



# Affiliate Guide

## Contents

About the Stock Rover Affiliate Program.....	2
Useful Stock Rover Resource Links .....	4
Creating Powerful Stock Rover Content .....	6
Writing a Stock Rover Review .....	9
Effectively Leveraging Stock Rover Affiliate Links.....	10

## About the Stock Rover Affiliate Program

### How does the affiliate program work?

The program allows you to earn commission on Stock Rover subscribers that you refer to us using specially tracked links. We provide you with custom links that you can post on your website(s) and other social media. Then when a visitor you've referred to us becomes a Stock Rover subscriber, we'll keep track and give you a commission on new and ongoing subscriptions.

### Does it cost to join?

There are no fees associated with the Stock Rover affiliate program. It is completely free to participate.

### Can I use the Stock Rover logo and name on my site?

All of the content on StockRover.com is protected by copyright. You may use images and content from our website in the promotion of Stock Rover on your own website.

### Will my organization be featured on StockRover.com?

Affiliates are featured on the Stock Rover [Partners Page](#). All that is required is that you send your company logo, URL, and a brief description for posting.

### Can you explain how the affiliate links work?

As a Stock Rover Affiliate you will receive two specially tracked links unique to your organization. When a user selects either of these links a cookie is set.

1. <https://www.stockrover.com/{unique-identifier}> sends your subscribers to your affiliate page that looks much like <https://www.stockrover.com/stock-rover-premium-plans/> and is branded with your company logo.

This page provides both pricing and purchasing information

2. [https://www.stockrover.com/why-stock-rover/?sa\\_author={unique-identifier}](https://www.stockrover.com/why-stock-rover/?sa_author={unique-identifier}) sends your subscribers to <https://www.stockrover.com/why-stock-rover/>

This page provides an overview of Stock Rover's unique value proposition and is a good place to send the newly initiated. Investors want to know what is new or different about Stock Rover and this link delivers this information in a concise format.

It is strongly recommended that you use a combination of these two links when publishing Stock Rover content.

## How can I keep track of how many investors I refer?

You will receive a URL unique to your organization to report on the who is currently trialing Stock Rover and who has signed up. The report will look something like this:

Number of users: 14 <input type="text"/> <input type="button" value="Search"/> <input type="button" value="All"/> <input type="button" value="Export"/>						
All Users						
Id	User Name	Role	Support	Email	Member Since	Last Request
71633		user_premiumPlus trial good through:06/04/2020	Email (Trial)	Trial	Thu May 21, 2020 19:58:07	Sun May 31, 2020 18:48:56
71621		user_premiumPlus trial good through:06/04/2020	Email (Trial)		Thu May 21, 2020 17:45:20	Tue Jun 02, 2020 04:03:48
71594		user_premiumPlus trial good through:06/04/2020	Email (Trial)		Thu May 21, 2020 13:29:58	Sat May 30, 2020 23:54:56
71593		user_premiumPlus	Email	Subscriber	Thu May 21, 2020 13:29:22	Tue Jun 02, 2020 18:08:33
71579		user_premiumPlus trial good through:06/04/2020	Email (Trial)		Thu May 21, 2020 12:08:14	Thu May 21, 2020 12:09:01
71507		user_premiumPlus trial good through:06/03/2020	Email (Trial)		Wed May 20, 2020 21:03:28	Wed Jun 03, 2020 00:41:31
71480		user_premiumPlus trial good through:06/03/2020	Email (Trial)		Wed May 20, 2020 16:16:55	Wed May 20, 2020 16:23:04
71474		user_premiumPlus trial good through:06/03/2020	Email (Trial)		Wed May 20, 2020 15:00:44	Wed May 20, 2020 15:22:12
71464		user_premiumPlus trial good through:06/03/2020	Email (Trial)		Wed May 20, 2020 13:00:39	Sat May 30, 2020 20:42:34
71448		user_premiumPlus trial good through:06/03/2020	Email (Trial)		Wed May 20, 2020 10:20:37	Tue Jun 02, 2020 16:57:45
66013		user_premiumPlus	Email		Mon Apr 13, 2020 11:03:34	Mon Jun 01, 2020 07:52:19
64947		user_essentials	Email		Sun Apr 05, 2020 19:51:18	Fri May 29, 2020 14:54:19
64871		user_premiumPlus	Email		Sun Apr 05, 2020 13:15:20	Tue Jun 02, 2020 21:15:57
64828		user_premiumPlus	Email		Sun Apr 05, 2020 11:14:06	Thu Apr 30, 2020 08:40:15

You can run this report anytime convenient to you.

## How much commission will I earn?

You earn 25% commission on all new and ongoing Stock Rover subscriptions generated through your specially tracked link.

## When will I be paid?

You will be paid approximately 14 days after the end of each calendar month.

## Useful Stock Rover Resource Links

The Stock Rover site is transparent, comprehensive and low friction. Everything an investor would want or need to know about Stock Rover is there for taking. Here is a list of the more popular and helpful links.

