

An overview of Checkmyfile

Steps worth taking. Progress worth making.

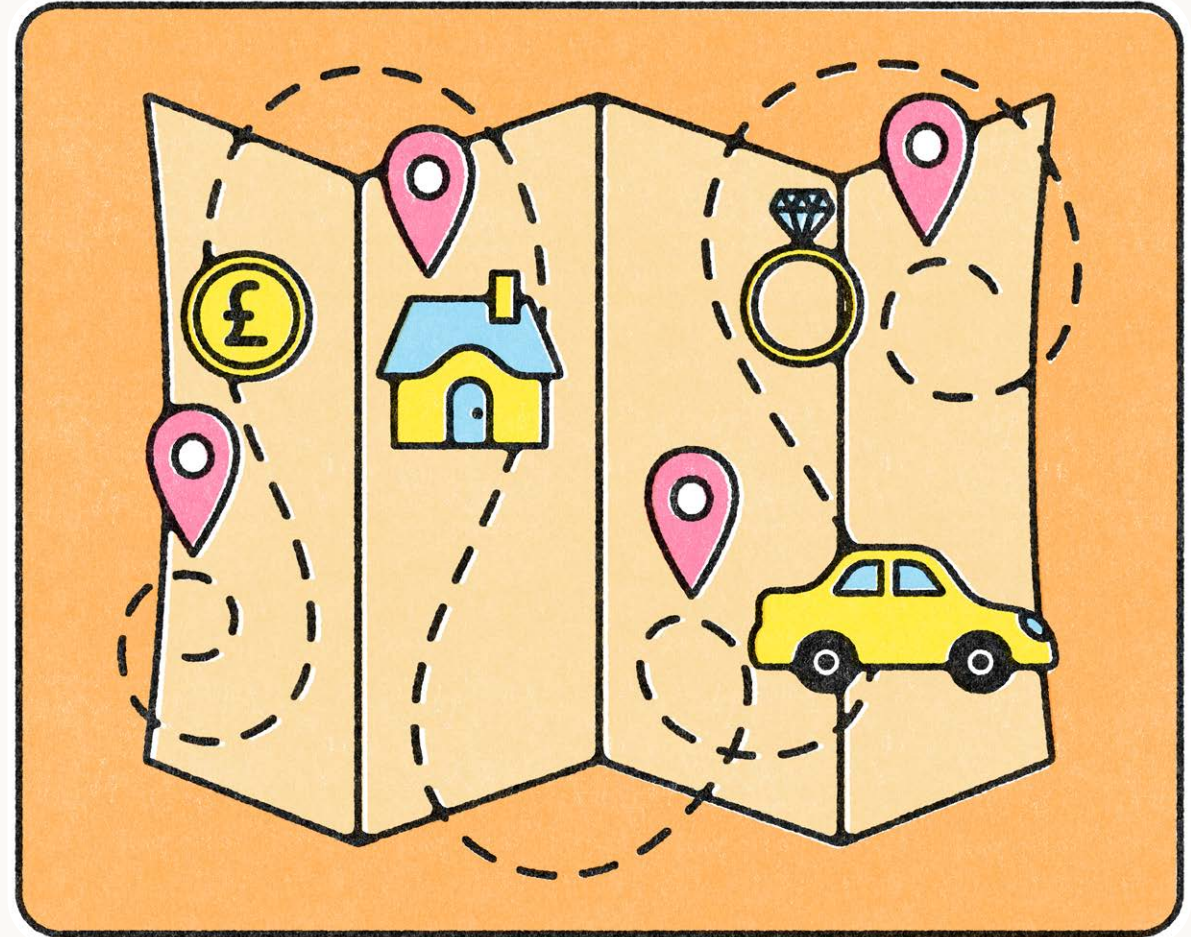
From big changes to little wins, Checkmyfile exists to help people through all of life's moments. If we can make something easier, we'll do what we can to make it happen.

And that's where you come in. Each partner referral helps us support people in all manner of situations, giving them the tools and know-how to get on top of their credit health - all wrapped up in one clear, rewarding experience.

This guide walks you through the steps to confidently and concisely promote Checkmyfile and successfully earn commission from your referrals. Questions? Our dedicated partnerships team is here to help you every step of the way.

Phone: 01872 309097

Email: partnerships@checkmyfile.com




The most detailed credit report you can get.

There's no single credit report, no single credit score. The credit reference agencies can all have slightly different data and different ways to calculate a score. It's complicated and daunting.

Checkmyfile is here to make sense of it - bringing all the data into one place, showing everything a lender might see when applying for credit.

