



JUMPSTART GUIDE TO ONBOARD A PRODUCT

WHAT IS CLICKBANK? We're an e-commerce platform and an affiliate marketplace. In plain English, think of ClickBank as the intermediary between the end customer, the product owner, and the affiliate marketer. We help connect every party and provide the infrastructure for a smooth transaction online.

This guide outlines the basic elements you will need for a successful product submission. If you do a bit of work ahead of time and are prepared with all that is detailed in this guide, the submission process will be easier and faster.

To sell your products through ClickBank, you must have your own website with a unique registered domain name. ClickBank does not support websites hosted on free sites. Additionally, ClickBank does not offer website-building services or domain registration.

However, ClickBank does endorse the services of our various partners.

[CLICK HERE to check out what third party companies we support that can help you get started.](#)

Within your website, you must create two distinct web pages to sell your product. One is called a "Pitch Page," and the other is called a "Thank You Page."

It's important to note that ClickBank is primarily set up to work with direct response offers, not just any old product that's sold online. So, for e-commerce retailers or product owners, you may be successfully selling online, but to be successful on ClickBank, you'll need to create a separate "direct response" version of your marketing. You can read more about how it all works [HERE](#).

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PITCH PAGE REQUIREMENTS

Pitch Pages (also known as landing pages) are pages that feature your products and offer potential customers a chance to purchase items via a payment link. Affiliates will direct potential customers to these pages through unique referral links (also known as HopLinks) in their promotional material.

There are requirements that your Pitch Page must adhere to in order to be in compliance with the FTC, the FDA and ClickBank policy. Approval of your product is more likely and will be more expedient if you refer to our [Promotional Guidelines](#) when creating your Pitch Page.

For a faster product approval, be certain that your Pitch Page includes these things:

✓ Detailed Description of the Product

ClickBank Sellers are required to provide a clear and detailed description of their product and how it will help the customer achieve the stated results. The Pitch Page will provide potential customers with information about your product.

Please keep in mind that a direct response offer is essentially any offer that's designed to elicit a "direct response" in the target audience, typically an immediate purchase of a product.

✓ Video Script

You must provide a script for any promotional videos that will be used in your marketing. If you have a prepared script, please submit it to compliance@clickbank.com for review.

✓ Payment Link

Your ClickBank payment link allows customers to purchase your product via the ClickBank order form. You will need to manually create the payment link that will send customers to the order form.

Payment link format: <https://SELLER NICKNAME.pay.clickbank.net/?cbitems=ITEM>

Please visit our [ClickBank Tools](#) page for help [creating payment links](#).

✓ Payment Information

The product price needs to be clearly and conspicuously displayed on the Pitch Page.

Standard Products (one-time purchase). The price of the product must be obviously displayed near the first Order button presented on the Pitch Page.

Recurring Products. If you are selling recurring billing products, you must clearly and conspicuously state the initial purchase price, the rebill price, and all details of the rebill schedule, including the number of times a customer will be billed and how frequently they will be billed. This information needs to be clearly displayed in close proximity to each order button.

☑ Refund Policy

State your [refund period](#) and requirements clearly in all pitch materials.

☑ ClickBank Disclaimer

Please ensure that this disclaimer is displayed on your Pitch Page footer:

ClickBank is the retailer of products on this site. CLICKBANK® is a registered trademark of Click Sales Inc., a Delaware corporation located at 1444 S. Entertainment Ave., Suite 410, Boise, ID 83709, USA and used by permission. ClickBank's role as retailer does not constitute an endorsement, approval or review of these products or any claim, statement or opinion used in promotion of these products.

☑ Contact Information

You are not permitted to display your contact information on the Pitch Page unless it is located in the footer of the page and includes the following text:

For Product Support, please contact the seller [HERE].

For Order Support, please contact ClickBank [HERE](#)*

*The hyperlink to contact ClickBank support should direct customers to: www.clkbank.com.

In order to be fully compliant, the seller's and ClickBank's information must be displayed in equal prominence.

