



## AMBASSADOR PROGRAM FAQs

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**NEW! Updated April 17th, 2025**

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## Ambassador Program Details




### Q: Can anyone join the Ambassador Program?

A: Yes! The Ambassador Program is open to all Zazzle Members, whether you're a Creator promoting your own designs or simply someone who loves sharing great Products and designs created by others.

### Q: How do I get started as an Ambassador?

A: Simply [enroll](#) in the Ambassador Program through your Zazzle Account. Once enrolled, you can start sharing your Self-Promotion Links or Cross-Promotion Links immediately, and earn Referral Commissions.

### Q: How exactly does the Ambassador Program work?

A:  Ambassador refers a User to the Site  
     → This is a "Referral"  
 A "Referral" may result in a Product purchase  
     → This is a "Referred Sale"  
 "Referred Sales" result in "Referral Commissions"

There are two types of Links in the Ambassador Program:

- Self-Promotion Links: Earn 35–50% of Net Referral Sales (includes Royalty and Referral Commission) by driving sales to your own Products.
- Cross-Promotion Links: Earn a flat 15% Referral Commission when promoting other Creators' Products.

### Q: Do I need to have a Zazzle Store to become an Ambassador?

A: No, having a Zazzle Store isn't required. You can join the Ambassador Program solely to promote other Creators' Products using Cross-Promotion Links, earning a 15% Referral Commission.

### Q: How quickly will I receive my Referral Commissions?

A: Referral Commissions are processed according to Zazzle's standard Earnings Payment Terms in the [User Agreement](#). You can review your Earnings and payout dates in the Ambassador Center within your Zazzle Account.

### Q: Can I promote Zazzle Products on social media as an Ambassador?

A: Absolutely! You can share your Self-Promotion Links and Cross-Promotion Links freely on social media platforms, blogs, websites, or even via email—just be sure to avoid spammy or misleading promotional practices.

### Q: Is there a limit to how much I can earn through the Ambassador Program?

A: No, there's no limit on the amount of Referral Commissions you can earn. The more qualified Referral traffic and sales you generate, the more Referral Commissions you can earn.

### **NEW!** Q: Is it free to be part of this program or do you need to apply?

A: The Zazzle Ambassador Program is free and anyone can join! No application is needed. Simply [opt in](#) to join with your Zazzle Account!

## Working with Referral Links

### Understanding Link Types

#### **Q: What exactly is a "Self-Promotion Link," and how does it work?**

A: A Self-Promotion Link is a URL link without parameters that you use exclusively to promote Products that feature your own designs. Using these Self-Promotion Links, your Earnings (including Royalties) will be between 35%–50% of Net Referral Sales, rewarding your efforts to drive your own traffic. You can share Self-Promotion Links on:

- Your Public Product page(s)
- Your Collection page(s)
- Your Store page(s)
- Your Member Profile page(s)
- Create-a-Product API page(s)

**In simple terms:** A **Self-Promotion Link** is a URL link **without parameters**, used exclusively by Ambassadors to promote Products incorporating their own original Content.

#### **Q: What exactly is a "Cross-Promotion Link," and how does it work?**

A: A Cross-Promotion Link is a URL that includes your Ambassador ID, which you use specifically to promote Products created on Zazzle by someone other than you. When someone purchases through your Cross-Promotion Link, you will earn a Referral Commission equal to 15% of Net Referral Sales on that sale.

In simple terms: A Cross-Promotion Link is a unique URL containing your Ambassador ID, used specifically when promoting Products containing Content that you did not create (e.g., Products made by other Creators).

#### **Q: What are the exact Referral Commissions for driving sales to my own Products?**

A: When you actively promote your own Products using Self-Promotion Links, your Earnings (Royalty + Referral Commission combined) for Products sold will be 35–50% of Net Referral Sales. The exact percentage depends on the Product department and reflects the typical marketing costs for each department.

#### **Q: How are my earnings calculated when using a Self-Promotion Link?**

A: With Self-Promotion Links, your Earnings, which includes both your Royalty and your Referral Commission combined, are estimated to be the percentage listed in the [Referral Commission Table](#) (35-50% of Net Referral Sales) for the relevant department. Your Earnings may be subject to the Excess Royalty Fee.

