



Welcome Workshop!



Agenda



Intros



Disco 101



Getting Started



Product Selection



Cross-Sell



Upsell



Publish Disco!



What to Expect



Community



Q & A

What We Will Cover

- Basic platform overview
- Set up your DiscoFeed
- Publish your DiscoFeed!

What We *Won't* Be Covering

- Surveys
- One-Click Offers (*Shopify Only*)



We will be sending over additional information + resources after the call if you want to set up additional features.



**Let's Get
Started!**

Log in to your Disco Portal

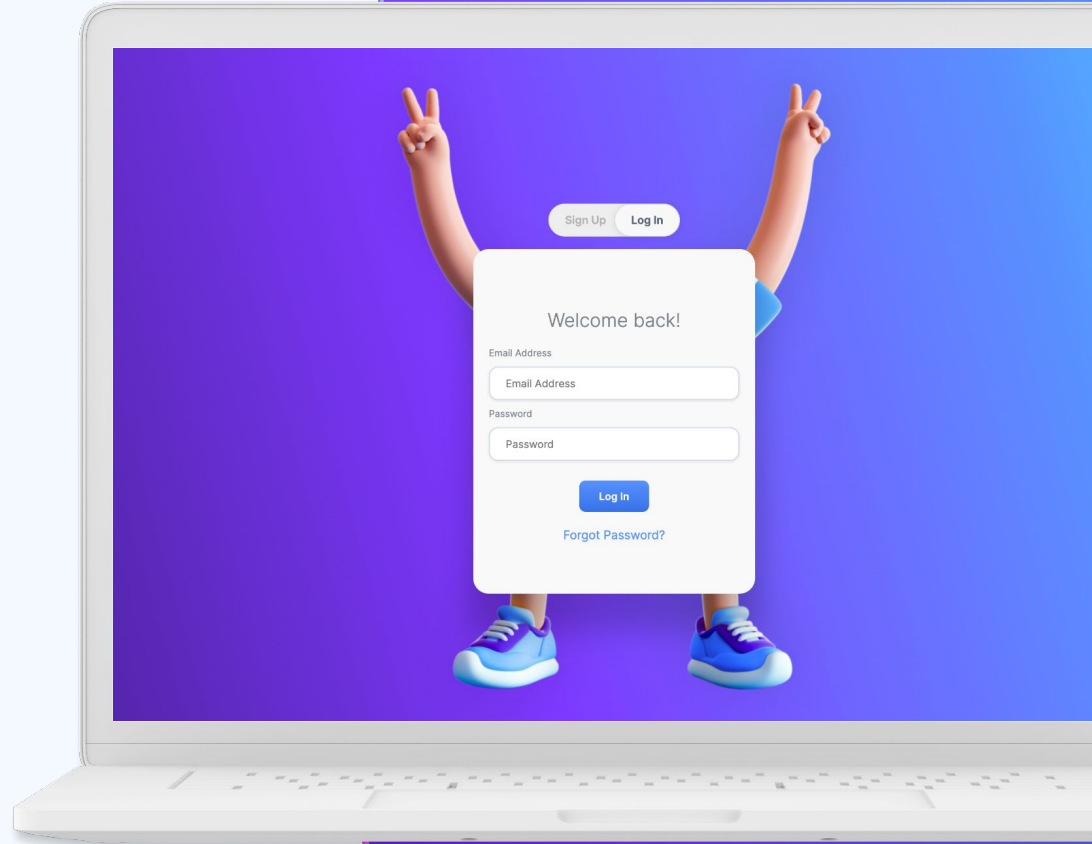
 platform.disconetwork.com/login



Disco for Brand Partnerships



You can also log in directly through your Shopify app





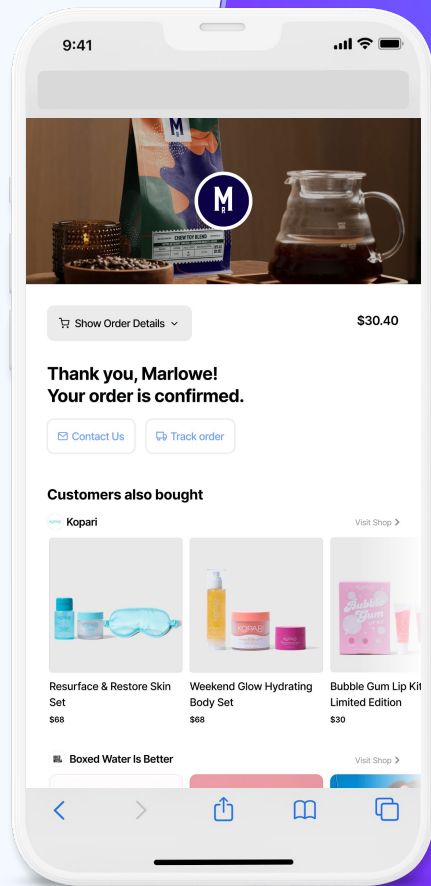
Disco Vocabulary

What is the DiscoFeed?

The **DiscoFeed** is what we call our post-purchase widget.

It displays partner brands on **your thank you page** and displays your brand on **partner brands' thank you pages**.

You must display the DiscoFeed to display on partner brands.

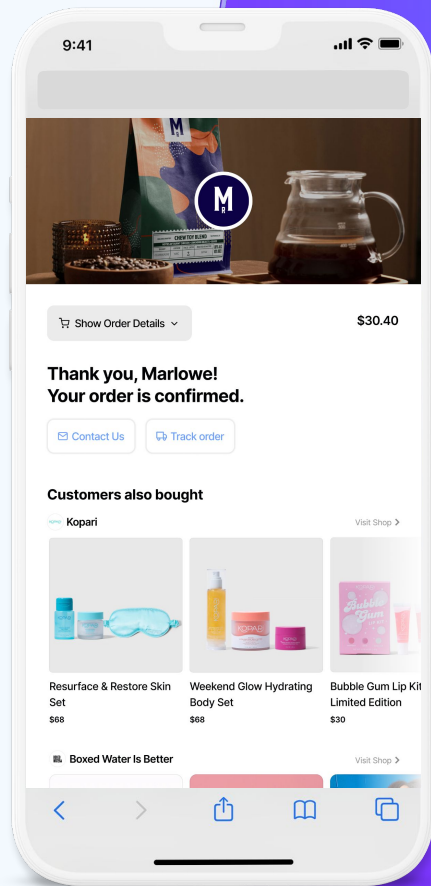


What is Cross-Selling?

Cross-selling is **your brand displaying** in the DiscoFeed on **partner brand pages**.

To display on partner brand pages, **you must submit a CPA + CPO**. With our **Guaranteed CPA Model**, we charge you retroactively for the conversions we drive you at the CPA + CPO you set.

This lives in the **DiscoFeed Tab**.

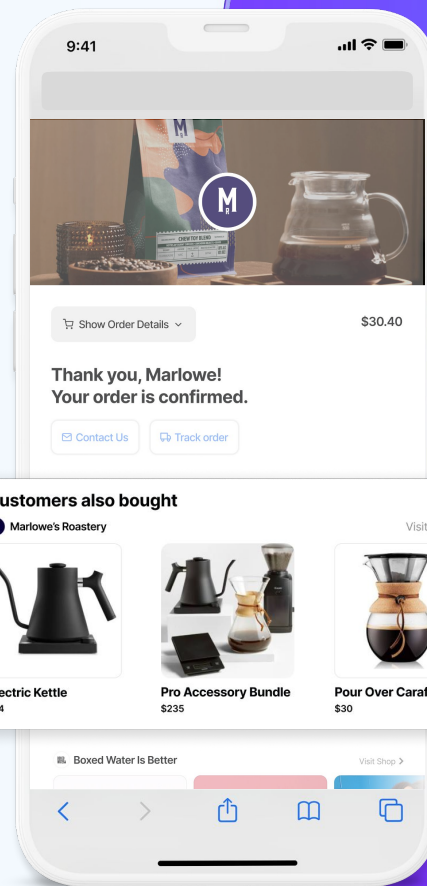


What is Upselling?