SHIPPING & RETURN INFORMATION FOR PHYSICAL PRODUCTS

ClickBank requires all sellers who offer physical products to display shipping and return policies on their Pitch Page and Thank You Page. (This information may also reside on an alternative page via footer links, but it must be displayed on the Pitch Page and Thank You Page.) Detailed return instructions must be provided to the customer should they wish to return products and/or request a refund.

To ensure returns are handled seamlessly for the customer, here are some examples of information you may want to provide:

- What information do customers need to provide when returning the product?
- Does the customer need to return all unopened and opened bottles?
- Do they need to contact you for an RMA number prior to returning the product?
- Are there any circumstances that would prevent the customer from receiving a refund?

For more information about physical product requirements, please click [HERE](#).

ADDITIONAL SHIPPING INFORMATION REQUIRED WITHIN ACCOUNT

✓ Shipping Profile

Allows you to specify where you are willing to ship product and designate how much you charge for shipping to various shipping regions. (Depending on the size and weight of your different product purchases, i.e., sale of 1 bottle or bundles of bottles, you may wish to have different shipping profiles for different products so you can vary your shipping charges.)

Vendor Settings tab > **My Products** > **Shipping Profile** button in the **ADD NEW** section.

The screenshot shows a 'Profile Editor' window with a 'Close' button in the top right. The form contains the following fields and options:

- Profile Name:** A text input field containing 'Clickbank Test'. A red asterisk and the word 'Required' are to the right.
- Commission:** A checkbox labeled 'Pay commission on shipping price.' which is currently unchecked.
- Shipping:** A checkbox labeled 'Apply flat rate shipping per product.' which is currently unchecked.
- Currency:** A dropdown menu showing 'USD - US Dollar'. To the right, it says 'Must match the currency of your product.'
- Region(s):** A list of four regions, each with a dropdown menu and a corresponding 'Shipping Price' input field:
 - Region: '#United States' with Shipping Price: '0.00' and a 'REMOVE ADD' button.
 - Region: '#Mexico' with Shipping Price: '0.00' and a 'REMOVE' button.
 - Region: '#Canada' with Shipping Price: '0.00' and a 'REMOVE' button.
 - Region: '#Southern Europe' with Shipping Price: '0.00' and a 'REMOVE' button.

At the bottom of the form are two buttons: 'SAVE CHANGES' and 'CANCEL'.

Delivery Method and Speed. This will appear when you add a product to your account.

Shipping carrier and speed of delivery (i.e., Standard Ground, 2-Day Air, etc.)

The screenshot shows a 'Delivery' settings form with an upward arrow in the top right. The form contains the following fields and options:

- Shipping Profile:** A dropdown menu showing 'Clickbank Test | USD'. To the right is a question mark icon and an 'Add New' button.
- Delivery Method:** A text input field containing 'DHL'. Below it, it says 'Enter your preferred shipping carrier (i.e. USPS, FedEx, UPS).'.
- Delivery Speed:** A text input field containing '5-7 business days'. Below it, it says 'Enter your preferred speed for delivery (i.e. Standard Ground, Two-Day Air, etc).'.

✓ Unexpected Shipping Delay

If expected shipping times are delayed post sale, you must honor any refund requests from customers. As the seller, you must also:

- Email customers to proactively communicate shipping delays and the new expected ship date.
- Update your Pitch Page with the expected shipping time frame for new orders.
- Notify our Customer Service team of any shipping delays by submitting a request [HERE](#). Be sure to enter “Shipping Delays” in the **Subject** field and also select it in the **Type of Question** drop-down menu. Add all pertinent information to the **Detailed Summary of Request box**.

✓ Return Address and Instructions

Before you begin selling, ensure you have provided ClickBank with a return address and any special instructions related to the return of an unwanted purchase.

Vendor Settings tab > My Site

Customer Support Information - [» EDIT](#)

Seller Brand: ClickBank Test

Customer Service Email: support@clickbank.com

Customer Service Phone: 800-390-6035

Customer Service Website: <https://www.clickbank.com/support/>

Please be sure to fill this section out with information the customer will need in order to send their product back and receive a refund. For example:

Return Address:

ClickBank
1234 Main St.
Suite 100
Boise, ID 83709

Physical Return Instructions:

* ALL Bottles must be included in return for a full refund.

