

GET READY!

Promotion Performance Score

What you need to know!

Promotion Performance Score is a 5-point system from 0 (poor) to 5 (excellent) that refreshes daily, evaluating your effectiveness at:

- **70% of your score: Selecting Highly-Rated Products**
- **30% of your score: Creating Quality Content**

More promotions = more orders + new content = more impact to your score

A high score comes from a great customer experience! Improve your score with:

**Sales quantity &
Content recency**

More orders = More impact
More recent content = More impact

Product quality

Higher-rated = +ve impact
Promote products with **high positive review rates**

Content quality

Low violations = +ve impact
Comply with **content policies!**

Promotion Performance Score is only **available to Affiliate Creators** who have met **at least one** of the following criteria within the last 90 days:

Delivered Orders

Generated a minimum of **30 delivered orders** in at least one product category

Posted Videos

Posted a **minimum of 20 videos**

Hosted LIVES

Hosted a **minimum of 5 livestreams**

📍 Check your score in **Creator Center** > **Account Health**. Starting in May, some Creators may access their score at the top of the **Creator Center** home page.

High Score = More Benefits!

🔑 **LIVE Giveaways**

- Promotion Performance Score ≥ 4.0

🔑 **Campaigns**

- Promotion Performance Score ≥ 3.5 and
- Violation points < 12 or Creator Health Rating > 150 points

🔑 **Maximized ads performance**

- Promotion Performance Score ≥ 3.5

🔑 **Enhanced reach**

- Promotion Performance Score ≥ 2.0

Have a low score? No need to panic!

Access your Promotion Performance Score page and scroll down to **Tips to Improve Your Score**.

You can then tap the **Products** tab or the **NEW Content** tab for personalized recommendations to raise or maintain your score!

As Creators, promoting high-quality products is essential for building trust and credibility with your audience. Scan the QR code to check out our **Guide to Promotion Performance Score** for more information!