We help our customers to understand the details, spot any errors, and encourage them to take the steps and build the habits that will make their goals - new house, new car, credit card or something else - a reality.

YOUR SCORE FACTORS

-  Payments history
-  Electoral roll
-  Credit utilisation

Notifications



A new credit agreement has been added to your report



Joe Bloggs is now a Financial Association



Your payments have all been paid on time in May



You have been added to the Electoral Roll

How it works

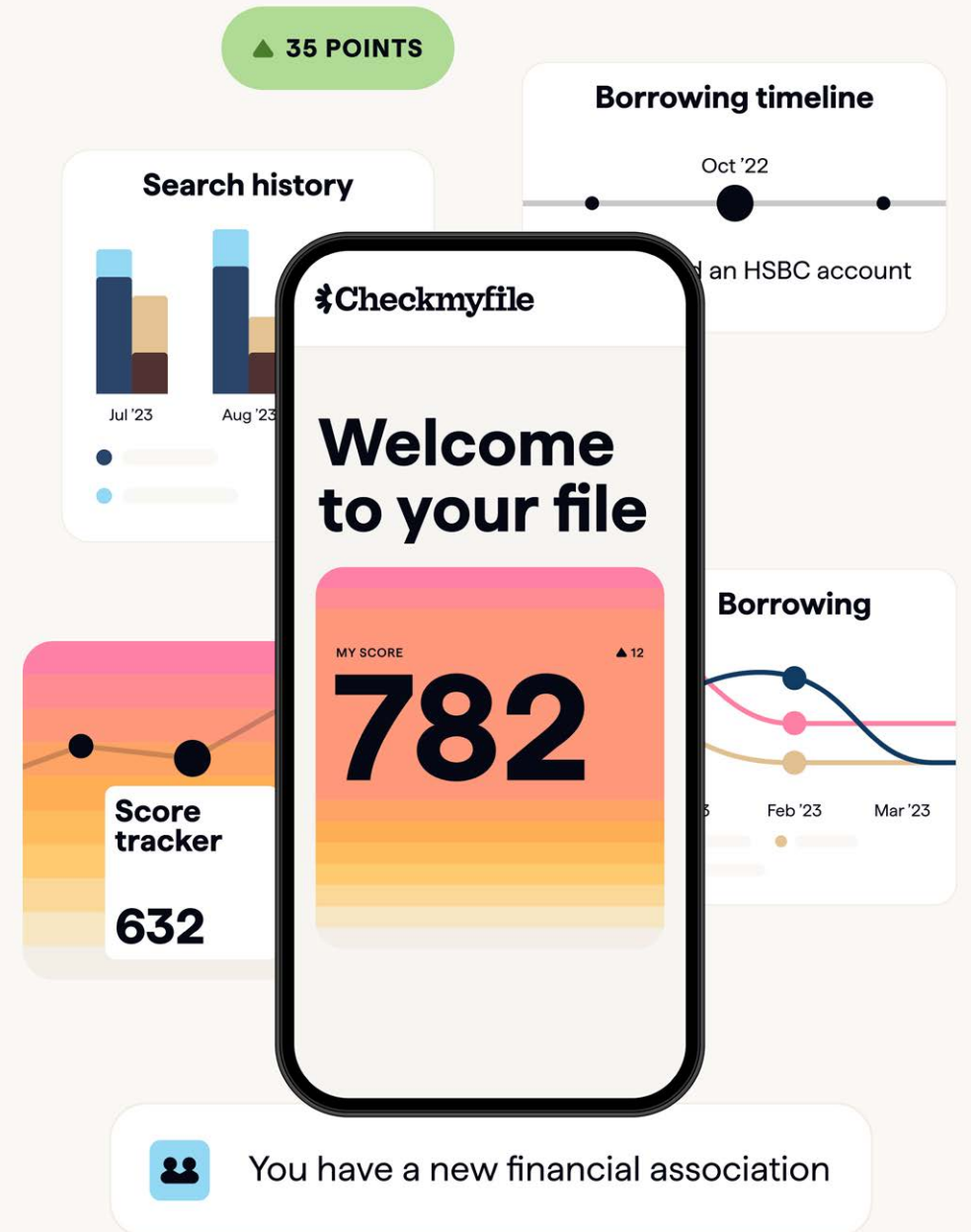
It's a monthly subscription

All new customers can try Checkmyfile free, then it's a paid monthly subscription.

They can cancel anytime.
They can come back anytime too.

Help at every step

Customers get access to the data and tools that help make sense of their credit health. When they need to ask a question or find out how to get something fixed, our customer care team are here to help every step of the way.