### **Compare Stock Rover Plans**

<https://www.stockrover.com/plans/compare/>

Stock Rover is offered in 3 configurations: Essentials, Premium, and Premium Plus. This page does an excellent job explaining the difference between the 3 plans.

### **Affiliate Link to Premium Plan Pricing**

<https://www.stockrover.com/stock-rover-premium-plans/>

Remember, one of your affiliate links directs subscribers to a page that looks much like this, except the page is branded with your logo.

### **Affiliate Link to Why Stock Rover**

<https://www.stockrover.com/why-stock-rover/>

Remember, one of your affiliate links directs subscribers to this page which explains Stock Rover's value proposition. You'll certainly want to direct traffic to this page.

### **Stock Rover Videos**

<https://www.stockrover.com/category/videos/getting-started/>

At Stock Rover, we have focused quite a bit of time and effort developing video content that helps investors quickly leverage Stock Rover. You'll note that these videos are concise, with animations to help direct viewers to the most salient content.

These videos really are excellent and a great resource for you and your subscribers.

## Stock Rover Help

<https://www.stockrover.com/help-resources/help-support/>

Looking for Stock Rover help? Stock Rover has built out extensive help resource. From the link above an investor has access to all the Help and Support content.

The Help is accessible two ways:

1. <https://www.StockRover.com> → “Help” along the black banner at the top
2. When a user is logged into StockRover.com → click on their Username in upper right corner of the web portal and select Help.

## Stock Rover Blog

<https://www.stockrover.com/category/blog>

There is a wealth of valuable information delivered in Stock Rover blog content. It is highly recommended that you peruse all the categories, however two that are worthy of note:

- [Product Features](#) – This category enhances and augments the help and videos with content that details how to best utilize Stock Rover’s capabilities.
- [Stock Research](#) – Explains different ways to use Stock Rover to perform equity research and analysis.

## Creating Powerful Stock Rover Content

The key to generating compelling Stock Rover content that leads to conversions is to focus on Stock Rover's strengths and to emphasize those aspects of the equity research and analysis platform that Stock Rover does better or differently. In addition, Stock Rover makes it easy to create compelling content by providing the ability for you to share Stock Rover content with other Stock Rover users.

What does Stock Rover do better or differently?

### The design of the Stock Rover Portal

Stock Rover's online research portal is uniquely designed to provide investors with the ability to quickly get market news, analyze portfolios, compare securities side by side, screen for stocks and ETFs, and deep dive into a single company.

Stock Rover comes with a unique layout that consists of 3 panels that offer concise investment analysis

**Table** - Helps investors compare investment opportunities across many dimensions of financial, operational and price performance. It uses a spreadsheet like paradigm where the spreadsheet is pre-populated with lots of highly specialized financial data. The table is packed with features and customizable settings such that any investor can completely tailor the table to fulfill their own investment style and needs.

**Chart** - Compare tickers, screeners, portfolios and any benchmark. Chart fundamental and technical metrics. Get Ratio charts, see key events like earnings announcements and surprises, dividends and other key events such as splits and maximum drawdown.

**Insight** - An incredibly powerful facility for researching stocks. It also can be used to research ETFs and funds. There is a wealth of information provided in an organized easy to understand format. The Insight Panel is home to detailed fundamental data, financial statements, sales, earnings, cash flow and dividend analysis, analyst ratings, company news, earnings transcripts and much more.

### Screeners

Stock Rover's **Screeners** permits a high degree of granularity to perform research and help investors discover promising stock and ETF picks. Investors can create their own screeners from scratch, or get started by selecting from our diverse library of pre-made screeners, which can be used as is, or customize to preferences. Investors can set up filters using any of hundreds of metrics,

**Equation Screeners** - Create highly specific filtering criteria with user expressions

[Ranking](#) - Investor can create a ranking of stocks by weighting criteria.

## **Stock Ratings**

A powerful capability that helps investors find and vet quality long term companies to invest in.

Our [Stock Ratings](#) feature uses a proprietary algorithm to synthesize data and give stocks a score from 0 to 100. In addition to their overall score, stocks receive category scores, each of which includes details and peer comparison.

Use Ratings to validate or challenge your own conclusions, or to add context and depth to your understanding of any stock. These well-rounded, data-based Ratings are unique to Stock Rover and cannot be found anywhere else.

## **Fair Value and Margin of Safety**

Stock Rover performs extensive "[Fair Value](#)" calculations for all stocks in its coverage universe. We do this by performing a discounted cash flow analysis of a company to determine its intrinsic value. Then based on the current price of the stock vs. the intrinsic value and factoring in the sector and market multiples, we compute the overall fair value price and compare it to the current price.

## **Research Reports**

A [comprehensive summary](#) on any of the 7000+ stocks Stock Rover tracks on the U.S. and Canadian exchanges. Research reports can be viewed in a browser and can be produced in PDF format for portability and sharing.

