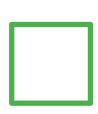
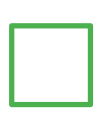


NETWORK MIGRATION CHECKLIST



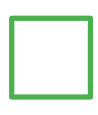
Evaluate the New Platform

Thoroughly research and evaluate the features, functionalities, and reputations of the new platforms or networks you are considering. Ensure that your top selection meets your program's specific needs and aligns with your long-term goals.



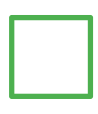
Plan the Migration Process

Develop a detailed migration plan that outlines the necessary steps, timeline, and resources required for a smooth transition. Consider factors such as data transfer, tracking code updates, affiliate communication, and integration testing to minimize disruptions.



Backup Data

Prior to migrating, make sure to back up all essential program data, including affiliate information, transaction history, and performance reports. This ensures that you have a secure copy of the data in case any issues arise during the migration process.



Communicate with Affiliates

Create an email/newsletter cadence to maintain open and transparent communication with your affiliates throughout the migration process. Start notifying them well in advance about the upcoming migration, provide clear instructions on any actions they need to take, and address any concerns or questions they may have.



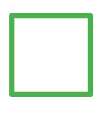
Update Affiliate Tracking Codes

If the migration involves changing tracking codes or affiliate links, clearly communicate the new codes to your affiliates and provide them with instructions on updating their links on their websites or promotional materials. This will ensure that tracking and attribution continue seamlessly after the migration.



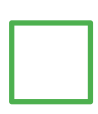
Test and Validate

Conduct thorough testing on the new platform before fully migrating the program. Ensure that tracking is accurate, reporting is reliable, and all integrations are functioning correctly. Test different scenarios to identify and address any potential issues or discrepancies.



Train Program Managers and Affiliates

Provide training and support to program managers and affiliates on the new platform. Offer tutorials, documentation, or live sessions to help them understand the new interface, features, and any updated processes.



Maintain Technical Support

Ensure that you have access to reliable technical support from the new platform provider. Promptly address any technical issues or questions that arise during or after the migration to minimize disruptions and ensure a positive experience for both program managers and affiliates.