* Returns must include:

- ORDER ID/Receipt #
- Full Customer Name
- Full Customer Address where product was received
- Customer Email Address
- Phone Number

This information is also displayed to the customer via [ClickBank Order Support](#).

Seller Information	
ClickBank Test	
Email	support@clickbank.com
Phone	800-390-6035
<input type="button" value="View Seller's Homepage"/>	
<input type="button" value="Visit Seller's Support Page"/>	

If you would like to add more information about your physical product return process or other special instructions please submit a request [HERE](#). Be sure to enter “Special Instructions” in the **Subject** field and also select it in the **Type of Question** drop-down menu. Add all pertinent information to the **Detailed Summary of Request box**.

[CLICK HERE](#) For more information about physical product requirements.

✓ Tracking Information

You are required to provide customers with a tracking number within 24 hours of shipment. You can do so in multiple ways. You can fulfill the order and send a shipping notification yourself or use a third party to fulfill the order and create a shipping notification.

[CLICK HERE](#) for more information and instructions about sending shipping notifications.

If you have not sent a shipping notification post-sale, our refund process presumes you have not yet shipped the product.

Any refund requests initiated by you or by ClickBank customer support for receipts with no ship notice will be processed in the same way as [refund requests](#) for digital products.

Reporting tab > Shipping

SHIPPING REPORT:

Filtering Options:					
Receipt:	<input type="text" value="4NCSALR2"/>	Ship Status:	<input type="text" value="Not Shipped"/>	Start Date:	<input type="text"/>
				End Date:	<input type="text"/>
				<input type="button" value="FILTER"/>	<input type="button" value="CLEAR"/>

One item found.

Order Date	Receipt	Account	Name	Item	Quantity	Order Details	Address	Status	Shipping Info
2021-03-19	4NCSALR2	iheartbsu7	Clickbank Test	14	1	Front End Offer	TEST ORDER DO NOT SHIP BOISE ID 83709 US	Test Transaction	Generate Ship Info

Export options: csv

SHIPPING NOTIFICATION

Order Number4NCSALR2

Item Number: 14 * Required

Ship Date:* select

Carrier:*

Tracking Number:

Shipped To: **Clickbank Test
TEST ORDER
DO NOT SHIP
BOISE, ID 83709**

Comments:

This information is also displayed to the customer via [ClickBank Order Support](#).

Shipping Details

Shipping Status	Carrier	Shipped Date	Tracking Number
Shipped	DHL	2021-03-19	testtracking

THANK YOU PAGE REQUIREMENTS

In addition to the Pitch Page, you must also create a Thank You page for your product. The Thank You page is the page a customer will be directed to after they purchase your product and the payment has been processed.

If you have a digital product that is a single file, you can opt to have ClickBank host your digital product in lieu of creating a Thank You Page URL. (ClickBank hosts only one product per seller. And if your product includes more than one file, you must deliver it through your Thank You page.)

See the [Digital Product Upload](#) article for more information about this option.

The [Creating Your First Product](#) page is a good resource for more details about what elements should be included on the Thank You page, but here are some of the basic requirements:

✓ ClickBank Statement

A reminder to the customer that his or her credit card or bank statement will show a charge by ClickBank, rather than a reference to your specific product. This reminder should be prominent, as customers sometimes request refunds because they forget that ClickBank is handling the purchase. Please add the following statement:

“Your credit card statement will show a charge from CLKBANK*.”

✓ Product Access

Please present clear and efficient instructions on how to download or access the product or provide information on how and when the product will be delivered to them.

The Thank You Page for physical products must provide information to let the customer know when they can expect their purchase to ship and to be delivered.

✓ File Format of the Product (Digital)

If you are selling a digital product that requires the customer to use a specific software application or operating system to access your product, you are required to specify the file format of your product as well as the software or operating system that is required to use it (e.g., Microsoft Word, Adobe Acrobat, etc).