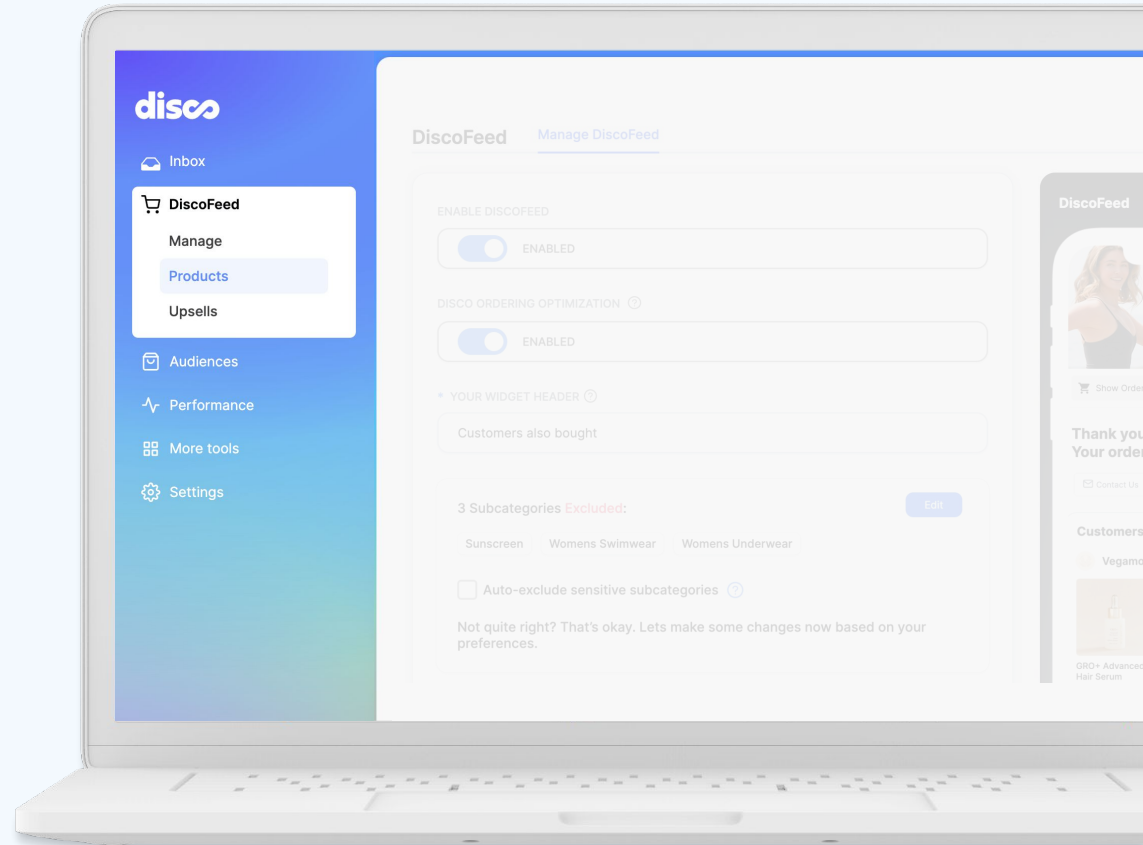
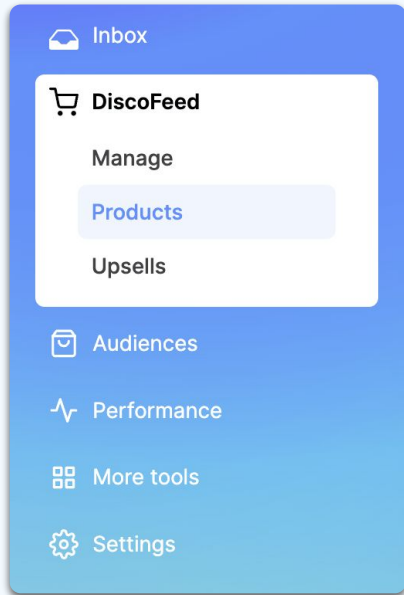
Upselling is **your brand** displaying in the first row of the DiscoFeed on **your thank you page**.

This is a **pro tool** and is an additional **\$.05c fee per display**. It adds an additional row to your DiscoFeed.

Upsells live in the **Upsell tab**.



What We'll Cover



Step 1

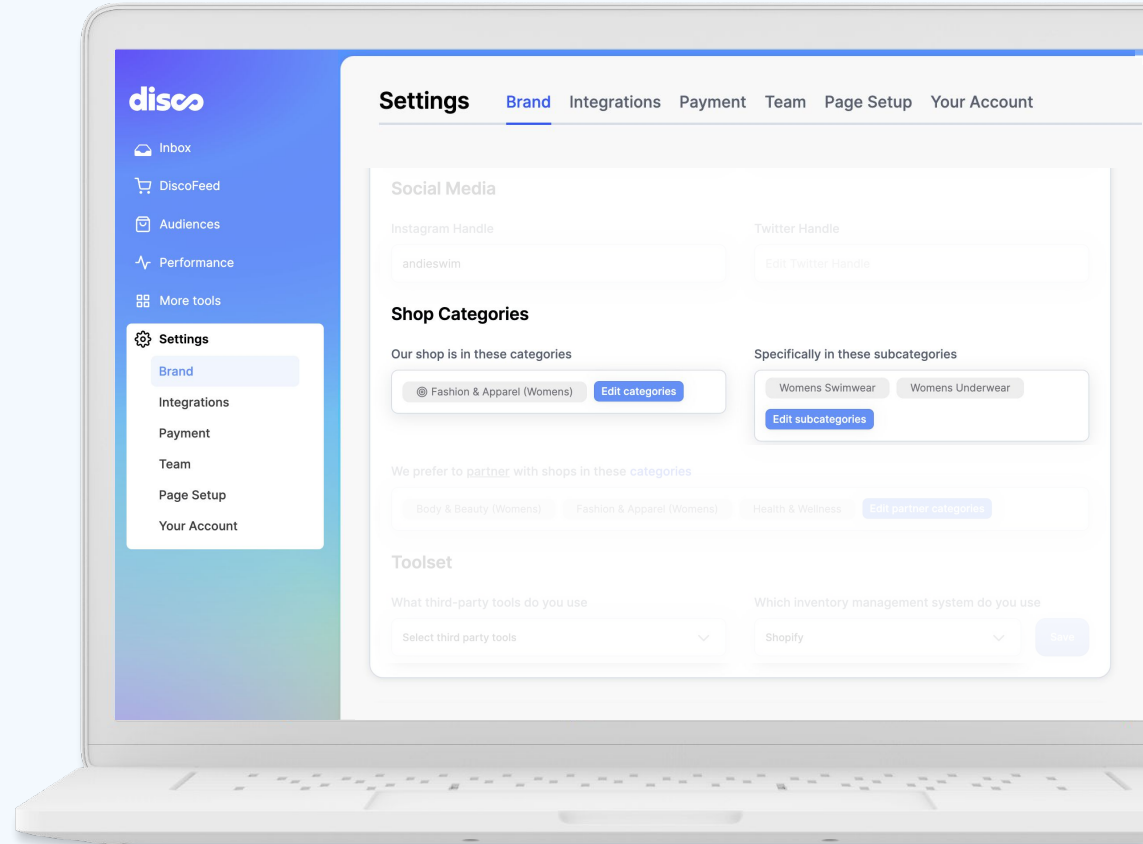
Disco Settings

1a. Categories & Subcategories



PRO TIP

Be specific. Focus on the 3-5 areas that best represent your products.



