

Freedom Health Affiliate Programme

Why Should I Join Freedom Health Affiliate Programme?

- ✓ **High commission rates:** We are not using agencies or affiliate networks which charge high management and over-ride fees. Therefore, we can pass all our savings directly to our affiliates, increasing the commission paid.
- ✓ **High conversion rates:** We are always carrying A/B tests and optimisations of our banners and messages to ensure the highest conversion rates. And our new quote tool will further contribute to this by offering an **intuitive, quick and easy** way of getting an online health quote.

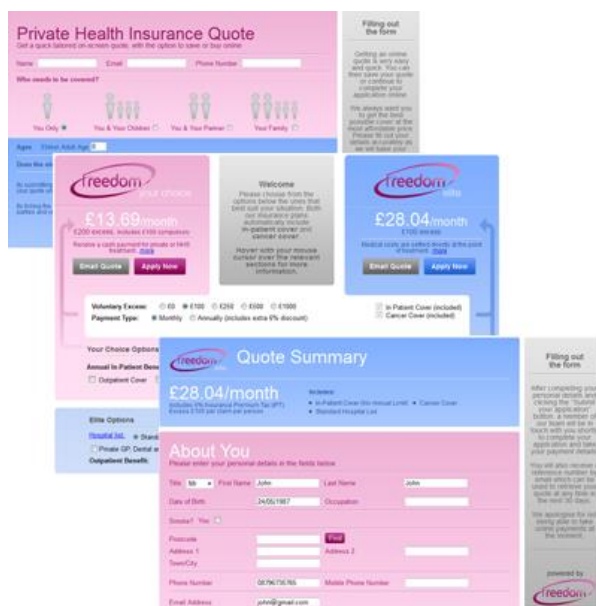


Figure 1. Freedom Health New Quote Tool

✓ **Measurable and transparent ROI:** Our affiliate management software allows each affiliate to log into their unique account and see up-to-date reports with the sales and commission generated.

✓ **Close working relationship.** We work only with a selected number of affiliates. This allows us to build strong professional relationships focused on improving conversion rates and ROI.

- ✓ **Bespoke affiliate marketing campaigns:** We understand that each affiliate has their own brands and target audience which need to be looked after. This is why we always work closely with each affiliate to create the right message and set of banners which fit perfectly with their online presence.
- ✓ **30 day cookie life:** if a lead or sale is generated within the first 30 days after a referred visitor clicked on an affiliate link, the affiliate will receive their commission.
- ✓ **NO intermediaries:** You will always deal directly with us meaning that the entire communication process is quicker and more effective.
- ✓ **FREE to join**
- ✓ **NO monthly management fees**

About Freedom Health

Established in 2003, Freedom Health has been offering private health and medical insurance to individuals and companies. Being the first in the UK to launch an innovative hybrid cashplan, Freedom Health has always focused on creating insurance products which can be easily customised to suit every need.



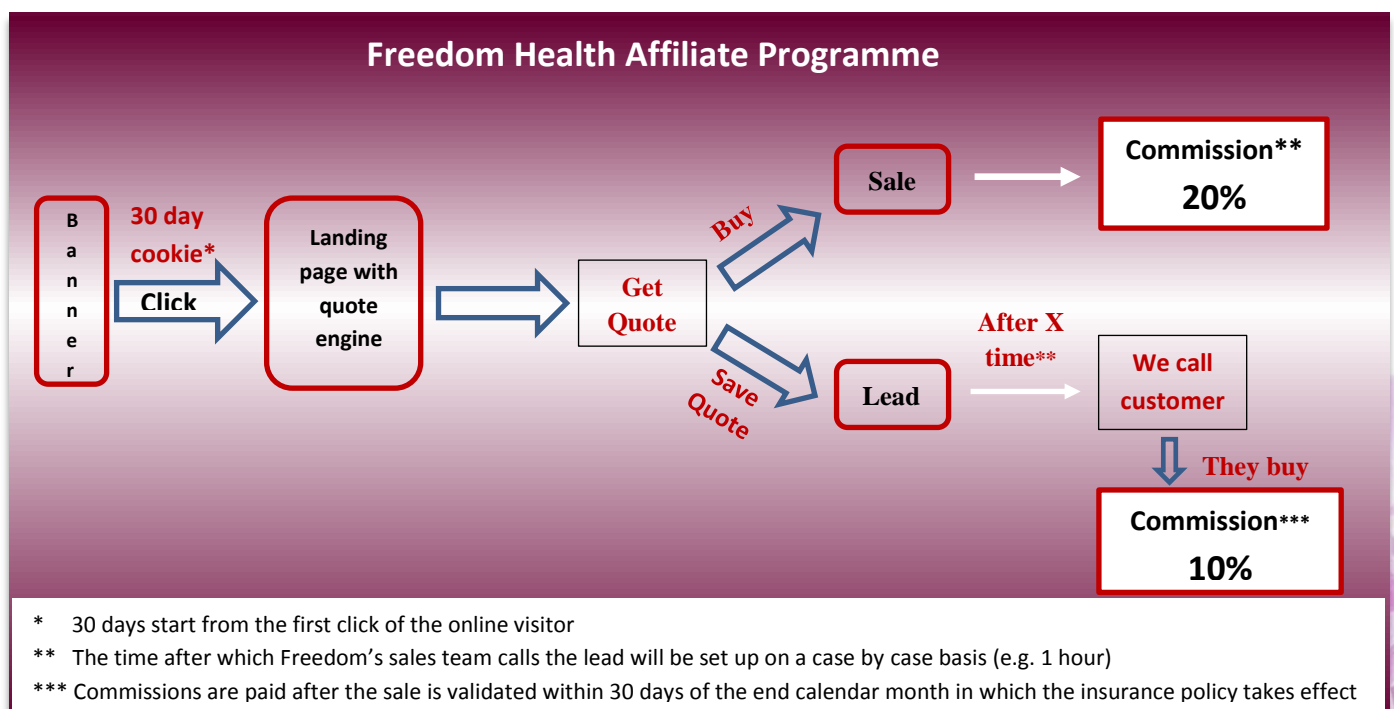
With an expanding range of award winning insurance products and an increasing number of returning customers, we are always looking for new opportunities of marketing and growing our brand with strong online partners.