For example, if your department rate is 40% and Your Royalty Rate is 10%, your total Earnings would be 40% of Net Referral Sales. While the Marketing Royalty Fee is technically applied in the background, the Referral Commission is calculated so that your total Earnings equal the full department percentage.

From this amount, the following may be deducted:

- Excess Royalty Fee (if Your Royalty Rate exceeds 10%)
- Any applicable Secondary Content Royalty Share payments to other Creators
- Adjustments for refunds, returns, or cancellations

The department rate follows the stated table and your final payout will reflect the adjustments mentioned above. This structure ensures that when you promote your own Products, you receive the most beneficial total amount before any required deductions.

**Q: If Self-Promotion Links have no Referral code, how does Zazzle identify and credit these Referrals accurately?**

A: When you enroll in the Ambassador Program, we automatically associate your Ambassador ID with all direct visits to your Products, Stores, Collections, Member Profile, and API pages. Zazzle automatically credits these Referrals to the correct Creator without needing URL parameters.

**Q: What if I accidentally use the wrong type of Referral link?**

A: If you mistakenly use the wrong type of Link, your Referral Commission might not be tracked correctly. To maximize your Earnings, always use Self-Promotion Links for your own Products and Cross-Promotion Links for promoting others' Products.

**Q: What if I use a Cross-Promotion Link for my own Products? Will I still earn the 35–50% Referral Commission?**

A: No, using a Cross-Promotion Link for your own Products will only earn you the standard 15% Referral Commission because these links are designed specifically for promoting other Creators' products. Always use a Self-Promotion Link to ensure you earn the higher Referral Commission (35–50% of Net Referral Sales) intended for promoting your own work.

**Q: If my Self-Promotion Link accidentally leads to the sale of another Creator's Product, will I receive a 15% Referral Commission?**

A: No, Self-Promotion Links are specifically intended to track and reward sales of your own Products only. If the sale of another Creator's Product occurs through your Self-Promotion Link, no Referral Commission will be awarded. Always use a Cross-Promotion Link when intentionally promoting other Creators' Products.

**NEW! Q: Can a Creator still use an Ambassador ID to promote their own Products? And if so, will they receive a 15% Referral Commission on any Product sales (their own Products or those Products created by others)?**

A: Self-Promotion Links are the best way to improve your Earnings potential on your own Products. Cross-Promotion Links are best for promoting the Products of others. If you have pre-existing links that have your Ambassador ID, you will earn 15% Referral Commission for Products sold, whether they're yours or from other Creators.

**NEW! Q: Does the cookie timeline length of 14 days apply to both Referrals via both Cross-Promotion Links and Self-Promotion Links?**

A: Yes. Zazzle's tracking cookie remains valid for up to 45 days, but the first 14 days act as a priority window for your Referral. Here's how it works:

- If a User clicks your Link on June 1 and makes a purchase anytime by July 15 (45 days), you earn a Referral Commission, provided they don't clear their cookies or encounter technical issues.
- If they click another Referral link or a Zazzle ad within those first 14 days, your Referral still takes precedence—you won't be overridden by that new link.
- After day 14, however, if they click a different Referral link, it resets the Referral window and the new Referral takes priority and the process starts again.

**NEW! Q: Why am I seeing more third-party Referrals than before?**

A: Historically, you might have experienced a larger percentage of sales labeled “none” as their Referral source. With updates to Zazzle’s tracking technology, Referral attribution is now more precise. As a result, more sales are showing as attributed to a Referral source including Self-Promotion and/or Third Party. This update is to help ensure that the first referrer within the Referral window is fairly credited and rewarded when bringing a Customer to Zazzle.

**NEW! Q: Do I need to share from Zazzle’s tools in order to receive a Self-Promotion Commission if one of my Products sells?**

A: No, you do not.

**NEW! Q: Can you earn a Self-Promotion Referral Commission on your own purchase?**

A: You can, however, you need to be the original referrer within the Referral window to receive your Referral Commission. The intent of the Ambassador Program is to promote and refer Customers to the Site.

