



Gift Guru Partnership Program

Program Background and Instructions

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Program Background and Details

About Gift Guru

Gift Guru is a free service to help our users give great gifts, on-time, for every occasion. Gift Guru offers a mobile application to track gift events, including holidays, birthdays, and more. Gift Guru then helps users prepare for these events with event reminders, gift history tracking, saving gift ideas, and discovering gift recommendations. Recommendations are tailored to users based on the specifics of each event, including the occasion type (e.g. housewarming), interests of the recipient, and/or recipient demographics (e.g. children).

Where Gift Guru gift ideas come from

Gift Guru does not currently sell products directly through our platform, either ourselves or via partner vendors. All products are offered through third-party sellers and sold through the sellers' websites. Users discover ideas on our platforms and then are directed to purchase the products through our partners directly. This model is subject to change in the future.

The Gift Guru Partnership Program

Gift Guru believes that one of the requirements of great gift ideas is a strong knowledge of the products and services that are appropriate for unique interests, demographics, and occasions. For example, it is difficult for an individual who knows little about fly fishing to give a great fly-fishing related gift. The goal of the Gift Guru partnership program is to partner with retailers and product makers that offer unique goods and services and are subject matter experts in their fields. We aim to connect our users to these experts to help them discover great gifts that will wow their recipients.

The Partnership Program is designed to create mutually beneficial relationships between Gift Guru and our Partners. Gift Guru aims to improve our product recommendations to improve the experience and service quality for our users. We aim to deliver new customers and sales to our partners through display of their products and services to shoppers seeking what they have to offer. In return, our goal is to increase the visibility and usership of our platform through exposure to the shopper base of our partners.

Agreement and Disclaimers

The Gift Guru Partnership Program is new and subject to change at any point. There is no binding agreement and your company's participation in the program is completely voluntary. Gift Guru may choose to remove any company from the partnership program at



any point. There are no guarantees of sales or traffic made by Gift Guru to any partners based on participation in the partnership program.

Partnership Program Cost

The basic Partnership Program is free and requires no up-front fees or payments. While we do offer products via an affiliate model (commissions on referred sales), we will also recommend and refer products with no commissions in exchange for mutually beneficial exposure across our partners web and media channels. As part of this, we will also feature our partners across our own channels to drive traffic to your stores, sites, and social media channels.

Product Categories

Product Categories represent the different areas where each specific product or service should be recommended. Categories fall into three primary areas: Interests/Hobbies, Demographics, and Holidays/Occasions. When a user adds recipients to their account, they select the appropriate interests and demographics to help curate ideas specific to each recipient. When users add holidays to their calendar, appropriate categories are automatically added to do the same for each event. Products are then displayed to the user that match the product categories associated with the recipient and/or event. Within each category there are a large number of specific sub-categories. For example within Interests, there are sub-categories for Sports, Art, and many others.

Gift Guru Channels

Gift Guru currently offers four primary channels to drive visibility to our partners and your products:

- Mobile app based gift recommendations on the Gift Guru mobile app (iOS and Android)
- Web based gift recommendations at www.giftguru.io
- Social media featuring via posts and giveaways, primarily Instagram and Facebook.
- Blog and content coverage at giftguru.io website

Product displays

As a partner, you will be able to directly upload your products to our gift discovery portal. Each gift that is uploaded will be directed to users based on the Interests, Demographics, and Holidays/Occasions it is a fit for. Products are featured both on our website (giftguru.io) and our mobile app. Gift Guru users will then be directed to your website to view and purchase the product, based on the URL you provide for each product. Instructions are provided later in this document detailing how to sign up and upload



products. At this time there are no requirements for affiliate based URLs and no commission applied by Gift Guru.

Product Ranking System and Maximizing your product position

Gift Guru attempts to display products that best fit each product category and maximize engagement and views of each product. Users are able to “vote” on products in the mobile app to provide feedback on the product recommendation. After receiving sufficient votes, aggregate product votes are used to score products and rank them relative to each other. As such, it is recommended that you prioritize recommending your products into categories that you believe it is a fit for to maximize the product score.

In addition to product votes, there are two other factors that currently impact product feed position. First, products can be “Featured” to promote their position in the product feed. Second, including a product video improves the position of the product. Details on product featuring and videos are below.

Product Featuring

Gift Guru is testing a process to allow vendors to prioritize and promote products on the Gift Guru platform. With this, vendors can choose to “Feature” products on Gift Guru. This will prioritize products towards the top of the mobile app feed (for appropriate product categories) and on the home page of the website. Featuring products is subject to product approval and for a duration of 1 month. Featuring is currently free, but requires a product sample to be provided to Gift Guru, which will be used to conduct a giveaway on social media, promoting the product and both brands. Read further on in the Giveaways section below. To request product featuring, first make sure you have created a vendor account and have uploaded the product(s) you would like to feature. Then fill out the Feature Product form on the Gift Guru website footer. We will then contact you with follow up details.

