency leader.

Email Invite #3 — Nonprofits

Subject: Nonprofits: Find mission-aligned donors with better data

Hi {{Name}},

If donor growth or volunteer engagement is a priority, this on-demand masterclass is eye-opening.

You'll see how nonprofits identify mission-aligned donors, repeat givers, and supporters using behavioral and lifestyle intelligence.

Watch now: {{AffiliateWebinarLink}}

Social Media Promo Copy

LinkedIn Post

Most teams market without truly understanding their audience. This free on-demand masterclass breaks down how to use behavioral, lifestyle, and household insights to identify and reach the right people with the right message.

Ideal for agencies, home improvement companies, nonprofits, retail brands, and financial services.

Watch here: {{AffiliateWebinarLink}}

Twitter/X Post

You can't market effectively if you don't understand why customers buy.

This on-demand masterclass shows how to uncover motivations + build better segments.

Watch: {{AffiliateWebinarLink}}

Short DM

Hey — thought you'd find this useful.

This short on-demand masterclass shows how to build clearer audience segments using motivations + lifestyle intelligence.

Watch here: {{AffiliateWebinarLink}}

Copy for Affiliate Landing Pages / Blog Posts

Short Version

Watch this free on-demand masterclass to learn how to use behavioral and lifestyle intelligence to better understand your audience. See how Analyze360® turns raw customer data into clear, actionable insights and segments—ready for activation across your existing tools.

Watch now: {{AffiliateWebinarLink}}

Long Version

Understanding your audience goes beyond age and income. This free on-demand masterclass shows how to reveal motivations, household traits, lifestyle profiles, and real-world behavioral patterns using Analyze360®.

You'll learn how to:

- Build behavior-driven segments
- Strengthen lookalike audiences

- Improve cross-channel performance
- Activate audiences through CRM, email, SMS, direct mail, and social

Ideal for agencies, home improvement companies, nonprofits, retail brands, and financial teams.

Watch here: {{AffiliateWebinarLink}}

Demo Call-to-Action (for affiliates to promote)

Short CTA

Want personalized insights on your own customer list?

Schedule a one-on-one session: {{AffiliateDemoLink}}

Long CTA

If you'd like to see how Analyze360® works on your own customer or prospect data, schedule a one-on-one session. You'll get a personalized walkthrough showing motivations, lifestyle indicators, household traits, and behavioral patterns—ready for activation in CRM, email, SMS, social, phone, and direct mail.

Schedule here: {{AffiliateDemoLink}}

Affiliate FAQs & Compliance Notes

Please review these guidelines to ensure accurate, compliant promotion of Analyze360®.

FAQ: How Tracking Works

How are referrals tracked?

Referrals are tracked through your unique Rewardful affiliate link. Anyone who clicks your link and signs up, registers for a webinar, books a demo, or becomes a paying customer is automatically attributed to you.

Do referrals still count if the customer signs up later?

Yes. As long as they clicked your affiliate link first, Rewardful tracks future purchases from that customer.

FAQ: How Long Do Cookies Last?

What is the cookie window?

Rewardful uses a **60-day cookie window**.

If a prospect clicks your link and purchases within 60 days, you receive credit.

What if the customer uses another device?

If they register using the same email address they used after clicking your link, the referral is still attributed to you.

FAQ: Commissions & Payments

How much do I earn?

You earn **15% commission on the customer's initial subscription purchase** made through your referral link.

How often are commissions paid?

Commissions are paid **monthly** by Analyze360® based on the commission report generated by Rewardful.

What qualifies for a commission?

New Analyze360® subscription purchases made through your affiliate link.

Renewals do **not** qualify for commissions.