**NEW! Q: How do I use Self-Promotion Links for my Store and collections?**

A: You can link directly from your Store or collection using Zazzle’s “share” tool to ensure you have the correct Self-Promotion Link.

**NEW! Q: Are Direct-Only Products subject to the Marketing Royalty Fee?**

A: If a Referred Sale of a Direct-Only Product is made during the first Referral window, the Marketing Royalty Fee would apply to that sale.

**NEW! Q: If my pre-existing links on Pinterest from the Zazzle share button include my Ambassador ID, do I need to adjust my Links by deleting the ?rf= and the Ambassador ID to receive a Self-Promotion Referral Commission.**

A: Yes, if you would like to receive a Self-Promotion Referral Commission instead of a Cross-Promotion Referral Commission.

**NEW! Q: Are Links that include a view parameter (changing which preview image is shown) still valid for Cross-Promotion and Self-Promotion Referrals?**

A: For this program, we strongly encourage sharing links without parameters. To qualify for a Self-Promotion Link-based Referral, you must be the Product owner. As the owner, we recommend publishing with the image that best represents your work and resonates with potential Customers—no additional parameters are needed.

To clarify: while view parameters are currently supported, they are not encouraged for Self-Promotion Links, and their handling may change at any time without notice.

**NEW! Q: A Customer ordered my Product (not a Referred Sale), then cancelled and reordered the same item a few minutes later, so why does the second order show as a Third-Party Referral and give me a lower Royalty?**

A: It’s possible the initial sale was not via a Self-Promotion or Cross-Promotion Link; the Customer may have originally found a Product organically (i.e., without clicking through a Referral link). When they later canceled their Order and placed a new one, they likely clicked back to the Site through one of our paid ads, which triggered the Third-Party Referral. We do want to note that if

the first transaction had been made through a Self-Promotion or Cross-Promotion Link, the original referrer is protected by a 45-day cookie duration, along with a 14-day period during which Zazzle ignores other Referrals.

## **Referral Tracking & Attribution**

### **Q: How long does a Referral last after someone clicks my Referral link?**

A: Referrals are tracked using cookies and other technologies lasting 45 days. If someone purchases within 45 days after clicking your Link (and has not clicked another Referral Link since then), you earn the Referral Commission. With the launch of the Ambassador Program, we've extended the referral window to two weeks, meaning you'll receive credit for any qualifying sales that happen within 14 days of someone clicking your Referral Link. This is a **meaningful** improvement: the majority of Zazzle shoppers make a purchase within this extended timeframe, so your efforts are protected for longer. After two weeks, if a customer clicks another referral link, that new link becomes the active referral, and commission credit will be reassigned accordingly.

### **Q: What happens if a Customer clicks multiple Referral links before purchasing?**

A: As noted earlier, the initial referral is protected for 14 days. If a customer clicks a second referral link during that time, the original referral remains active and no changes are made. Once the 14-day window expires, if the customer clicks a new referral link, that new referrer becomes active and the cycle continues.

### **Q: What happens if a Customer clears their cookies before purchasing?**

A: If a Customer deletes their cookies, Zazzle may not be able to track the Referral, and a Referral Commission might not be awarded for that sale.

## **Using Links in Marketing**

### **Q: Can I use Zazzle's brand name in my marketing efforts?**

A: You cannot use Zazzle's brand name to generate Referral Commissions. Specifically, you cannot bid on keywords containing "Zazzle" or use the Zazzle trademarks in paid search ads or display ads. Zazzle may occasionally provide approved assets for your promotional use.

### **Q: Can I share Referral links on any platform?**

A: Yes, you can share your Referral links on social media, blogs, websites, or emails. However, avoid spamming or misleading promotions, as these violate the Ambassador Program terms and may lead to Account suspension or termination.

### **Q: What happens if I use my Referral link in a paid ad?**

A: You cannot use Zazzle's brand or trademarks to generate Referral Commissions via paid search ads or display network advertisements. Doing so violates the Ambassador Program terms and may result in withheld Referral Commissions or removal from the program.