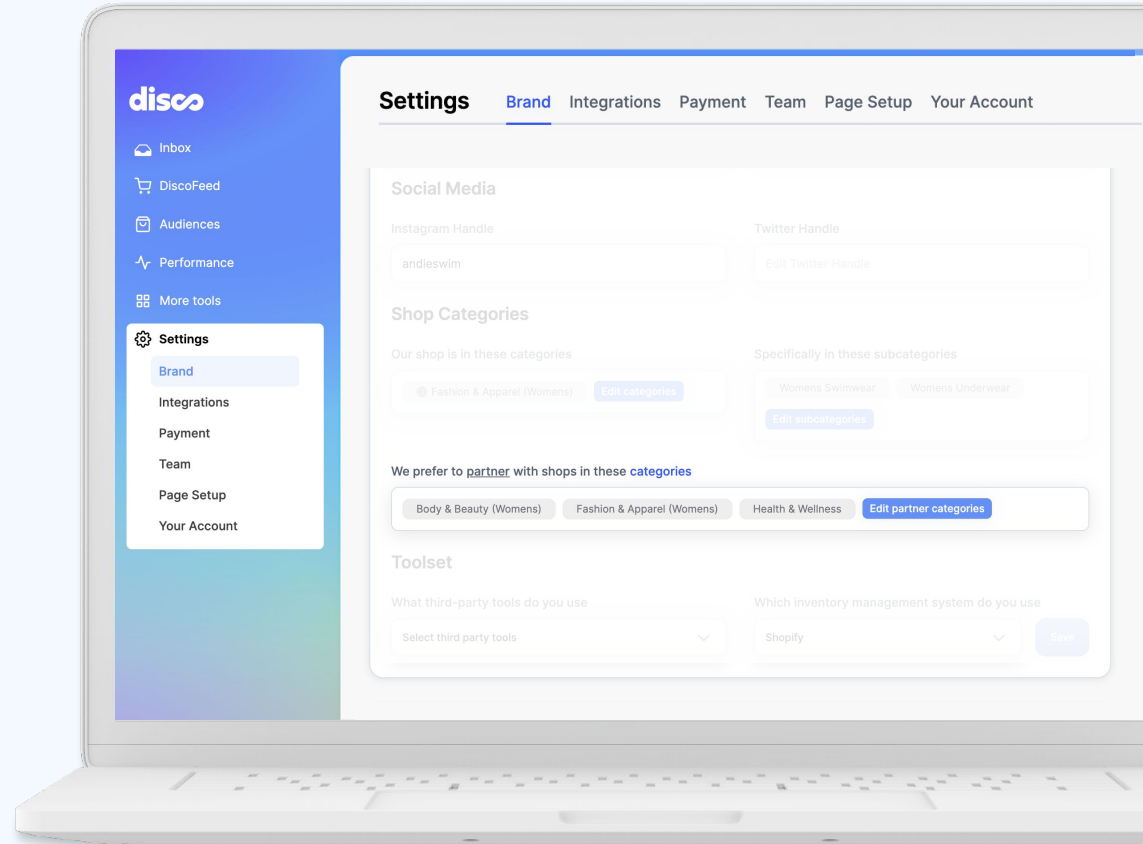
**Update your categories +
subcategories.**

1b. Preferred Partners

We automatically exclude any competitive subcategories.



PRO TIP
Go broad here!



Update your preferred partner categories.

1c. Page Setup

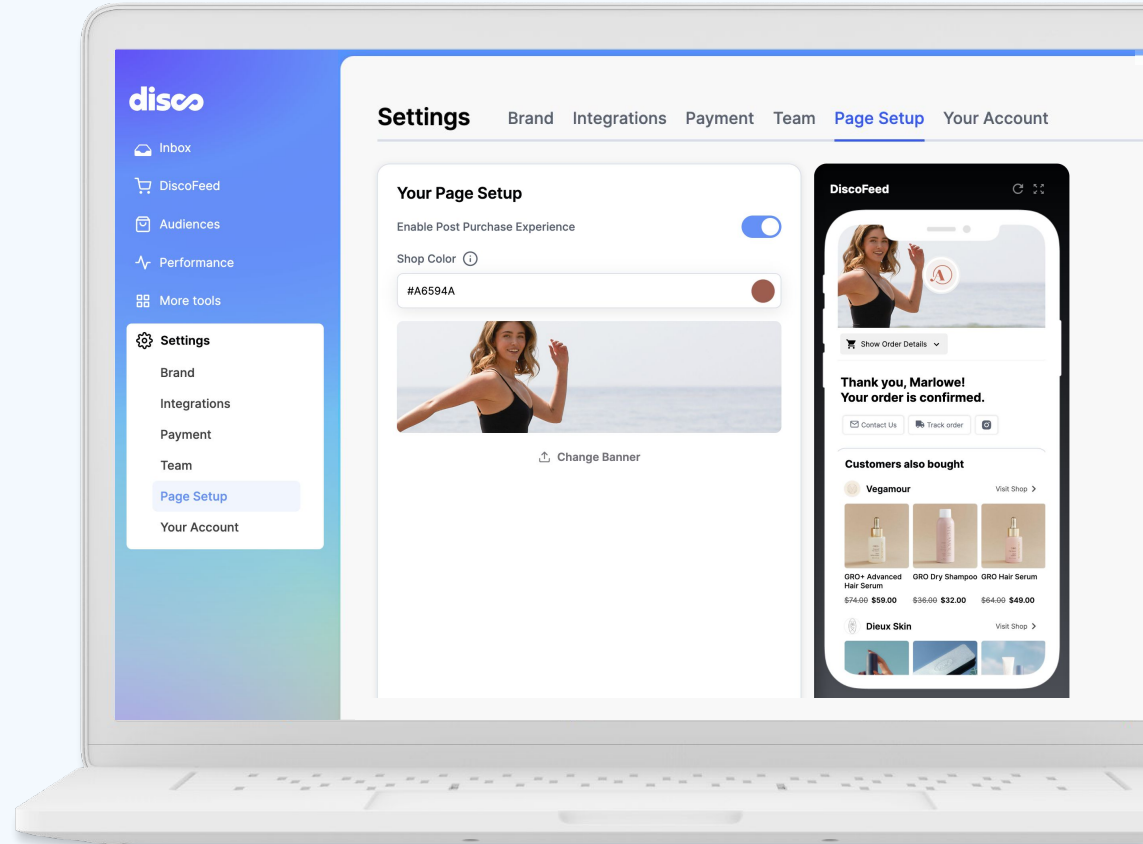


PRO TIP

Don't use PPE if you use other post-purchase apps!

NOTE

Our Post-Purchase Experience is **not** currently compatible with WooCommerce and BigCommerce Stores. Make sure to disable it!



**Add your banner
(if using post-purchase
experience).**

Step 2

Product Selection

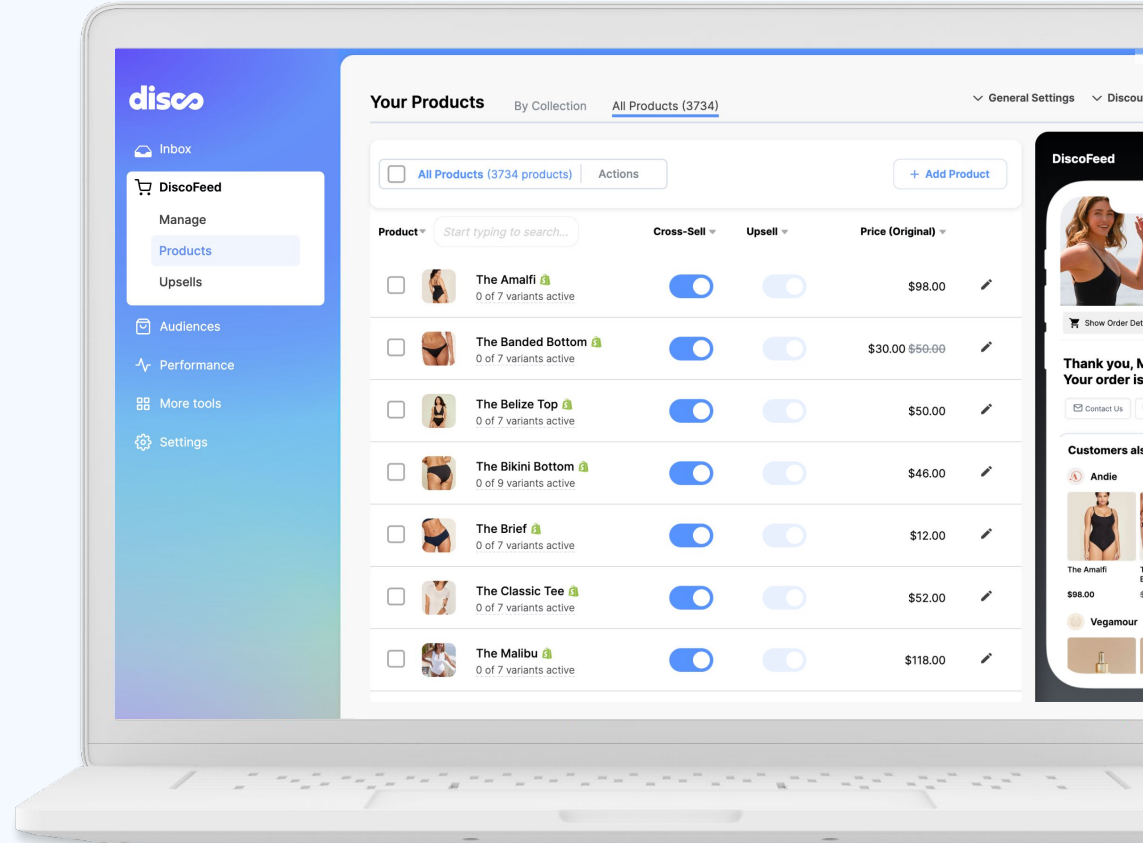
2a. Cross-Sell Product Selection

Toggle on 6-10 of your **best-selling products** for cross-sell.



