

Affiliate Handbook →

coinbase.com/affiliates

coinbase

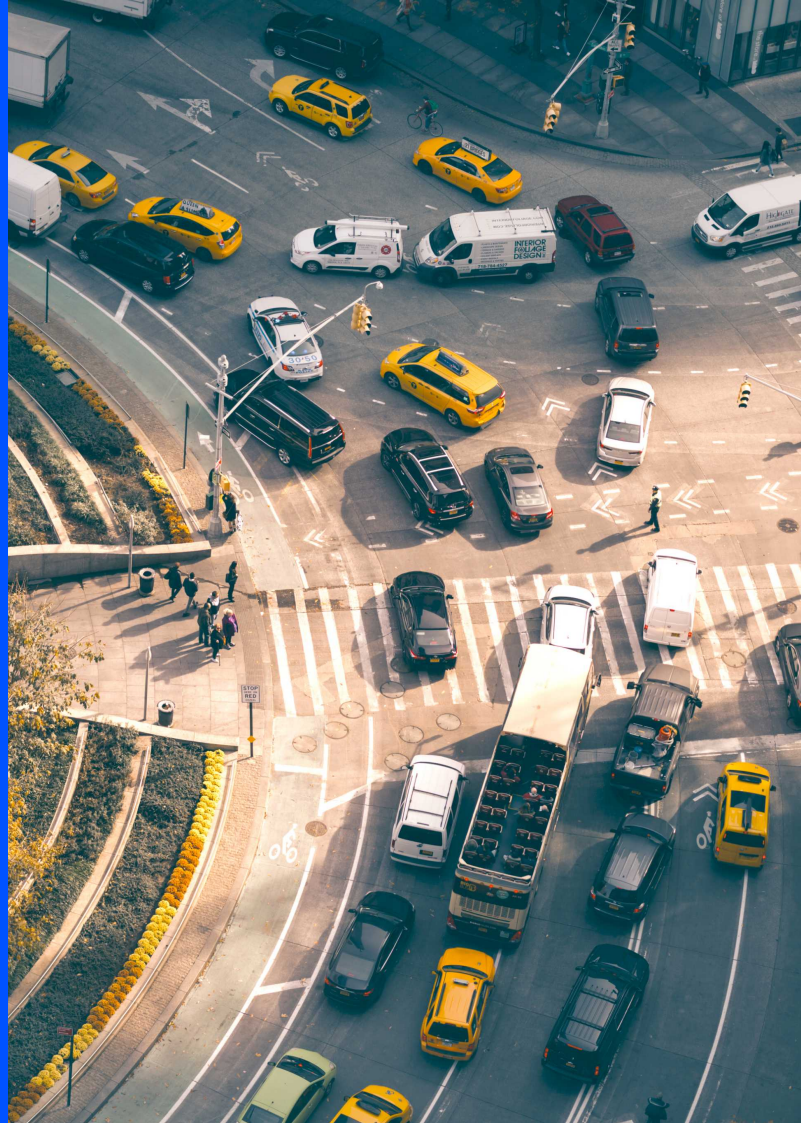


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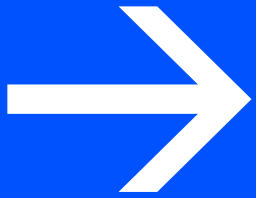
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Introduction



Introduction

Welcome to Coinbase Affiliates

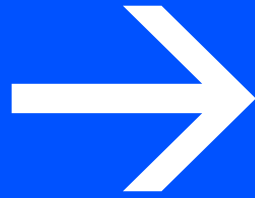
**Earn
commissions on
every qualifying
customer**

We're excited you're joining us on our mission to make crypto accessible, affordable, and easy to use for everyone, everywhere.

In this guide, you'll find tips, advice, and important information that will help you make the most of everything Coinbase has to offer you as an affiliate.



About Us



About Us

Coinbase is one of the world's largest cryptocurrency exchanges—where millions of customers across the globe can buy, sell, trade, and discover cryptos like bitcoin, ethereum, and more.

We're on a mission to bring more financial freedom, innovation, and equality to everyone around the world.

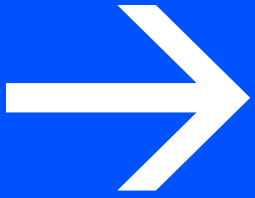
We're here to make sending payments as fast, cheap and easy as sending an email. This is bigger than bitcoin prices and bear and bull markets. We want to help grow and maintain a global financial system that serves all people in a way that's better, smarter, and fairer.