### **Q: Are Creators allowed to benchmark Zazzle against other POD sites in YouTube videos or blog posts?**

A: Yes, as long as the content is accurate, not misleading, and does not infringe on trademarks or violate the Terms of Use. You may not use Zazzle's brand name in paid advertising or in ways that imply endorsement.



**Q: Will Zazzle's existing share tools be updated to automatically use the correct type of Link (Self-Promotion or Cross-Promotion Links)?**

A: Yes, Zazzle's share tools will be updated to ensure they automatically post the appropriate type of Link — Self-Promotion Links for your own Products and Cross-Promotion Links for Products created by other Creators.

**NEW! Q: Can I pay for advertising on Google, Pinterest or other ways to promote my Products without using Zazzle's brand name?**

A: Yes, you may engage in paid advertising to promote your products, provided that you do not bid on the keyword "Zazzle," or any misspellings, variations, or similar terms or using the trademark "Zazzle."

**NEW! Q: Should I use the #Zazzlemade and tag @zazzle in my social media posts?**

A: Yes! Please use the #zazzlemade hashtag and tag @Zazzle on social media for a chance for your Content to feature on our accounts!

**NEW! Q: Can I use the Zazzle name on my website and social media posts?**

A: Yes, provided these are not paid advertising, are organic promotions, and Zazzle's name is not used in the domain.

**NEW! Q: Am I able to use images other than single Product images that are featured on the Zazzle Site, for display on a privately-built website, in order to advertise - in addition to individual Products - more general categories and themes?**

A: Yes, you are generally permitted to use images from the Zazzle website for the purpose of promoting Zazzle on your privately-built website, so long as they link back to our Site (i.e., to relevant product pages). Images include Product images, banners, and marketing images that are directly sourced from Zazzle and are accurately represented. You may not use the images for paid advertising.

**NEW! Q: What is considered a 3rd Party Referral?"**

A: "Third Party Referrals" refer to marketing efforts undertaken by Zazzle, or by third parties acting on Zazzle's behalf, to promote your products through external platforms with the intent of driving traffic and generating sales of your designs and products. These efforts may include, for example, the marketing of your listings on high-traffic sites such as Google, Facebook, Pinterest, and Bing, directing potential customers to your Zazzle store or product pages.

**NEW! Q: What exactly are "paid search, online content networks and online display networks" as stated in section 6.3 of the Ambassador Program Agreement? Does this include a website built by me? Does this include social media platforms? In other words, am I able to refer to the name "Zazzle" on social media or on a privately-built website?**

A: Paid search refers to advertising where you bid on keywords (like "Zazzle") to have your ads appear in search engine results. Our restriction here is to prevent Ambassadors from bidding on the "Zazzle" trademark or variations thereof in paid search campaigns. Online content networks and online display networks refer to platforms where you pay to display advertisements across a

network of websites or platforms. Using the "Zazzle" trademark in the ad copy or keywords associated with these paid campaigns is also restricted.

Section 6.3 in the Ambassador Program Agreement does not restrict you from organically mentioning "Zazzle" on your own website or social media platforms when genuinely promoting Zazzle products through your Referral links. This includes:

- Referring to "Zazzle" in blog posts, product reviews, or other content on your website.
- Using the name "Zazzle" in your social media posts when sharing your Referral links or discussing Zazzle Products.

**NEW! Q: If I share my Product using a Self-Promotion Link and a Customer comes to my Product page and chooses a different color option I have, will I still receive my Self-Promotion Referral Commission if they purchase?**

A: Yes, if a Customer purchases any Product you create, you will earn 35%-50% in combined Royalties + Referral Commission, depending on the Product Department and if you were the original referrer within the Referral window.

**NEW! Q: Pinterest automatically adds other parameters to my Self-Promotion and Cross-Promotion Links when linking back to Zazzle. Will this impact my ability to receive Referral Commissions?**

A: We're aware that some third-party platforms—like Pinterest—may modify the URLs you submit. To ensure the best possible attribution, we recommend providing Self-Promotion Links without parameters. Zazzle's Referral system will make its best effort to accurately map these links despite the actions of a third-party platform.