✔ **Contact Information**

Customers must be able to reach you if they have a question about your product or need technical assistance after the purchase. Please include an email address, a link to your email address, a Contact Us link, or a link to a customer support ticket system on your Thank You Page.

✔ **ClickBank Disclaimer**

Please ensure that this disclaimer is displayed on your Thank You Page footer:

ClickBank is the retailer of products on this site. CLICKBANK® is a registered trademark of Click Sales Inc., a Delaware corporation located at 1444 S. Entertainment Ave., Suite 410, Boise, ID 83709, USA and used by permission. ClickBank's role as retailer does not constitute an endorsement, approval or review of these products or any claim, statement or opinion used in promotion of these products.

AFFILIATE MARKETPLACE

If you want to attract affiliates to promote your product, it's important that you add a listing to the ClickBank Affiliate Marketplace. When affiliates are looking for products to promote, they often check the Marketplace first. It's up to you, the seller, to create a compelling description for your Marketplace listing to spark the interest of potential affiliates.

To create a Marketplace listing: **Vendor Settings** tab > **My Site**

Marketplace Information

MANAGE MARKETPLACE LISTING

Set or edit how your offer displays in the Affiliate Marketplace.

[MANAGE MARKETPLACE LISTING](#)

[CLICK HERE](#) to learn more about creating your Marketplace listing.

AFFILIATE TOOLS PAGE

Sellers are strongly encouraged to create an Affiliate Tools webpage to provide potential affiliates with all the "tools" that will make promoting your product a breeze. You will want to add your Affiliate Tools page URL to your Marketplace listing.

Creating an Affiliate Tools page is similar to creating a Pitch Page for a product; however, the audience will be potential affiliates. [CLICK HERE](#) to see a sample affiliate tools page.

Some things that affiliates will find helpful on a tools page:

- [Contact Information](#)
- [Commission Types You Offer](#)
- [Visual Materials](#)
- [Email Swipes](#)
- [Text Ads](#)
- [Marketing Videos](#)
- [Keywords](#)
- [FAQ](#)
- [Niche-Specific Tips](#)
- [Article Examples](#)
- [Testimonials](#)
- [Earnings Disclaimer](#)

COMPLIANCE GUIDELINES

When creating your sales copy, here are some things to keep in mind to help ensure that your claims and your content are compliant with federal regulations and that the review process goes as smoothly and efficiently as possible. (The information in this section is intended to provide an overview and is not presented as a complete and comprehensive list.)

✓ Health & Fitness Guidelines

- [Per FTC Guidelines](#), ClickBank has capped reasonable weight loss claims to a maximum of 3 lbs. lost per week.
- Any “before” and “after” pictures displayed on Pitch Pages need to depict an actual consumer experience that can be substantiated in the event of a regulatory agency audit.
- [Per the FTC](#), ClickBank requires that sellers use testimonials that reflect typical consumer results. If consumers cannot generally expect to get those results, the Pitch Page should state how much weight consumers could expect to lose under similar circumstances.
- [Per the FTC](#), sellers may not claim that their product causes permanent weight loss or will allow consumers to achieve results without dieting or exercise. Salesmanship is encouraged, but be careful not to over-embellish. It’s generally unreasonable to assume that someone can lose a substantial amount of weight with little to no exercise and can permanently keep it off.

✓ Internet Marketing / E-Biz Guidelines

- Sellers may not claim that the customer will, can, or imagine making a specific amount of or range of income by simply following a few techniques outlined in the product. It is more reasonable to assume that with attention, effort, and spare time, the average person, with little or no internet marketing experience, can achieve a supplemental income.
- ClickBank requires that pitches make reasonable attempts to reflect the actual or typical effort required to achieve typical results. Salesmanship is encouraged, but be careful not to over-embellish. It’s generally unreasonable to assume that someone with little or no experience in Internet marketing can achieve a 6-figure income with an hour or less of effort per day.
- If sellers display images of ClickBank account sales snapshots, we will ask that you verify the account or accounts from which the images were generated.
- Sellers may not make claims that a customer will make a specific amount of money within a specific time frame.