\$462B+ total volume traded

100+ countries supported

73M+ verified users

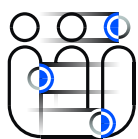
The Coinbase Difference



The Coinbase Difference

Trust

We employ world-class security standards, compliance practices, customer support, and more to ensure Coinbase is as secure as possible. Here are just a few ways we do this:



Identity confirmation

2-step verification is required on all accounts.



Powerful network encryption

All website traffic runs entirely over encrypted SSL (https).



Secure offline storage

98% of customer funds are stored offline — providing an important security measure against theft and loss.



Ultimate password protection

We hash customer passwords stored in the database and check for strong passwords on account creation and password reset.



Reliable customer support

Customer support is available 24/7/365 to help address questions, comments, or issues.

The Coinbase Difference

Ease

We believe using crypto should be as accessible as possible, which is why Coinbase is designed with our customers in mind.



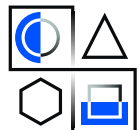
All-in-one platform

Our customers can buy, sell, and keep track of all their assets in one secure place.



Multiple ways to pay

Our customers can connect their bank account, credit or debit card, or PayPal account to deposit and withdraw.



Investing made easy

Our clear, easy-to-navigate app and website make buying and selling simple.



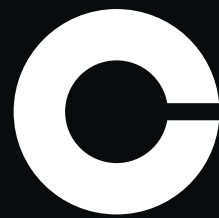
Plan your buys in advance

Our customers can schedule buys daily, weekly, or monthly.

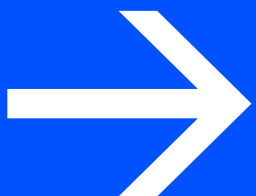


Find more opportunities

Discover new cryptocurrencies — we add support for new assets regularly



Partnering with Coinbase



Partnering with Coinbase

Let's build a rewarding relationship

With the increasing popularity of cryptocurrency, we have completely revamped our affiliate program to make it easier for our high-volume referrers to earn more.



Get paid in your local currency

Receive payments electronically via PayPal or your bank account in your local currency.

Join the most trusted name in crypto

Coinbase is the world's leading cryptocurrency platform when it comes to security, trust, and compliance.

Access a high-performing media library

We develop, test, and refresh creative assets on a regular basis so you have access to new and effective materials.



Tap into a global opportunity

Interest in crypto is surging in nations around the world and Coinbase is available in over 100 countries.

Customers can earn too

Coinbase Earn gives customers crypto rewards just for learning about crypto — keeping them engaged, educated, and ready to try new assets.

Count on safer storage.

We're a one-stop-shop for safely storing crypto. Customers can use Coinbase to hold the crypto they own from other wallets, from air drops, and more.

Get world-class security

We provide the best in class security for our customers' accounts. We're constantly evolving to maintain our position as the most trusted cryptocurrency exchange.

It's designed for everyone

Our website and apps are built with simplicity in mind, making it easier for almost any customer to buy, sell, and use crypto.

Partnering with Coinbase

How to succeed as an affiliate

Our preferred affiliates are people who share our passion for crypto — and have an audience that does the same. If your site or app meets the following requirements, we'd love to hear from you.

Get 45k+ monthly views

Your site or app receives at least 45K unique visitors per month. This helps everyone make the most of their investment.

Enroll 30+ new customers

To ensure our affiliates are engaged as soon as they join, we require a minimum of 30 new customers within the first 3 months. Ask about special exceptions.

Operate multiple media channels

You can use multiple media channels, including social media to promote Coinbase. (FYI we do not allow any brand or brand + generic bidding as per the Program Agreement terms and conditions.)

Advertise in a supported location

Our advertising is currently restricted in several countries. See our terms and conditions for details.

Partnering with Coinbase

3 steps to start earning commissions



Explore our content library

As an approved affiliate, you have access to a media library of promotional assets and impact-tracking software through Impact.



Promote Coinbase

Create new Coinbase content. Add links in articles, promote us on social channels, place ads on your site or app, and more.

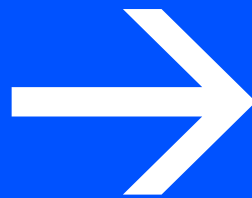


Earn commissions

When new customers join Coinbase through your links, you will earn a commission for every trade they make within the first three months.