## Ambassador Earnings & Payments

### Calculating Earnings

**Q: What exactly is a "Royalty," and how is it calculated?**

A: A Royalty is what you earn from the sale of a Product featuring your Content. It's calculated as a percentage of the Product's Net Sales. Your Royalty Rate is chosen by you, and will be between the Standard Royalty Rate and Maximum Royalty Rate (which is up to 50% for physical products).

**Q: How are the percentages for Referral Commissions determined?**

A: The Referral Commission percentages (35–50% for Self-Promotion and 15% for Cross-Promotion) are determined based on Zazzle's actual market-driven advertising costs. Each Product department has unique promotional expenses, and these percentages directly reflect those costs.

**Q: How do I track my Referral Commissions in the Ambassador Program?**

A: You will be able to see Referred Sales reporting in your Earnings under Referral Reports.

**Q: If someone else promotes my Product using their Cross-Promotion Link, how does that affect my Earnings as the Creator?**

A: The key thing to understand is that the Referral Commission paid to the other Creator is calculated separately from the Marketing Royalty Fee, and in most cases, their Referral

Commission is higher. Zazzle is often the one covering the difference to ensure that Ambassadors are rewarded for driving high-quality traffic and conversions. This setup allows you to earn more when your Products are priced competitively, especially when you actively promote them using your Self-Promotion Links. The system is designed to reward the person who brought the purchasing User to the Site.

**Q: How is my Referral Commission calculated?**

A: Referral Commissions are calculated based on Net Referral Sales, which is the purchase price received by Zazzle minus amounts charged for shipping and handling, packaging, insurance, sales or similar taxes, refunds, credits, and reversals.

**Q: Can you provide real-world examples showing how much a Creator and/or Ambassador earns under different Referral scenarios?**

A: **Example 1: Self-Promotion Link (own Product) in Clothing & Shoes with Your Royalty Rate set at 12%**

- **Product Price** (= Net Referral Sales for this example): **\$100**
- **Your Royalty Rate: 12% → \$12 Gross Royalty**
  - **Excess Royalty Fee: → 5% of \$12 = \$0.60**  
(applies because Your Royalty Rate is above 10%. The fee is 5% of your Gross Royalty)
  - **Marketing Royalty Fee: → 35% of \$12 = \$4.20**  
(applies to all Referred Sales. For Clothing & Shoes, it's 35% of your Gross Royalty)
  - **Royalty: → \$7.20**  
(after deduction of Royalty Fees)
- **Referral Commission for a Referred Sale via a Self-Promotion Link**
  - **Department Rate: → 35% of Net Referral Sales**  
(Clothing & Shoes)
  - **Self-Promotion Earnings Goal: → 35% of \$100 is a \$35 Goal.**  
(from this \$35 goal, you've already earned \$7.20 in Net Royalties and the \$0.60 Excess Royalty Fee applies)
  - **Referral Commission from Self-Promotion Link: → \$35 - \$7.20 - \$0.60 = \$27.20**
- **Your Earnings = \$34.40**  
(\$7.20 paid via Royalty, \$27.20 paid via Referral Commission).
  - **Note:** Because Your Royalty Rate was above 10%, the Excess Royalty Fee slightly reduced the total Earnings you could have received from the Referred Sale via a Self-Promotion Link.

**Q: Why does it seem like the Excess Royalty is taken out twice for the Self-Promotion example above?**

A: If you look at Example 1, the Self-Promotion Earnings Goal is \$35, and the Excess Royalty Fee is \$0.60. Your Earnings are \$34.40 (\$35 - \$0.60). So while we need to deduct the Excess Royalty Fee from the Gross Royalties to help calculate the Royalty - which we then use to calculate the Referral Commission by deducting it from the Self-Promotion Earnings Goal - it is more to do the math to figure out the amounts you've earned rather than actually being taken out twice.