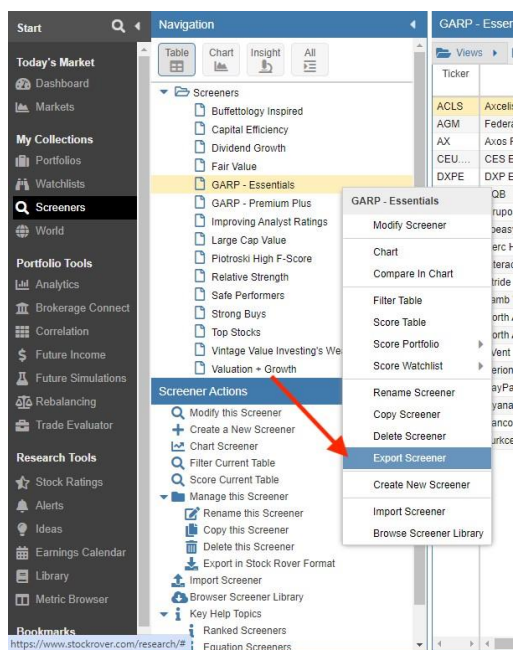
Some key features of the Stock Rover Research Report include our quantitative [scores](#) for stocks in the areas of value, quality, growth and sentiment. The research report also includes the computed [fair value](#) and margin of safety for the stock.

Create captivating content with Rover’s export/import capabilities.

## Import and Export of Watchlists, Screeners, and Views

In addition to all the analytics that Stock Rover provides, the platform also supports the ability for users to readily share information with other Stock Rover users.

For example, you may create a screener that you’d like to share with your community. Stock Rover allows you to export the screener into a file that can then be imported by other Stock Rover users.



Perhaps you don’t want to give away the “secret sauce” in a specialized screener. Instead, take the results of your screener and add them to a Watchlist - which can also be [imported and exported](#).

Note that even the Views within the table can also be [imported and exported](#).

*The key take-away – sharing information (watchlists, screeners, or views) created in Stock Rover with other users gives them a compelling reason to sign up for a trial.*

*It is as simple as sharing the files as links on your site or blog for import into Stock Rover*



## Writing a Stock Rover Review

An excellent way to generate affiliate commissions as well as gain a good thorough understanding of Stock Rover is reviewing the platform.

### **Authenticity**

Stock Rover's capabilities are far reaching. When reviewing Stock Rover, it should be less about making your content conform to Stock Rover and more about leveraging Stock Rover in a way that conforms to your content.

It is important to review Stock Rover from your unique perspective, based on how you perform investment research.

### **Real World Example**

Showing Stock Rover in action builds trust in both you and the Stock Rover platform. Please consult the posts on <https://www.stockrover.com/category/blog/stock-research/> for best practices.

Screen shots from a table, chart, or insight panel go a long way towards building trust in the Stock Rover platform and enticing sign-up.

### **Make The Review Informative**

Investors seeking out equity research platforms do their homework, so give them the information they need to make an informed decision.

### **Life After Stock Rover**

Add credibility to the review by discussing the problem areas or frustrations that Stock Rover helps solve when performing equity research.

# Effectively Leveraging Stock Rover Affiliate Links

## Tracking Links

As a Stock Rover Affiliate, you will receive two specially tracked links unique to your organization. When a user selects either of these links a cookie is set.

*It is strongly recommended that you use a combination of these two links when publishing Stock Rover content*

1. <https://www.stockrover.com/{unique-identifier}> sends your subscribers to your affiliate page that looks much like <https://www.stockrover.com/stock-rover-premium-plans/> and is branded with your company logo.

This page provides both pricing and purchasing information.

2. [https://www.stockrover.com/why-stock-rover/?sa\\_author={unique-identifier}](https://www.stockrover.com/why-stock-rover/?sa_author={unique-identifier}) sends your subscribers to <https://www.stockrover.com/why-stock-rover/>

This page provides an overview of Stock Rover's unique value proposition and is a good place to send the newly initiated. Investors want to know what is new or different about Stock Rover and this link delivers this information in a concise format.

## Placement

Make it easy and obvious

1. Ideally Stock Rover content should be readily accessible from your homepage – make it obvious. Sites that address the needs of investors tend to be content rich, so make it easy for them to find the most relevant content.
2. Make it seamless to learn about Stock Rover - avoid readers having to hunt for Stock Rover content.

## Video Content

Compelling videos are an excellent way to monetize Stock Rover. Make sure to display your affiliate link(s) in the description.

## Consider repurposing popular posts

If you've posts that are particularly popular, consider updating them with relevant Stock Rover content. It is usually quite easy to showcase Stock Rover in a way that conforms to your content.

## Summary

- ✓ Make sure to include your affiliate links when referencing Stock Rover as part of your investment analysis
- ✓ Include screenshots
- ✓ Mix pricing and Why Stock Rover affiliate links
- ✓ Consider publishing links to Watchlists, Screeners, or Views you've created
- ✓ While Reviews are an excellent source for affiliate revenue, the more successful affiliates reference Stock Rover consistently as part of their published research. Repeatedly exposing your readership to Stock Rover provides the best opportunity to maximize Stock Rover subscriptions and revenue.