Your Account Store

As a partner, you will have a “Store” on the Gift Guru web marketplace. Users are able to discover your store when they view your gift recommendations on the website. Your store page will display the products you have listed on Gift Guru. As in the case of general gift suggestions, users will be directed to your website to purchase the products. You will be able to customize the display of your store by adding a custom description and header photo.

Product Giveaways



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Gift Guru will conduct product giveaways on our social media channels, featuring vendor products. Our desire is to conduct these giveaways as collaborative giveaways between our channels and the participating vendors. Giveaways are a required step for vendors who wish to promote their products on the Gift Guru app and website. Giveaways are also an option for any other vendor who wishes to participate, subject to approval.

Blog and social featuring

Gift Guru maintains a blog at giftguru.io, our primary front-end channel. Blogs are on a variety of topics around gift giving and event celebration for all the major US holidays and occasions. Pending availability Gift Guru may be able to create a blog post sharing our partnership with your business. Similar blogs or posts about Gift Guru posted to your channel are desired, but not necessarily required. Each case is handled individually to find a fit between our respective businesses and channels.

In addition to features on your business as a whole, we may also write product review blogs on unique products from our partners. This typically requires an additional sample to be provided to Gift Guru to use in performing the review. All reviews on products will be positive. If we do not feel the product is appropriate as a gift suggestion, we will let you know and not perform a review.

Share your feedback

We are constantly working to improve our platform for both users and partners. If you have suggestions on anything, please notify us at feedback@giftguru.io. We will do our best to incorporate your suggestions into the platform.

If you have ideas on how we can better collaborate across our channels, please let us know. We are open to new suggestions on how we can create mutual value via unique partnership opportunities.



Vendor Portal and Product Uploading

Before you get started

You'll need a few things as you setup your Gift Guru Partner account. If you don't have these now you can always add them later.

- Your store address
- An image of your logo (png, jpg)
- A header image for your platform store

Account Registration and Setup

You will first apply to the Gift Guru Partnership Program via our registration page at <https://giftguru.io/vendor-register/>. After applying your account will be reviewed for approval. We try to review all applications within 2 business days. If approved, you will receive an email with a link to continue your account setup. You will then be directed through a brief process to setup your account. For the time being, you should skip all steps of this process.

Gift submission process

Once you have created your account you will be able to create and upload your products. These must be products or services that you have actively for sale on your website or in your local store. Gift ideas are added via the Store Manager feature of your account. After you login, navigate to the store manager, then to the Products Tab. Select "Add New" from the top of the page to add a new product. You will need the following information for each product:

- Product Title and Description
- Product Price
- Product Photo(s)
- Product Video (optional)
- Product URL (external link to your site or where product is sold).

You will also need to specify one or more Product Categories and Ideas Types for each product. These are explained below.

Product variations



Similar product variations should be listed as the same product within the Gift Guru system. Different variations can be added as unique photos when you create your products.

Product approval

After submitting your products they will be sent to us for approval before they are published. We will notify you if we reject your ideas. At this time we will allow up to 10 products per partner. This limit is subject to change.

Allowable products

No adult gifts are allowed on the platform. All product displays should be family friendly. Products may target an adult audience, such as adult card games, but must still have family friendly displays, photos, videos, and descriptions. No graphic content or vulgar language is permitted. Violating these conditions may result in a suspension or ban of your vendor account.

Maintaining your products

Vendors are expected to keep product details and availability up to date in the Gift Guru system. If products are no longer available, or have changed in price, vendors are expected to reflect this on their product displays.

Product photos specifications

Product photos should be between 1080x1350 (portrait) and 1080x556 (landscape) pixels. A square photo is desired (1080x1080). If a video is present on a product, this will display first. If no video is present, products will display. We recommend a light, pastel colored or white background for your product, as shown below. Multiple images can be uploaded for each product.



Product videos and specifications

The Gift Guru mobile app enabled to play videos for products, just as would be experienced on Instagram. Videos should focus on product aspects that are not easily demonstrated via photos. Including a product video will improve the position of your product in the product feed for users.

Videos are in-feed and must be between 1080 x 1080 pixels (landscape) and 1080 x 1350 pixels (portrait). As this capability is new, videos are currently uploaded by the Gift Guru team. Until we develop a vendor upload process, please contact us at feedback@giftguru.io to request a video be uploaded to your product. Please include the product ID or SKU, as well as a link to the video from a Google Drive, Dropbox, or other webhosting site. Videos are subject to approval.

Selecting product categories

You should choose the most specific categories that your product is a fit for, as your products will automatically show in the parent categories. You may also add multiple categories for your product if it is a fit for multiple interests, demographics, or occasions.

You may not find a specific sub-category that you believe should be included in our recommendation hierarchy. If you have suggested additions, please send your suggestion to us at feedback@giftguru.io.

Product types



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Product types represent what the product is that you are selling. This includes but is not limited to Product, Service, Experience, Flowers, and more. Please select the Product Type(s) that is most appropriate for each specific idea. If you have suggestions for new Product types you can contact us at the email above.