**Example 2: Self-Promotion Link (own Product) in Wedding Save The Dates with Your Royalty Rate set at 5%**

- **Product Price** (= Net Referral Sales for this example): **\$100**
- **Your Royalty Rate: 5% → \$5 Gross Royalty**
  - **Marketing Royalty Fee: → 50% of \$5 = \$2.50**  
(applies to all Referred Sales. For Wedding, it's 50% of your Gross Royalty)
  - **Royalty: → \$2.50**  
(after deduction of Royalty Fees)
- **Referral Commission for a Referred Sale via a Self-Promotion Link**
  - **Department Rate: → 50% of Net Referral Sales**  
(Wedding)
  - **Self-Promotion Earnings Goal: → 50% of \$100 is a \$50 Goal.**  
(from this \$50 goal, you've already earned \$2.50 in Net Royalties)
  - **Referral Commission: → \$50 - \$2.50 = \$47.50**
- **Your Earnings = \$50**  
(\$2.50 paid via Royalty, \$47.50 paid via Referral Commission).
  - **Pro Tip:** To maximize your Self-Promotion Link-based Earnings potential, consider setting Your Royalty Rate to 5%. This keeps your Product price as low as possible—helping improve conversion—and avoids the Excess Royalty Fee entirely. When your Product sells, **the Referral Commission is calculated to ensure you still earn the full goal amount**, even when Your Royalty Rate is lower. Consumers are more likely to convert, and you'll earn more at that retail price than under the previous Promoter Program.

**Example 3: Cross-Promotion Link (someone else promotes your Product) in Clothing & Shoes with Your Royalty Rate set at 12%**

- **Product Price** (= Net Referral Sales for this example): **\$100**
- **Your Royalty Rate: 12% → \$12 Gross Royalty**
  - **Excess Royalty Fee: → 5% of \$12 = \$0.60**  
(applies because Your Royalty Rate is above 10%. The fee is 5% of your Gross Royalty)
  - **Marketing Royalty Fee: → 35% of \$12 = \$4.20**  
(applies to all Referred Sales. For Clothing & Shoes, it's 35% of your Net Royalty)
  - **Royalty: → \$7.20**  
(after deduction of Royalty Fees)
- **Your Earnings = \$7.20**
  - **Note:** The other Ambassador earned a Cross-Promotion Referral Commission of \$15 on this sale.

**Example 4: Zazzle Marketing-based Referred Sale of your Product in Clothing & Shoes with Your Royalty Rate set at 12%**

- **Product Price** (= Net Referral Sales for this example): \$100
- **Your Royalty Rate: 12% → \$12 Gross Royalty**
  - **Excess Royalty Fee:** → 5% of \$12 = **\$0.60**  
(applies because Your Royalty Rate is above 10%. The fee is 5% of your Gross Royalty)
  - **Marketing Royalty Fee:** → 35% of \$12 = **\$4.20**  
(applies to all Referred Sales. For Clothing & Shoes, it's 35% of your Net Royalty)
  - **Royalty:** → **\$7.20**  
(after deduction of Royalty Fees)
- **Your Earnings = \$7.20**

**Q: Why might my Referral Commission differ from what I expected?**

A: Referral Commissions might differ due to discounts, promotions, refunds, credits, reversals, or the deduction of the Excess Royalty Fee.

**NEW! Q: Why are Royalties and Referral Commissions broken out separately on the Earnings section of my Creator Account?**

A: This is currently how our system works to calculate Earnings (= Royalty + Referral Commission). We are working on improvements to enhance how Earnings are shown for the Creator experience to make it easier to understand.

When a Product sells on Zazzle:

- The Creator earns a Royalty, based on the Royalty rate they set for the Product, minus any applicable fees.
- The Referrer (Ambassador) earns a Referral Commission, based on the qualifying Link used to drive the sale.
- Zazzle tracks and reports these two amounts separately, as they are treated differently in some states for accounting and tax purposes.
- For Self-Promotion Links (where you're both the Creator and the referrer), your total Earnings will be the sum of your Royalty and your Referral Commission minus the Excess Royalty Fee, if applicable.

**NEW! Q: Why am I being charged a Marketing Royalty Fee when there's a Referred Sale of my Product through a Cross-Promotion Link?**

A: When an Ambassador promotes your Product and drives a sale, Zazzle pays them a 15% Referral Commission. The Marketing Royalty Fee helps offset both that cost, and any external ad spend.

## Payments & Refunds

### **Q: How and when do I get paid?**

A: Payments follow Zazzle's standard Earnings Payment Terms. See the User Agreement for the standard payment timing and the minimum payout thresholds.