Compliance Notes (Simple & Important)

Acceptable Claims (You MAY say):

- Analyze360® enriches customer or prospect data
- Analyze360® uses 350+ lifestyle, demographic, behavioral, and household variables
- Analyze360® builds audience segments and lookalikes
- Analyze360® prepares audiences for activation across CRM, email, SMS, direct mail, phone, and social
- Analyze360® exports activation-ready lists into your tools (Salesforce, HubSpot, Klaviyo, Mailchimp, Meta, etc.)
- Analyze360® provides insights that help improve targeting, segmentation, and campaign performance

Unacceptable Claims (You MAY NOT say):

- “Analyze360® runs campaigns for you.”
- “Analyze360® guarantees revenue, donations, or conversion increases.”
- “Analyze360® replaces your CRM or analytics system.”
- “Analyze360® provides credit scores or financial credit files.”
- Any claims about identity tracking, individual credit files, or non-compliant data practices.
- Anything suggesting non-compliant or privacy-unsafe data sources.
- Anything suggesting Analyze360® tracks individuals without consent.

Data Privacy Guidance (Important)

Affiliates **must not** make statements about:

- data being “scraped,” “harvested,” “individual-level credit files,”
- personal identity tracking,
- or implying any non-compliant data practices.

Affiliates may safely say:

“Analyze360® provides privacy-compliant consumer insights, household-level data, and lifestyle segmentation to help improve audience targeting and marketing performance.”

Advertising Rules

Allowed:

- Organic posts

- Paid ads using approved graphics
- Email outreach
- Webinars & workshops
- YouTube content
- Blog articles
- Direct messages

Not Allowed:

- Running ads that impersonate Analyze360®
- Using Analyze360® logos or trademarks to create new brand identities
- Overstating product capabilities
- Making false, deceptive, or unverifiable claims

If unsure, affiliates can use any of the approved templates provided in this package.

Downloadable ZIP File: Complete Affiliate Marketing Package

Affiliates can download the entire package in one click. This ZIP file contains all **ready-to-use assets** needed to promote Analyze360® effectively—without creating anything from scratch.

All items included here are **files intended for direct use**, not text duplicated from this guide.

What's Inside the ZIP File

1. Core Product PDFs

Authoritative, shareable documents affiliates can use when speaking with prospects or building promotions.

- **Analyze360® Solution Sheet (PDF)**
- **Analyze360® Platform Briefing (PDF)**
- **Analyze360® Case Studies Collection (PDF)**
- **American Lifestyles™ Category Overview (PDF)**
- **Precision Marketing with Analyze360® (PDF)**

These PDFs provide validated product information, proof points, and segmentation frameworks.

2. Visual Asset Library

Branded graphics affiliates can use in social posts, ads, YouTube videos, blogs, and webinars.

3. Pitch Scripts (already included with this guide)

All narrative scripts provided in this guide are included as **.txt files** for easy copy/paste use.

- 30-second universal pitch
- 2-minute universal pitch
- Full narrative pitch (master script)
- Six vertical-specific mini-pitches
 - Home Improvement
 - Marketing Agencies
 - Market Research Firms
 - Consumer Goods/Retail
 - Nonprofits
 - Financial Products

4. Marketing Copy Library (already included with this guide)

Editable versions of all affiliate-safe promotional content.

- Email sequences (agency, nonprofit, DTC/retail)
- LinkedIn posts
- Twitter/X threads
- Direct message scripts
- Landing-page snippets
- YouTube titles & descriptions
- Short-form video scripts (TikTok, Reels, Shorts)

5. Webinar Funnel Assets (already included with this guide)

Everything needed to promote the official Analyze360® masterclass.

- Webinar promotional graphics
- Email invite templates (.txt)
- Social media swipe copy
- Webinar description card
- Affiliate webinar URL template
- Demo CTA text
- Optional co-host hosting script

These assets help affiliates send traffic to a high-converting webinar experience.

6. Getting Started Checklist

A simple onboarding sheet to help affiliates begin promoting in minutes.

- Log in to Rewardful
- Retrieve your affiliate link
- Download the ZIP package
- Select your target vertical
- Choose a pitch script
- Choose a ready-made post or email
- Promote the webinar
- Track your referrals

Download Current Package: <https://www.analyzecorp.com/join-as-affiliate/>