✓ Supplements / Consumables Guidelines

- All pages with bundle pricing should prominently state the total purchase price vs. stating only the price per bottle.
- Dietary supplements may not claim to diagnose, treat, cure or prevent a disease or symptoms of a disease.
- All claims made regarding a dietary supplement must start from a point of health and support a structure or function of the body.
- When identifying claims, advertisers should not focus just on individual phrases or statements but, rather, should consider the marketing as a whole, assessing the “net impression” conveyed by all elements of the story, including the text, product name, and depictions.
- Under FTC law, an advertiser is equally responsible for the accuracy of claims suggested or implied by the marketing.
- [FDA and FTC regulations](#) require that all product claims are accurate and can be substantiated.

Here are some examples of claims you should avoid and claims that regulatory agencies view as acceptable.

Acceptable	Avoid
Maintains	Treats
Supports / Assists	Cures
Promotes	Prevents
Supplementation regime for	Therapeutic
Supplements the Diet	Medicinal / Treatment
Formulated to promote / maintain health and well-being	Pain
Supports a healthy response to stress	Stress Disorders
Supports coping with occasional blues associated with everyday life	Anxiety / Depression
Promotes calmness and relaxation	PTSD / Stress
Supports a positive, healthy mood / improves mood	Bipolar / Depression
Helps with muscle pain due to exercise	Anti-inflammatory / Inflammation
Supports a healthy inflammatory response following exercise	Anti-inflammatory / Inflammation
Supports healthy joint mobility	Arthritis / Joint Pain

Supports the body's natural sleep cycle	Solves sleep problems
Supports quality / optimal sleep	Alternative to sleeping pills / Medication
For occasional sleeplessness	Insomnia
Helps with weight management or exercise	Lose weight without dieting
Supports a healthy lifestyle	Lose more than 3 pounds per week
	Helps with / Relieves chronic conditions
	Alternative to conventional medicine

✓ Cosmetics

Defined by the FDA as articles intended to be rubbed, poured, sprinkled, or sprayed on, introduced into, or otherwise applied to the human body for cleansing, beautifying, promoting attractiveness, or altering the appearance.

- Cosmetics may not be ingested.
- Cosmetic claims may apply to the look, feel, appearance, and surface only.
- If a product is marketed with claims for purposes such as treating or preventing disease or affecting the structure or function of the body—including the skin—it's viewed as a drug by regulatory agencies, and it must meet the requirements for a drug, even if it affects the appearance of the skin.
- FDA and FTC rules require that all product claims are accurate and can be substantiated.

Here are some examples of cosmetic claims you should avoid and claims that regulatory agencies view as acceptable:

Acceptable	Avoid
Keeps your skin looking healthy	Pain / Pain Relief
Hydrating	Anti-Inflammatory
Moisturizing	Relieves Inflammation
Reduces or minimizes the appearance of wrinkles	Anti-Aging
Helps to minimize the appearance of wrinkles	Heals Skin
Hides skin imperfections	Repairs skin or skin damage
Helps to improve the appearance of age spots	Removes or Eliminate Wrinkles

Helps hide sun damage	Prevents Wrinkles
Revitalizes / Replenishes skin or hair	Eliminates Skin Imperfections
Smooths and softens skin	Eliminates age spots or skin discoloration
Nourishes skin or hair	Helps correct the effects of sun damage on skin
Improves appearance of skin texture and elasticity	Increases Skin Elasticity
Supports / provides a more youthful appearance	Prevents Aging
	Stimulates Collagen Production
	Treats or Cures
	Alternative to any form of cosmetic surgery

You now have all the information you need to help make the product approval process easier, which should help you start selling faster! **Good luck with your new product!**

CUSTOMER SERVICE & MASTER ACCOUNTS

Once you're selling, you will want to provide the customers with the best service possible. Watch this [helpful video](#) for a review of Customer Service (our role and yours), an introduction to your ClickBank Master Account, how to manage your tickets, and more.