Your toolkit



Your toolkit

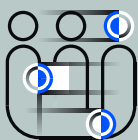
Resources to help you reach your goals

Our Affiliate Homepage helps you promote your partnership and keep track of all your hard work.

When you join us, you'll be sent a welcome pack where you'll find simple, step-by-step instructions to help you get started. But for now, here's a quick overview of how things work.

Resources to help you reach your goals

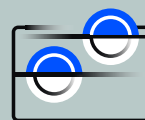
Our payment structure is built with you in mind. From fee-based earning and commission opportunities to simple cash-out options — it's all here.



Receive 50% of trading fees from your referrals for their first three months on the platform — whether they're buying, selling, or converting.



Get paid in your local currency, no matter where you live.



Your earnings will be deposited via PayPal or directly into your bank account.

Easily track everything

Never miss an opportunity to promote yourself with 'Create a Link' — featuring custom landing page tools and deep link generators.

CREATE A LINK

Enter a Landing Page (optional)

3

Create

Advanced

Use this link to promote Coinbase

https://

coinbase-consumer.sjv.io/PgRmj



Share



Your toolkit

Leverage creative assets

Access all of our latest creative under the 'Find An Ad To Promote' section of your [Impact dashboard](#). Use the search bar to find images that reinforce your content.

Manage Ads

BTC

Brand: All

Ad Type: Banner

Deal Type: None





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Page 1

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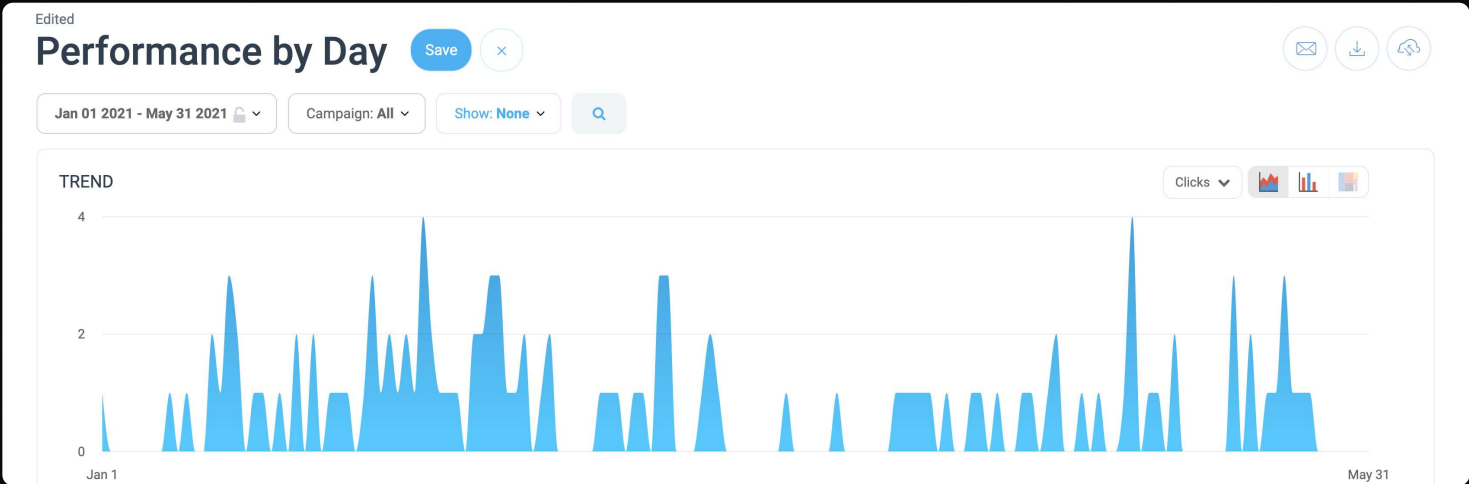
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	Preview	Name	Brand	Deal	Last Updated	Performance	Actions
<input type="checkbox"/>		US 2021 BTC Incentive - Banner - Static - 728x90 1023018 Landing Page	Coinbase		Last Updated: Jun 08, 2021		Get code
<input type="checkbox"/>		US 2021 BTC Incentive - Banner - Static - 300x250 1023039 Landing Page	Coinbase		Last Updated: Jun 08, 2021		Get code

Analyze campaign performance

Get direct access to your campaign's performance data, anytime, anywhere from your [Impact dashboard](#).