PRO TIP

You can search for specific products in the search bar.



**Turn on products for
cross-sell.**

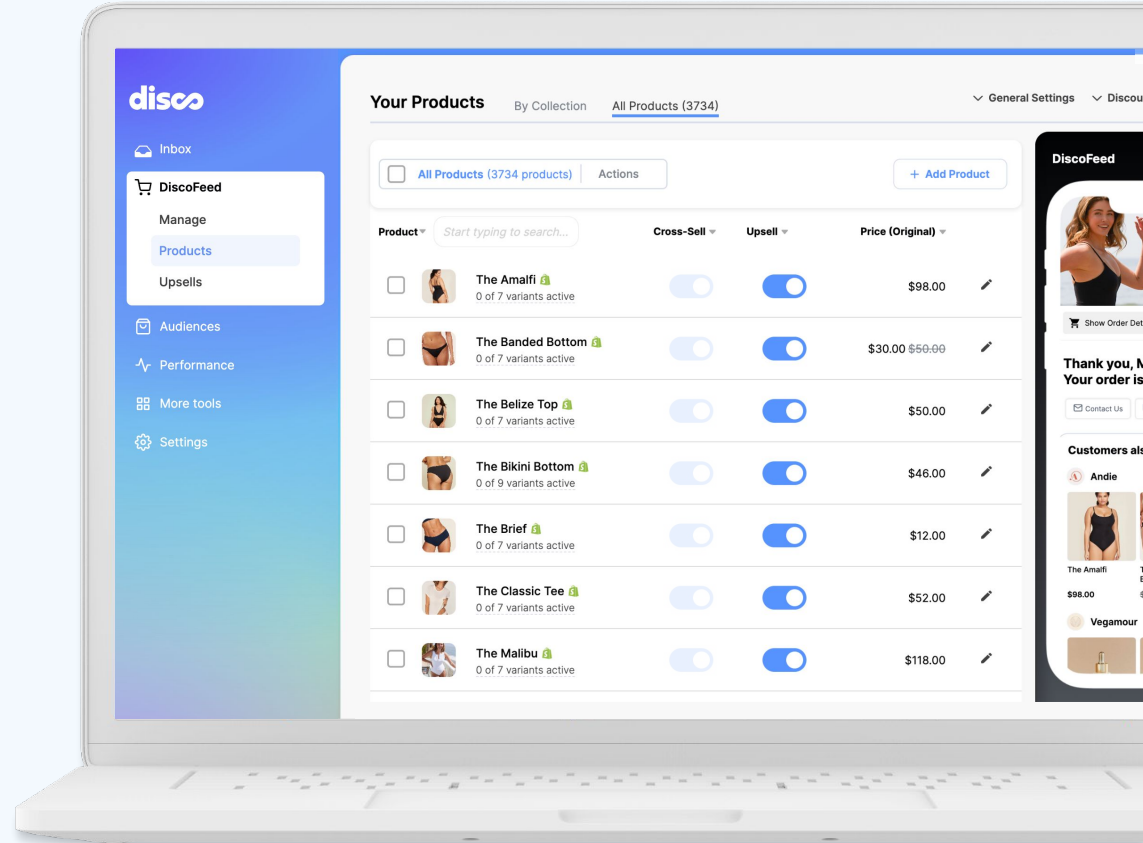
2b. Upsell Product Selection

Toggle on 6-10 products for upsell.



PRO TIP

Bundles, complementary products, and products that returning customers purchase frequently do well in the upsell row!

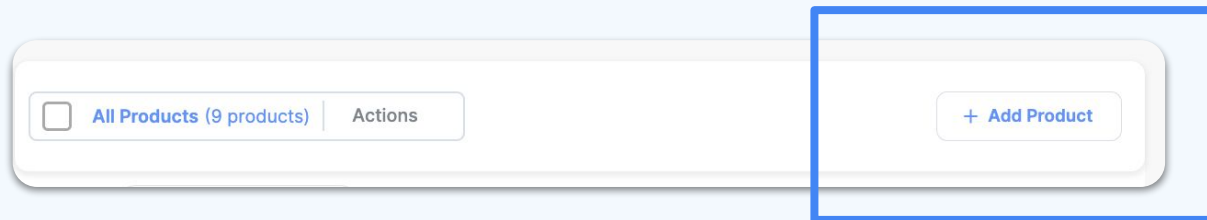


**Turn on products for
upsell (if using).**

Manually Adding Products

Manually add products if...

1. **You have less than 4 SKUs.** You can add the same product multiple times with a different name + different creatives.
2. You want to direct customers to a **landing page or collection page.**
3. You want to feature a product that **isn't in your product catalog.**





Best Practices

1. Eye-catching creatives
2. Marketing-oriented product titles
3. 1 GIF (optional)

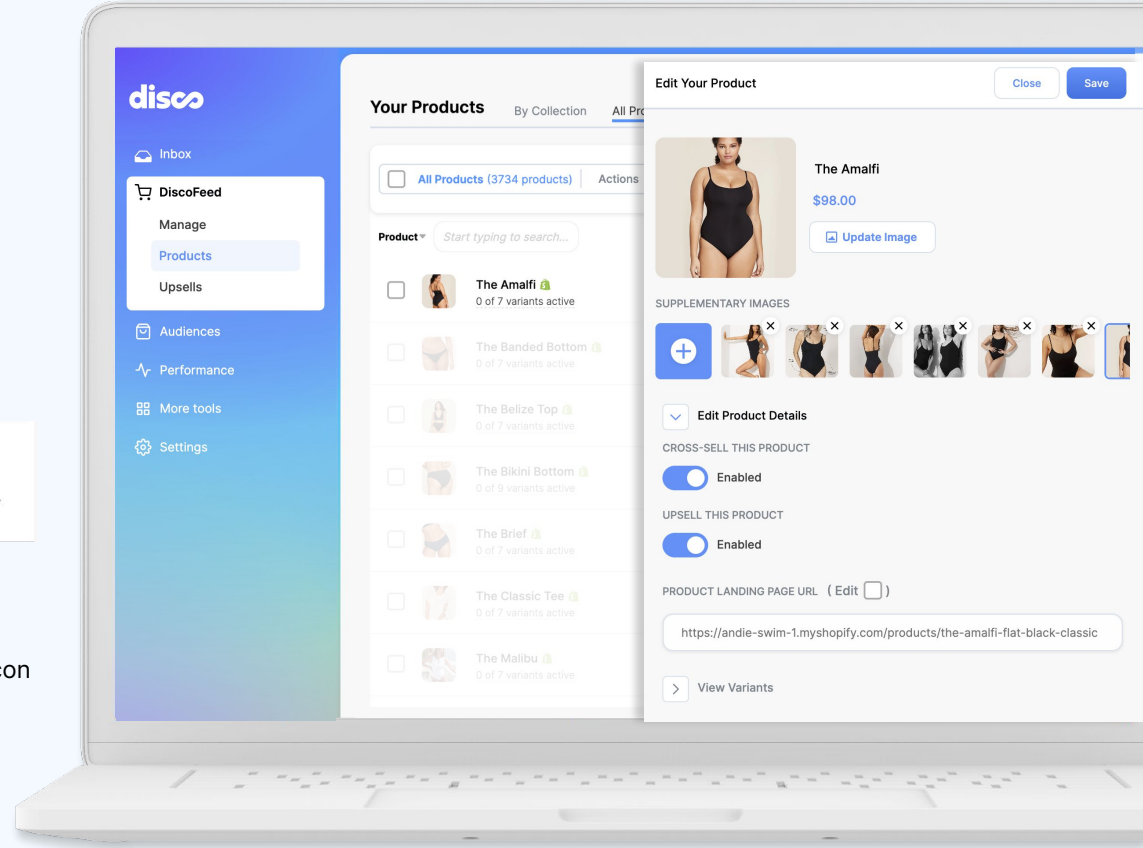
The screenshot displays two sections of an e-commerce product grid. The first section is for 'Milk Bar', featuring four products: a large cookie, a tin of assorted cookies, a sampler pack, and another tin. The second section is for 'Kopari', featuring four products: coconut melt, body butter, deodorant, and a pink soufflé. Each product is accompanied by a high-quality image, a clear title, and a price tag. A 'Visit Shop' link is provided for each brand.

