



December 2013

Increase Your Holiday Cash Flow With Chitika Referrals!

There's no better time than the holidays to increase your passive income -- and we make it easy with Chitika referrals! For every friend you sign up through our [referral program](#), **you'll earn 10% of their revenue** for the first 10 months they are a Chitika publisher. Here are three tips to start getting your friends involved, and padding your pockets during the holiday season!



1. **Leverage Social Media.** Facebook and Twitter are great places to post your referral link and access a large network of people. Use a URL shortener to ensure your link fits into 140 characters. Use hashtags that website owners use when they're searching for ways to earn money online. You never know -- your message could reach the right person, making your pockets that much deeper!

2. **Blog about us.** Write a review about Chitika ads, and include your custom referral link in all clickable links in the post. Just because you're referring them to our publisher network doesn't mean they can't become a referrer too!

3. **Add referral banners and links to your site.** Add some referral banners into your page content and sidebars to drive more signups! With different designs to choose from, you're sure to find a banner that looks great on your site.



Data Trends & Insights

We are always looking for new ways to help publishers maximize revenue with Chitika, especially during holiday crunch time. Check out the newest report from the Chitika Insights

Data team that will help you optimize your advertising and marketing efforts:

- Did you know... More than 51% of all iOS-based web traffic is from iOS7 users? Make sure your site is optimized for the newest mobile updates to reduce the likelihood of a drop-off in traffic. [Read more](#)
- We recently improved our smart ad technology to only show an ad when it's most valuable to you. This will **increase your CPM** by only showing ads to visitors who bring the most value!

Happy Holidays!

- The Chitika Affiliate Network Team

Questions or concerns? [Contact us](#)

More from Chitika



Go For the Gold - Chitika Gold!

Think the holidays are all about red and green? Think again! We're focusing on Chitika Gold this holiday season. Interested in becoming a Gold-level publisher? Just want to know what Chitika Gold is? Read on!

What does having Gold status mean?

Chitika's Gold-level publishers have access to resources that can help **drive revenue higher and at a faster rate**, like:

- Ads from our top-level publishers
- More specific, better-targeted advertisements
- Higher-paying and better-performing ads

How do I become a Gold-level publisher?

1. **Have a high-quality site.** Unique content like well-written blog posts and product reviews are indicators of a quality website. But don't copy & paste your content from other sites, or write up fake reviews. These are easy to spot and will not get you Gold status.

2. **Have high-quality traffic.** Even if your site sees millions of impressions a day, it means nothing if the traffic isn't quality. Paying for traffic from spammers is a no-no. Increase your traffic volume and quality by partnering with bloggers, making sure your site is search engine optimized, and creating quality content to attract visitors naturally. See our [tips for driving quality traffic](#).

3. **Sit back and relax.** When your site achieves the Chitika standards for site quality and traffic quality, it will show up in our internal audit and you will become a Gold level publisher. Check out the video below for a more in-depth explanation!





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