



PADI Club™ Affiliate Program Frequently Asked Questions

What is the PADI Club Affiliate Program?

PADI is testing a new program through which select dive center and resort members can earn a revenue share for each new PADI Club member enrolled via their unique store or resort affiliate link.

Who can participate in the PADI Club Affiliate Program?

At this time, the PADI Club Affiliate Program is available to PADI Retail & Resort members located in the United States and US Territories (Puerto Rico, U.S. Virgin Islands, Guam, Northern Mariana Islands, and American Samoa), plus PADI Retail & Resort members with an APO/FPO address.

How do I earn Club revenue share and how much do I earn?

PADI Club affiliate revenue share is payable for all new, first-time Club members.

- PADI Five Star Dive Center and Resort members earn US \$20 for each new Club member that joins via an affiliate link.
- PADI Dive Center and Resort members earn US \$10 for each new Club member that joins via an affiliate link.

How do I get started with the PADI Club Affiliate Program?

Getting started is easy – PADI Club links are created the same way you make PADI eLearning links, only with a different URL structure. To create a PADI Club affiliate link, follow the steps below:

Step 1: Start with the following PADI Club affiliate link structure:

<https://www.padi.com/padiclub?irra=STORENUMBER&irrap=club>

Step 2: Replace the words “storenumber” in the link with your PADI store number. Your link should then look like this:

<https://www.padi.com/padiclub?irra=12345&irrap=club>

Step 3: Add this link to your PADI Club promotions including marketing emails, website banners, and social media posts.

Step 4: As your customers join PADI Club using your affiliate link, you’ll receive a revenue share!

How and when will I receive my Club revenue share?

Your PADI Club revenue share will be paid at the same time and in the same manner as your PADI eLearning revenue share payments. Your PADI Club revenue share payments will be itemized separately from your PADI eLearning revenue share payments on your statement.

What happens if my customer clicks on my Club affiliate link but doesn’t sign-up, then enrolls later via a non-affiliate link?

When a customer clicks on your PADI Club affiliate link, a cookie is set for 30 days. This means that even if your customer does not join Club after clicking on your affiliate link, then decides to join Club during the next 30 days via a non-affiliate link, you’ll still receive the revenue share.

Example:

- Diver Bob clicks on the PADI Club affiliate link in Awesome Dive Shop’s website, but decides to wait before joining Club. A 30-day Club affiliate link cookie is set.
- Two weeks later, Diver Bob sees a social media post about PADI Club, clicks on it and joins.
- Because the 30-day Club affiliate link cookie is still active, Awesome Dive Shop still receives a Club Affiliates revenue share!

The only exception is if the customer clicks on another shop’s Club affiliate link. In this instance, the cookie updates to the most recent shop’s affiliate link.

What happens if my customer clicks again on my affiliate link after the 30-day cookie expires?

Each time your customer clicks on your Club affiliate link, the cookie resets, effectively restarting the 30-day expiration.

Be sure to regularly update your Club promotions across all of your marketing channels to keep Club – and your affiliate link – in front of your customers. The various messages and assets in the PADI Club Marketing Toolkit (located in the Pros' Site Marketing Hub) make it easy to refresh your messaging and you're your customers clicking away!

Can I easily create PADI Club promotions for my marketing channels?

Yes, take advantage of the [PAD Club Marketing Toolkit](#) located in the Pros' Site Marketing Hub to create your PADI Club promotions. Fully customizable in Canva, the toolkit contains professionally made marketing assets for your website, email marketing and social media channels.

Where can I learn more about the benefits of PADI Club for my customers?

To learn about all of the benefits PADI Club offers your divers and customers, visit the [PADI Club landing page](#) on PADI.com.

There are also several informative blog posts for PADI Members to give you even more insights:

- [PADI Club – Good for Divers. Good for Business.](#)
- [Grow Customer Lifetime Value with PADI Club](#)
- [What is the value of PADI Club?](#)

Who should I contact if I have more questions about PADI Club?

Contact PADI Club Operations Manager Zach Pavkov at zach.pavkov@padi.com.