Brand	Product Name	Price
Milk Bar	Cornflake Chocolate Chip Marshmallow	\$24.00
	Dozen Assorted Cookie Tin	\$42.00
	The Milk Bar Sampler	\$55.00
	The Cooki	\$42.00
Kopari	100% Organic Coconut Melt	\$29.00
	Ultra Restore Body Butter	\$32.00
	Aluminum-Free Coconut Deodorant	\$14.00
	Pink Souf	\$39.00

Uploading New Creatives + Changing Product Titles

Product	Start typing to search...	Cross-Sell	Upsell	Price (Original)
<input type="checkbox"/>	 The Amalfi  0 of 7 variants active	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	\$98.00 

Click the pencil icon to edit!



Upload new creatives, change product titles, or manually add in products.

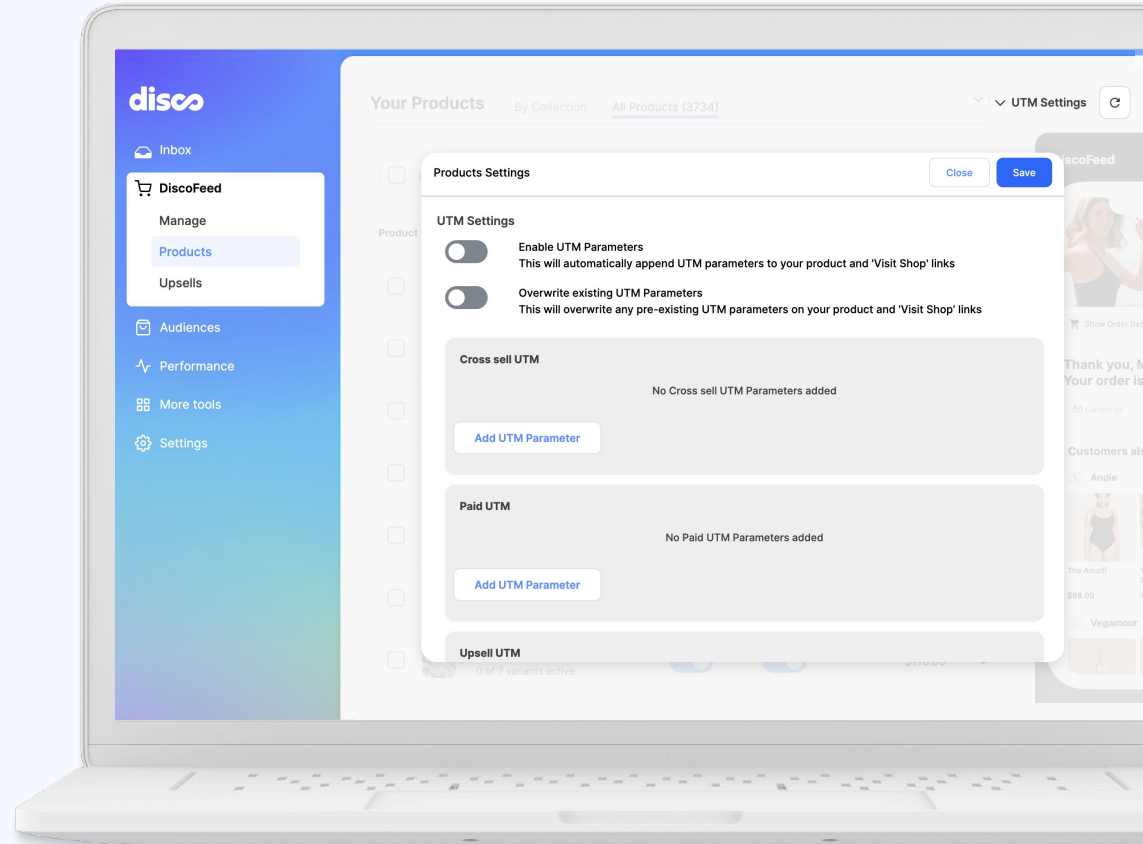
2c. UTM Parameters

Set up **Paid UTMs** + **Upsell UTMs** (if you're using upsells). You don't need to use cross-sell UTMs.



Attribution Platforms

Do you use a multi-touch attribution platform? If so, drop which one in the chat!



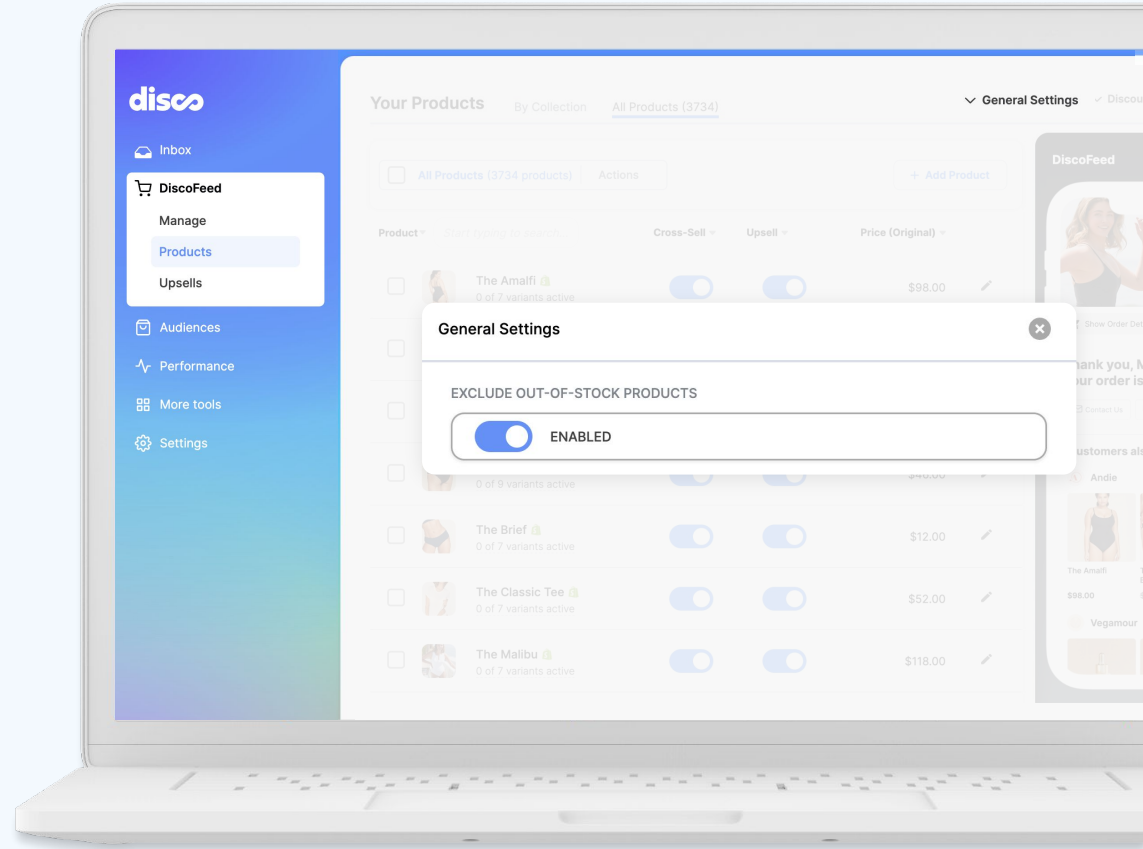
2d. Exclude Out of Stock Products

If you manage inventory through Shopify, we will auto-exclude any inventory with 0 units.