### **Q: What happens if my Earnings don't reach the Payout Threshold?**

A: If your Earnings don't meet the Payout Threshold within a payment cycle, they automatically roll over into the next payout period until the Payment Threshold is met.

### **Q: What happens if a Customer cancels their Order?**

A: If a Customer cancels their Order before it's processed, the sale is voided, and no Royalties or Referral Commissions are earned. Any previously-earned Royalties and Referral Commissions related to that Order will be reversed automatically.

### **Q: Why is there a Marketing Royalty Fee applied for Self-Promotion Sales?**

A: The Marketing Royalty Fee applies whenever a sale is referred, whether by you, another Ambassador, or Zazzle. This structure helps our systems run smoothly across all types of Referrals. So in order to make sure your Earnings hit the Self-Promotion Earnings Goal (which is based on the Department Rate), we calculate your Referral Commission to make up the difference between the Self-Promotion Earnings Goal and your Royalty. The math can be a little bit complicated, but the end result is the same - your Earnings for that sale do not change.

### **Q: Why in some cases did I make more money in the Promoter 2.0 Program?**

A: Promoter 2.0 was originally a "beta" program, and we're now expanding it to all Creators. The Ambassador Program is designed to serve a wider population of Creators, while reflecting current marketing costs, so while there were situations where former Promoters benefitted more, this new program is designed to benefit the whole Ambassador community more overall.

## Instant Downloads & Digital Products

### **NEW! Q: Why, in some cases, am I making less in Earnings for a Self-Promotion Instant Download/Digital Product sale than with a non-Referred Sale (i.e., says "None" in the Referral column).**

A: What you're seeing reflects improvements in how Referral sources are now tracked across the platform. In the past, you might have seen more instances where a sale appeared with "none" as the Referral source. With updates to Zazzle's tracking technology, Referral attribution is now more precise. As a result, more sales are showing as attributed to a Referral source including Self-Promotion and/or Third Party.

Self-Promotion Earnings are calculated based on a combination of Royalty and Referral Commission. When a Referral is detected, even your own, the Marketing Royalty Fee is applied as part of that calculation. That fee does not apply to orders with no Referral. This is why an Order now marked as a Self-Promotion may show slightly lower Earnings than a similar one previously marked as "none."

It's important to note that these updates do not reflect a change in your eventual Earnings. You will continue to earn up to the full Department Rate for your Products whenever they're sold via a Self-Promotion Link (i.e., self-promoted), minus any Excess Royalty Fee if your Royalty Rate

exceeds 10%. The difference is simply that Referral sources are now being identified with greater accuracy. Therefore the instances where a Referral = none are increasingly infrequent.

**NEW! Q: How are Instant Download Royalties and Referral Commissions calculated?**

A: Royalties and Referral Commissions for Instant Downloads are calculated the same way as those for physical Products.

**NEW! Q: Why are you charging a Marketing Royalty Fee for Instant Download Products?**

A: Zazzle pays to drive traffic to the Site regardless of what or if a Customer purchases. These are real costs that are incurred even if a Product is a digital (not manufactured).

## **Ambassador Program Administration & Compliance**

**Q: What happens if I violate the terms of the Ambassador Program Agreement?**

A: If you violate the terms of the Ambassador Program Agreement, Zazzle may suspend your Referral Commissions, terminate your Ambassador Program account, or withhold Earnings payments. Specific consequences depend on the severity of the violation.

**Q: Can my Ambassador Program account be terminated by Zazzle?**

A: Yes, Zazzle may terminate your Ambassador Program Account for fraud, misuse, spam, or repeated violations of the Terms of Use.

**Q: Can I dispute a missing Referral Commission?**

A: If you believe a Referral Commission was incorrectly assigned or is missing, you can contact [support@zazzle.com](mailto:support@zazzle.com) with details. Only trackable, valid Referral links are eligible for Referral Commission payments.

**NEW! Q: What happened to the Advanced Royalty Calculator?**

A: We retired the Advanced Royalty Calculator and have plans to make Royalty setting improvements in the future.

**NEW! Q: Does being part of the Ambassador Program impact my Zrank?**

A: No, it does not