We use the technology within the Impact platform to track performance and get you paid for each successful referral.



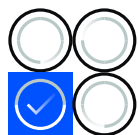
Your toolkit

Best practices

Whether you run a site or an app, these useful tips will help you increase your affiliate conversions. For additional best practices and compliance guidelines, please refer to our Affiliate Marketing Guide provided to approved partners.

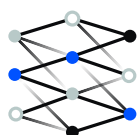
For sites

When creating content, offering special promotions or making comparisons:



Use clear calls to action

Make it easy to find your affiliate link with a clear call to action. Instead of adding it to a random word, give your link its own line or button.



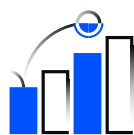
Keep your banners up to date

Banners with old logos prevent people from recognizing our brand and trusting your content. Access up-to-date banners [in your dashboard](#). If you need a particular size, don't hesitate to ask at coinbase@accelerationpartners.com and/or affiliates@coinbase.com



Track Your Performance

You can see the number of signups and the revenue your referrals have generated within your Impact dashboard. We are working on sending more events so you can have a better view of performance soon.



Keep It Relevant

If your content is not written for your audience, they will likely find it unhelpful and won't convert — resulting in little to no commissions.

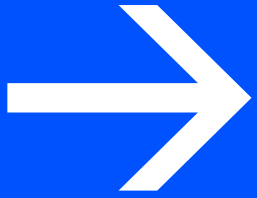
Content + comparison tip: Research and review

Affiliates that effectively review exchanges, (based on extensive research on their part), are able to refer new users to Coinbase more successfully and earn more commission.

Incentive tip: Clearly state the offer

Whether it's a coupon, cash-back, or another incentive, users need to understand what they will get for signing up and trading in order to continue. Please refer to our do's and don'ts under...

Frequently asked questions



Frequently Asked Questions

Affiliate FAQs

How long will it take for my application to be reviewed?

Fourteen working days.

Where can I find my affiliate link?

You'll find your unique affiliate link in your dashboard when you log in to Impact. It will be on the right-hand side.

How much will I get paid?

This depends on how well optimized your site is. If you're able to drive considerable volume in terms of new users per month, and these users trade, you will be rewarded with 50% of their trading fees during their first three months. There's no limit on how much you can earn through our revshare commission within the respective payback window.

Where can I find banner creative?

You'll find banners within your dashboard once you [login to Impact](#). Scroll down to the bottom to see our most recent creative.

Can I bid on brand terms?

No. We do not allow any bidding on our brand terms or generic terms.

Frequently Asked Questions

Crypto FAQs

What is cryptocurrency?

Let's keep it simple: cryptocurrency is digital cash for the digital age. It's similar to regular money—think \$\$ or €€—but it's digital-only, so there are no bills or coins to carry around.

What is a blockchain?

At its most basic level, a blockchain is a list of transactions that anyone can view and verify. The Bitcoin blockchain, for example, is a record of every time someone sent or received bitcoin.

Do you have to buy a whole coin?

No, you don't need to buy a whole coin. On Coinbase you can buy in increments as little as 2 dollars, euros, pounds, or your local currency.

How do you sell cryptocurrency?

Selling on an exchange is typically easy. If you already hold your crypto on Coinbase, for example, you just visit the sell page, enter the amount you want to sell, confirm, and finish.

Why is cryptocurrency exciting?

Cryptocurrency has the potential to be the fastest, easiest, cheapest, safest, and most universal way to exchange value that the world has ever seen.

And if that's not exciting enough, crypto also provides equality of opportunity, regardless of where you were born or where you live. As long as you have a smartphone or another internet-connected device, you have the same access to cryptocurrency as everyone else.

Want to learn more?

Get all of your crypto-related questions, answered: coinbase.com/learn

A simple guide to the world's most well-known cryptocurrency, Bitcoin: coinbase.com/what-is-bitcoin

See all the countries Coinbase is available in: coinbase.com/places

Download assets and track performance from your Impact dashboard. app.impact.com/login.user

Affiliate Handbook

Ready, set, refer

Need assistance?
Please email us directly at
coinbase@accelerationpartners.com
and/or affiliates@coinbase.com

coinbase

Information accurate as of September 2021.