IF YOU DON'T MANAGE INVENTORY THROUGH SHOPIFY...

We suggest turning on products that aren't likely to run out of stock. Or, you can manually exclude out-of-stock products.



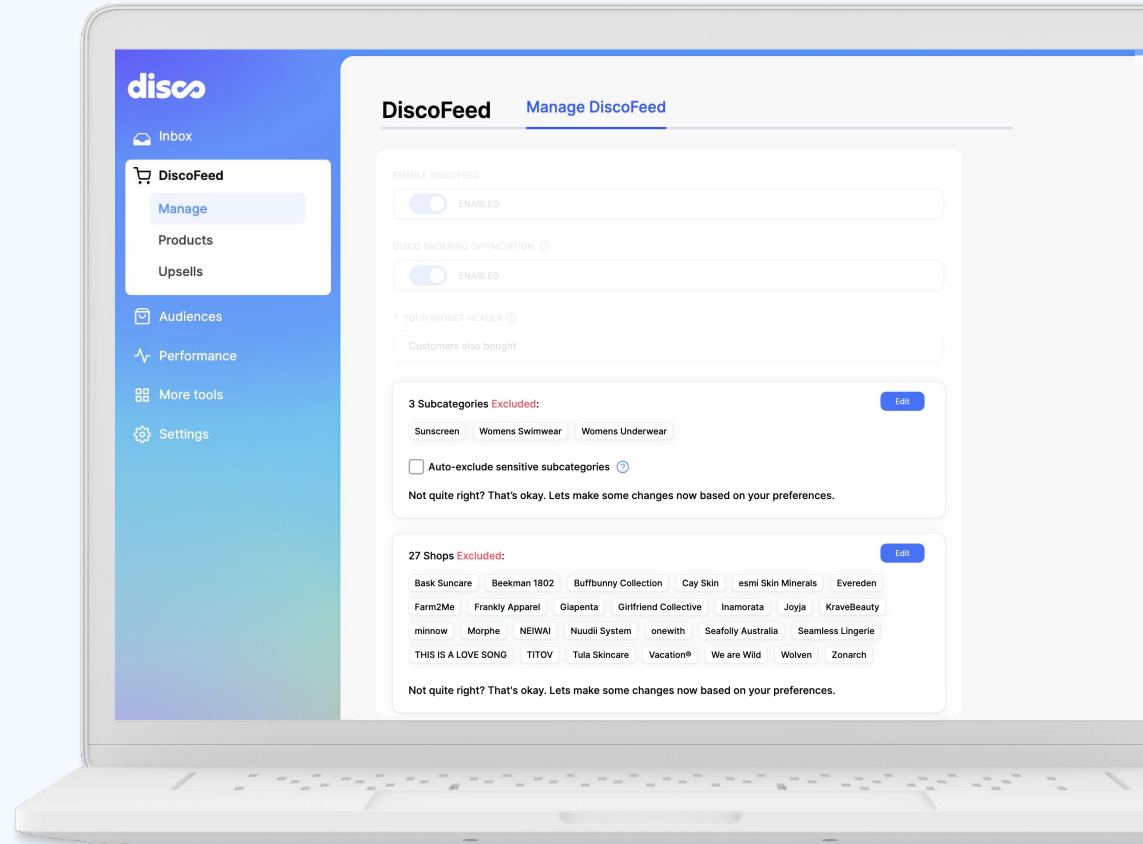
**Add UTM Parameters & enable
“exclude out-of-stock
products”.**

Step 3

Cross-Sell

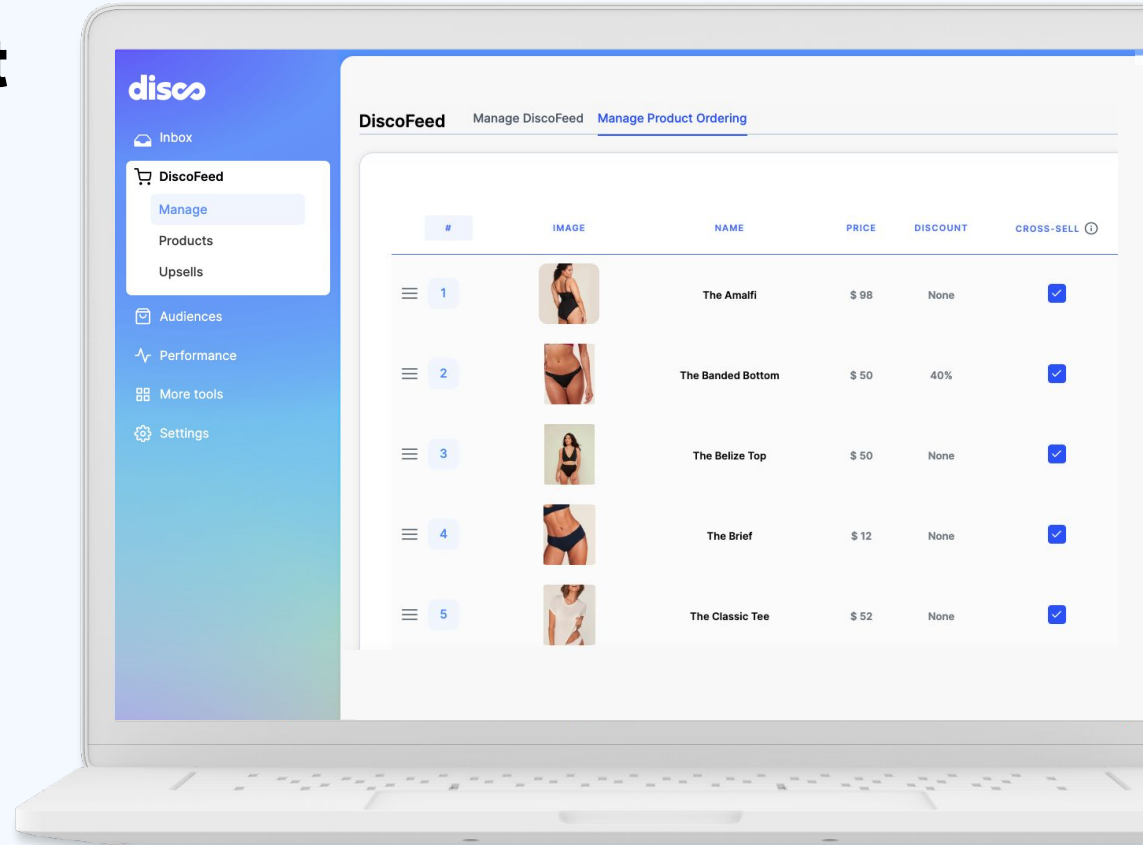
3a. Manage Partner Subcategories and Brands

This is where you can exclude subcategories and brands.



3b. Manage Product Ordering

Drag and drop your products in the order you want them to display. Their position will auto-save.



