

Thematic Affiliate Program

Best Practices & Guidelines

WELCOME

Welcome to the Thematic Affiliate Squad.

We're excited to have you as part of the program.

This guide covers everything you need to know - commission structure, best practices, and do's and don'ts - so you can start earning and sharing with confidence.

Remember: you know your audience best. Have fun, be authentic, and create content that genuinely reflects why you love Thematic.

20%

commission per referral

45 days

cookie window

12 months

earning period

Do's & Don'ts

DO'S

- Include required FTC disclosures - use #ThematicPartner or #affiliate in all content
- Tag @hellothematic when posting about Thematic
- Share your honest feedback and genuine experience

DON'TS

- Do not post about Thematic without proper FTC disclosures
- Do not use the Thematic logo as your profile picture
- Do not use profanity in captions or video content when mentioning Thematic

Where and how to share your link

Include a clear CTA in every piece of content. Strong CTAs name (1) the offer and (2) exactly where to find your link.

YouTube

- Long-form videos: Include your affiliate link and CTA above the fold in your video description
- YouTube Shorts: Pin your affiliate link as the top comment so it's easy for viewers to find

Website

- Blog posts: Include your affiliate link and CTA wherever you mention Thematic
- Use the official Thematic logo/icon to drive recognition and conversions
- Always link to hellothematic.com so conversions are tracked correctly

Social Media

- Stories: Add your link as a link sticker with a CTA on at least one frame
- Feed posts (Reels, Carousels, etc.): Mention link in bio, include CTA and #ThematicPartner in caption

QUESTIONS?

We're here to help.

Reach out to us any time at

team@hellothematic.com

Include 'Thematic Affiliate Creator' in your subject line.