With a new website constantly being optimised and improved, Freedom Health is committed to making the process of choosing a private medical insurance natural and simple.

Figure 2. New Freedom Health Website
www.freedomhealthinsurance.co.uk

How Does It Work?

As an affiliate you will receive a URL link to place on your website which tracks any traffic you send us via a unique referrer code. You can then choose any of our banners available in all shapes and sizes designed to be noticed on any website – a greater visibility leads to more clicks and sales which mean a higher commission for you.





Individually branded versions of our quote engine are also available on request along with co-branded landing pages hosted on our servers to ensure a smooth transition and to increase conversion levels.

How Much Can I Earn?

The more traffic you send us, the more sales we can convert... and the more commission you earn!

Commission levels vary depending on the referred visitors' end action. For example: if the referred visitor is getting a quote and buying the insurance online you will get a **20% commission**. Also, if the visitor is getting a quote and saving it for later, we will contact the person and convince them to buy the insurance. In this case, you will still receive **10% commission** for generating a lead.

Please see the table below for more information on how much you can earn.

Type	Commission*	Average earnings**
Lead (converted)***	10%	£90
Sale	20%	£180

* The commission is a percentage of the annual premium minus the insurance premium tax (IPT).

** Per sale/ lead. Based on the current premiums across all Freedom Health insurance programmes.

*** A person who saved their quote and who was then converted by our sales team.

!!! You will receive a commission for all sales generated (either online or via phone) within the first 30 days after the initial referred visit.

Getting a Lead

Getting an online lead is as easy as completing four fields. Even if the online visitor does not continue with the next step of the online quote, our sales team will be shortly contacting them based on the personal details provided. This quick qualifying process allows us to get **higher conversion rates** which means that **your commission will grow** further more.

Private Health Insurance Quote

Get a quick tailored on-screen quote, with the option to save or buy online

Name Email Phone Number

Who needs to be covered?

You Only
 You & Your Children
 You & Your Partner
 Your Family

Ages Eldest Adult Age

Does the eldest adult smoke? No Yes Do you have existing cover? No Yes

By submitting this registration form you agree to be contacted by Freedom Healthnet regarding the progress of your quote unless you indicate otherwise by ticking the box on the right.

By ticking the box on the right you agree to join our mailing list. We will never share or pass your details to third parties and you can unsubscribe from the list at any time.

[Get Quote](#)





How Will I Get Paid?

All affiliates are paid within 30 days of the end calendar month in which the insurance policy takes effect. For example: if a policy starts on the 17th June you are guaranteed to receive payment by the end of July. Payments are made by cheque, PayPal transfer or bank transfer.

Creatives Available

We provide a wide range of banners of all sizes and shapes including some of the standard sizes such as **720x90** (Leaderboard), **300x250** (MPU), 120x600 (Skyscraper). Please see next page for a selection. They can be static or animated (the small ones work better if animated). We also use several versions of copy for the banners and we can even create customised copy on request if we consider appropriate.

A **small quote form** is also available that can be easily integrated within any website and it significantly **improves the conversion rate** as people who complete it have a better chance of buying a health insurance online policy. This is linked back to our main quote engine with no strain on your web resources. We take care of the integration. You will only need to add a short code on the page where the form will appear on your website.

**Get a Quick
Health Insurance Quote**

First Name

Age

Email





Examples of Freedom Health Banners for Affiliates



Flexible and Affordable Protection for Your Family
Private medical insurance plans created for your healthcare needs.

[Compare Costs](#)



Private Medical Insurance from 95p a day!
Apply online and get one month free

[Get a Quote](#)



Fed up with the NHS waiting lists?



Private Health Insurance from 95p a day!

[Get a Quote](#)

APPLY FOR HEALTH INSURANCE TODAY AND GET

2 MONTHS FREE COVER
T's and C's Apply

[Get a Quote](#)