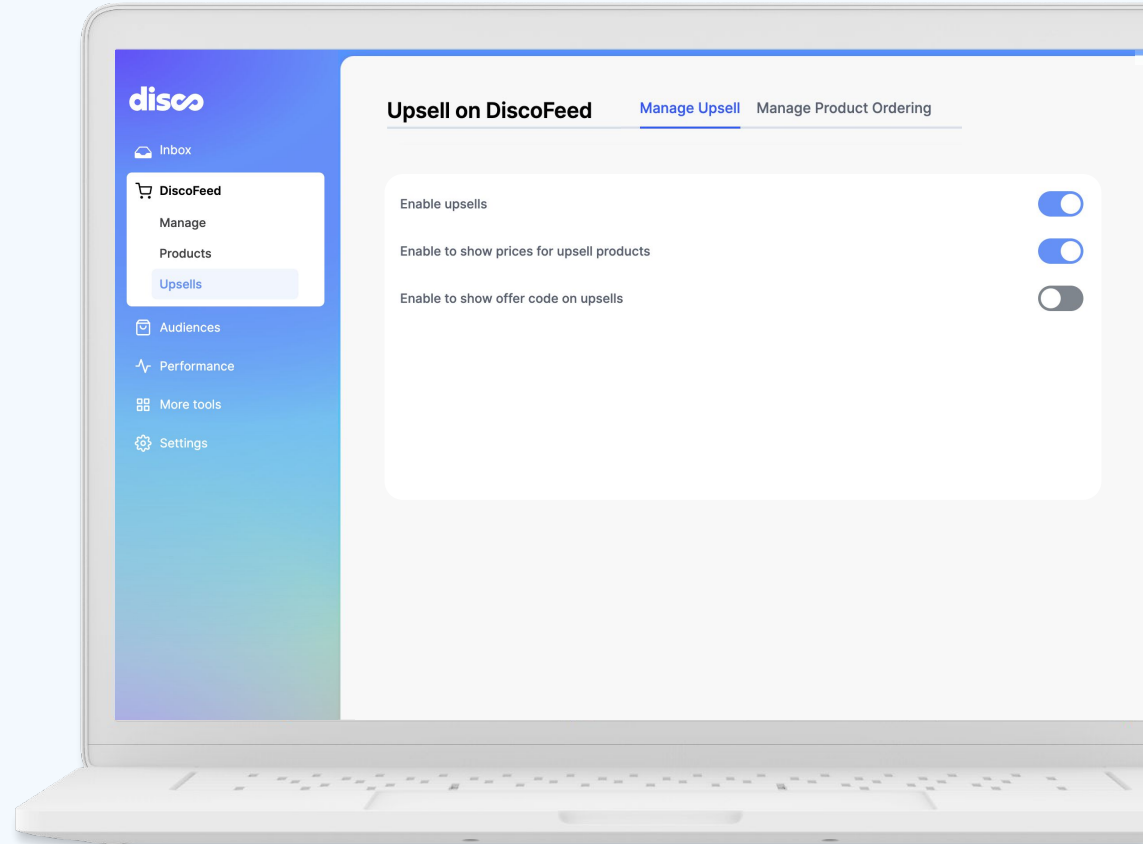
**Manage your partners and
re-order your products.**

Step 4

Upsell

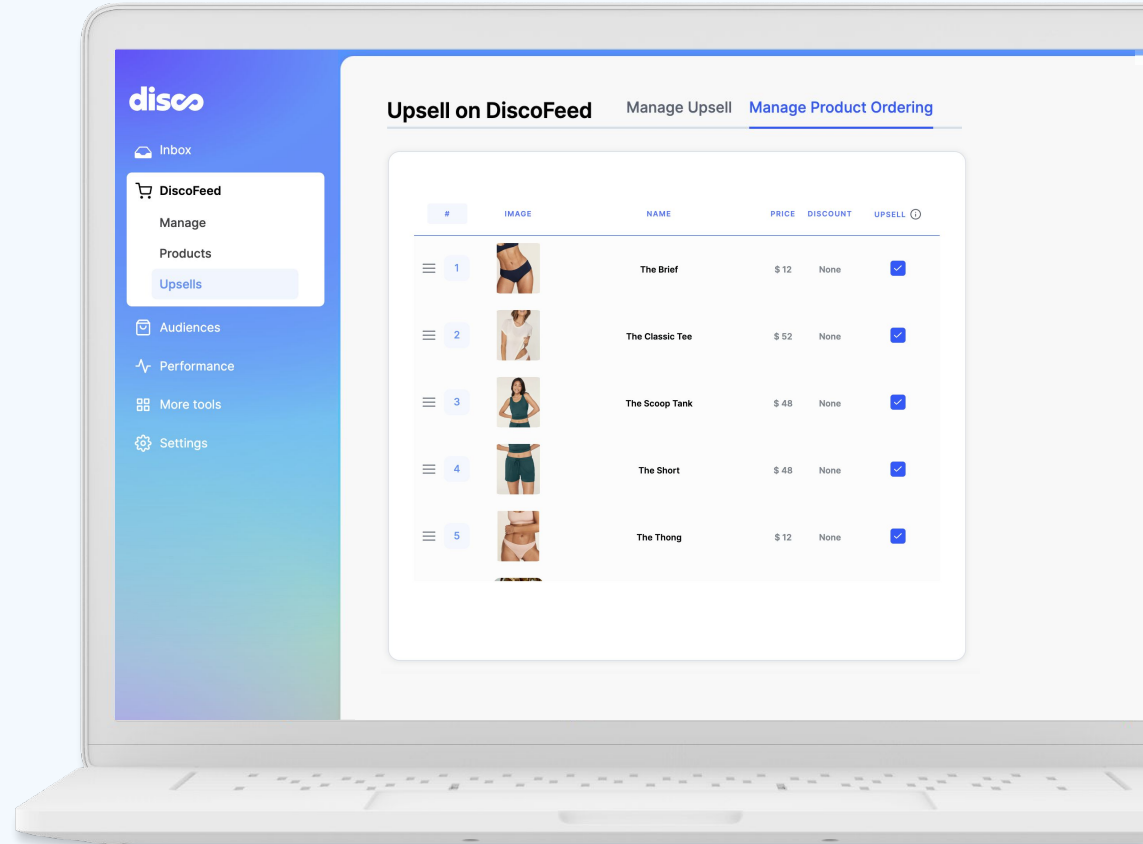
4a. Manage Upsell

Enable upsells + show prices for upsell products.



4b. Manage Product Ordering

Drag & drop your products in the order you want them to appear.



**Enable upselling and re-order
your products.**

Step 5

Publish Disco!

Are all of these complete...?

- ✓ Set up [Payments](#)
- ✓ Ensure products are enabled and images meet best practices
- ✓ Shopify Brands: Upload logo + banner (if using PPE)

Other Post-Purchase Apps

If you use any additional post-purchase apps like **ReCharge**, **KnoCommerce**, **Fairing**, **Address Validator**, etc, please **let us know**.

Drop whatever post-purchase apps you use in the chat and we will follow-up after with integration instructions.



KNO



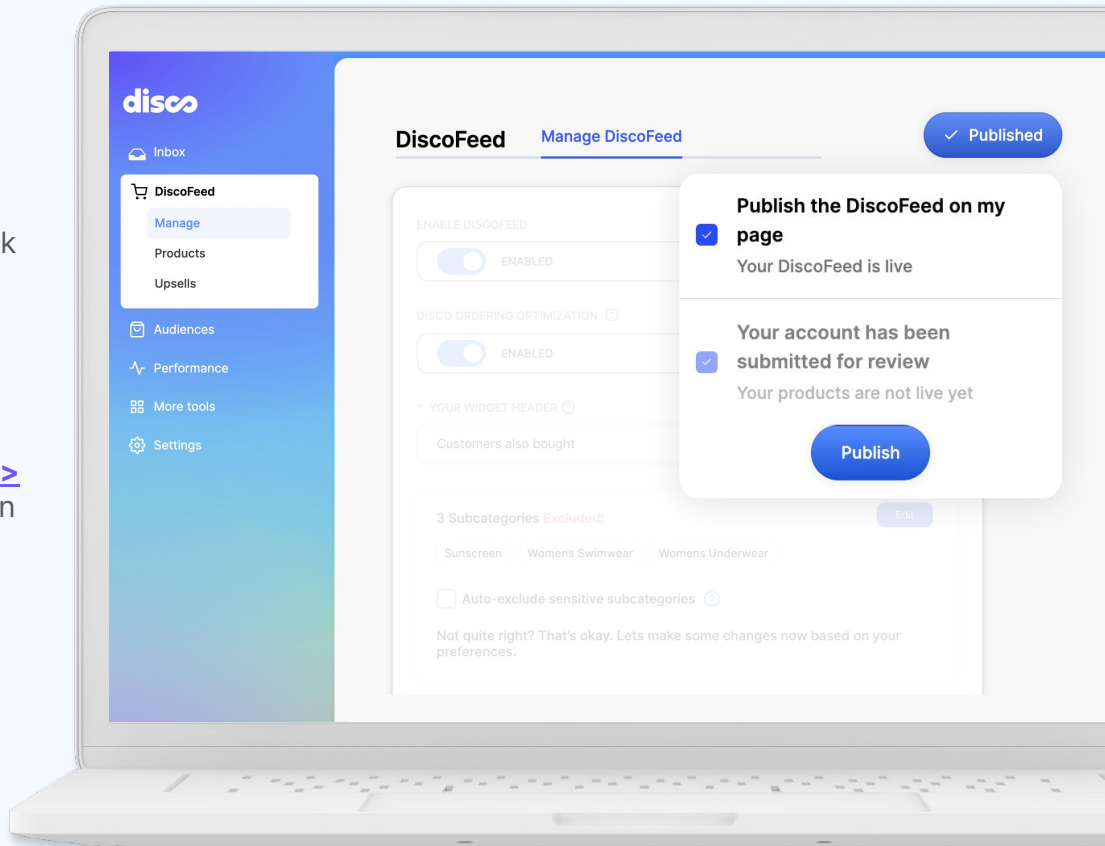
recharge



Fairing

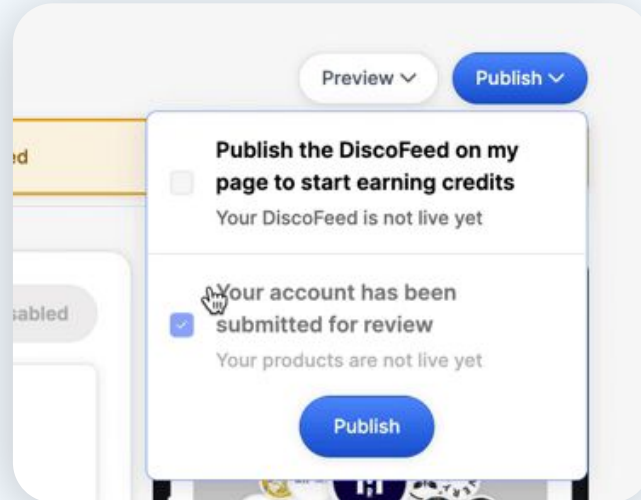
Let's get you published!

1. Click into the **DiscoFeed > Manage** [tab](#)
2. **Click "Publish"** in the upper right corner.
3. **Select both boxes** to publish Disco on your thank you page *and* start displaying on partner brand pages.
4. **WooCommerce Brands:** make sure to add your script to WordPress!
 - a. Navigate to your [Settings > Integrations > Select WooCommerce](#). Don't forget to run a test checkout and preview the experience.
 - b. We'll send these instructions after the session!



Ready...set...

Publish!





What to Expect

Your First ~Three Months on Disco



Your **first 90 days** on Disco are a **learning and ramping period**.



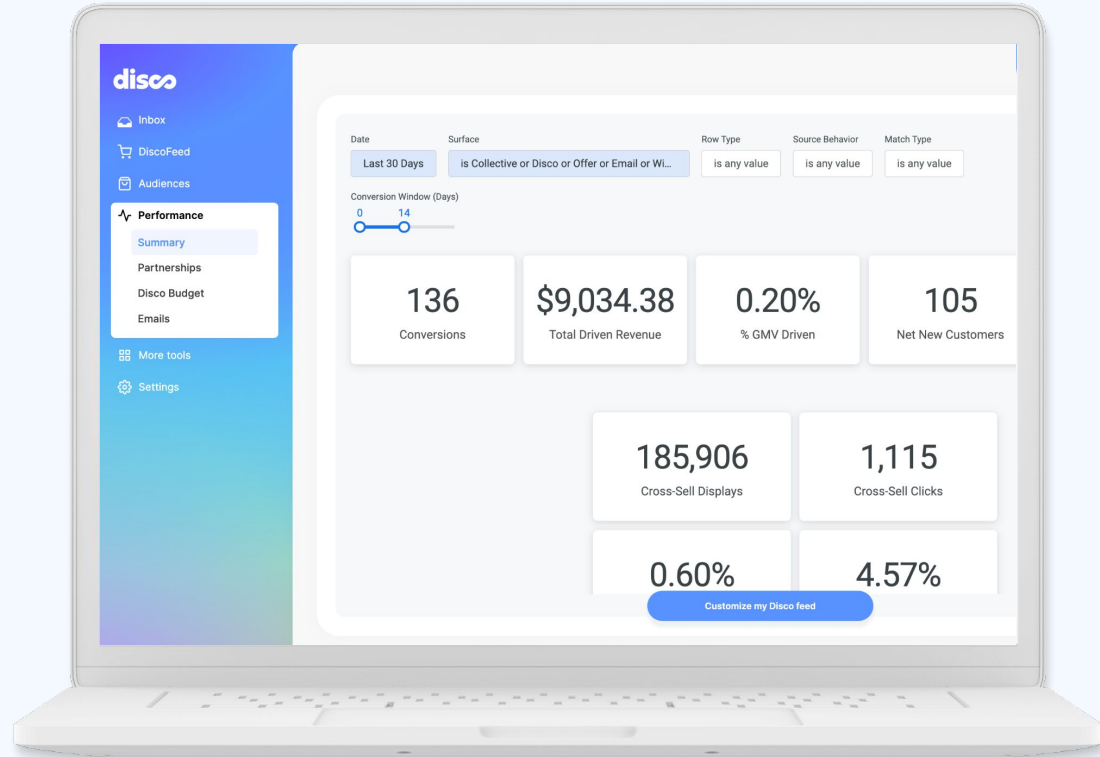
To account for this, **we waive platform fees for 30 days**. With our Guaranteed CPA model, **you're only charged** when we **drive you a conversion**.

Guaranteed CPA Model (Disco Budget)

- You set a CPA (new customers) and CPO (returning customers)
- We charge you *retroactively* EOM for the exact amount of conversions we drive you at the CPA + CPO you set
- We use a 14-day click + display attribution window

Tracking Performance

- Track performance in your Performance [tab](#).
- **Summary:** overview of total performance
- **Partnerships:** partner-specific stats
- **Disco Budget:** progress on your Disco budget, aka Cross-Sell performance



Pricing

Get Access



- Post-purchase survey tool
- Personalized brand partner recommendations
- Invites to exclusive events and programming
- Personalized insights, analytics and reporting

Get Set Up

disco Feed

- [Set your CPA & CPO →](#)
- Only pay when we drive conversions

+ProTools

Additional \$0.05 / display, caps out at \$1,000/mo

- Upsells
- One Click Offers

disco Audiences

- Try free for 2 weeks
- **\$1,500/month flat fee**
- No contrac



And we're here to help!

We'll be following up via email during your first 90 days on the platform to help you navigate and optimize the platform.

Feel free to get in touch with us:

 Email support@disconetwork.com

 Visit our [Help Center](#) for more resources



Disco Audiences

Take your Disco Experience to the Next Level

Find the shoppers on Meta, Snap and TikTok most likely to convert. Our custom audiences represent shopper profiles likely to buy from your brand based on their previous purchases across Disco Network.

Why DiscoAudiences?

80M+ premium shoppers

Across top channels. Our high AOV and LTV shoppers come from the best brands in DTC.

Stronger signal

Based on purchases, not just pixels. Our audiences are built on \$20B+ in transaction data from 100's of brands, not just clicks.

Perfect for prospecting

High intent shoppers. Other tools help you retarget shoppers you know. We'll help you find the shoppers you don't.

Simple Pricing

For easy budgeting. No surprises.
\$1,500 per channel per month.

disco Audiences



Try free for 2 weeks. Log in to Disco to [connect your Meta account](#) and we'll reach out to get you started.



Your Disco Community



YOU'RE INVITED!

**Connect with brand leaders,
exchange insights,
and build partnerships**

 disconetwork.com/slack-community

milk

SOL *Janeiro*

Kosas



**AURA
BORA**

ettitude

CROWN AFFAIR


littlesleepies

GLAMNETIC

bask

clevr

Caraway®

CURIE

**WEST &
WILLOW**

BRIGHTLAND
CA

Olivers

hydrant

*LOVE*EVERY.

**PERFECT
BAR**



VINCERO
COLLECTIVE

pōla

VEGAMOUR

ettitude

LOVEVERY.

Andie

SOMETHING NAVY

BRAIGH
LAND

GLAMNETIC

girlfriend
collective

HATCH

OLIVE &
JUNE

MATE

FAHERTY

WEST &
WILLOW

Welcome to discs

KOPARI

Porter Road

enso
RINGS

CURIE

KOIO

M.GEMI



Caraway



/kit·sch/

CORKCICLE.

MUD \WTR®

hydrant

tovala

TRUE BOTANICALS

WINKY LUX

BYLT

VANITY PLANET

BLUELAND



Questions & Discussion