Sharing your partner tracking link

Your partner tracking link is generated by Everflow and is unique to your account.

For example:

<https://www.checkmyfile.partners/XXXXXX/XXXXX/>

Conversions

A referral is recorded each time a new Checkmyfile customer clicks your link, signs up, and loads their credit report for the first time. This conversion is recorded in your Everflow account.

QR codes

Looking for something tactile? Generate a QR code directly from your Everflow dashboard and signpost customers to Checkmyfile in-person.



Practice makes perfect

Timing is everything

Customers need to sign up within seven days of their initial link click. Make sure you share your partner tracking link when they need it most.

Email works best

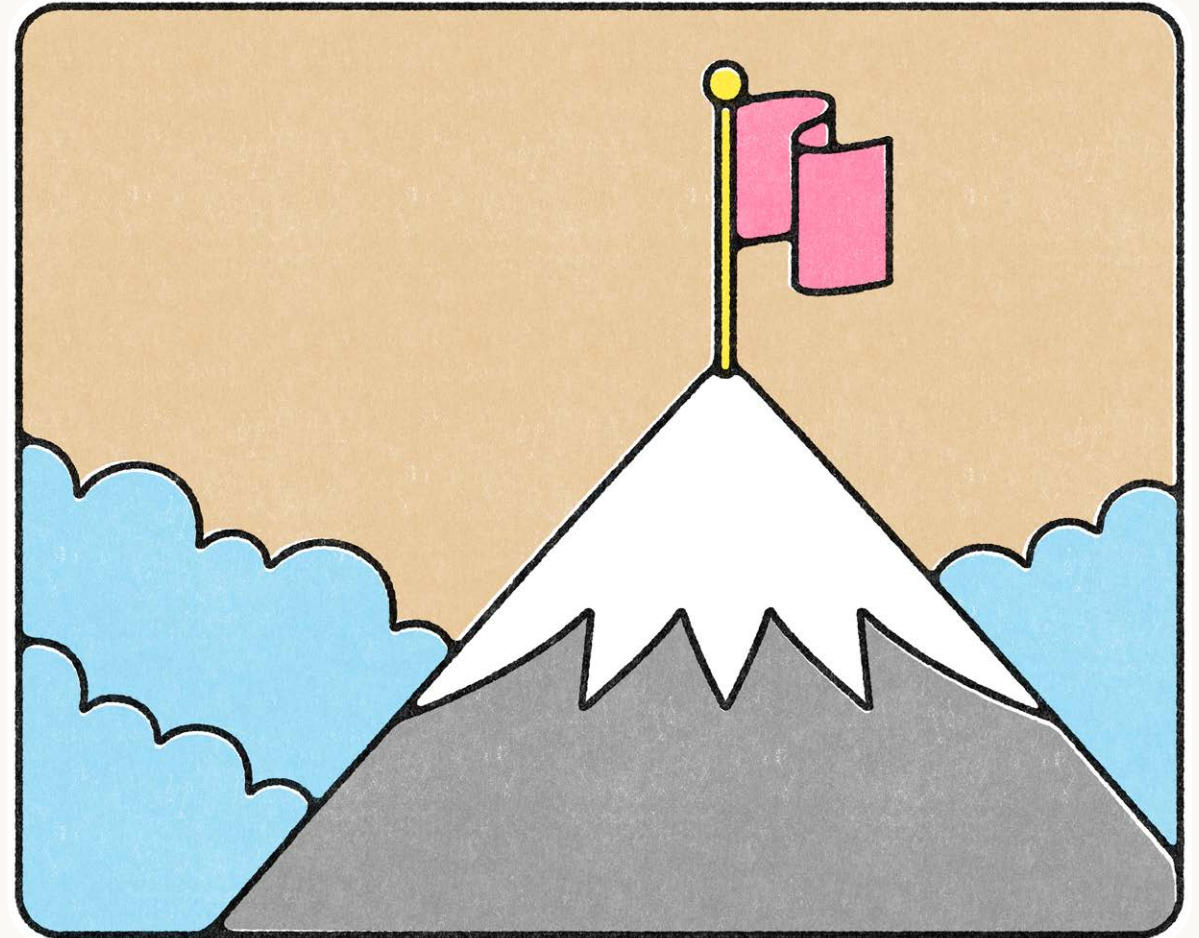
Customers are most likely to click your link and sign up when received via email. It's tried, tested and effective.

Copy and paste with care

Make sure you share your partner tracking exactly as shown in your Everflow dashboard. Avoid copy & pasting from your web browser's address bar as this can lead to invalid conversions.

Two to tango

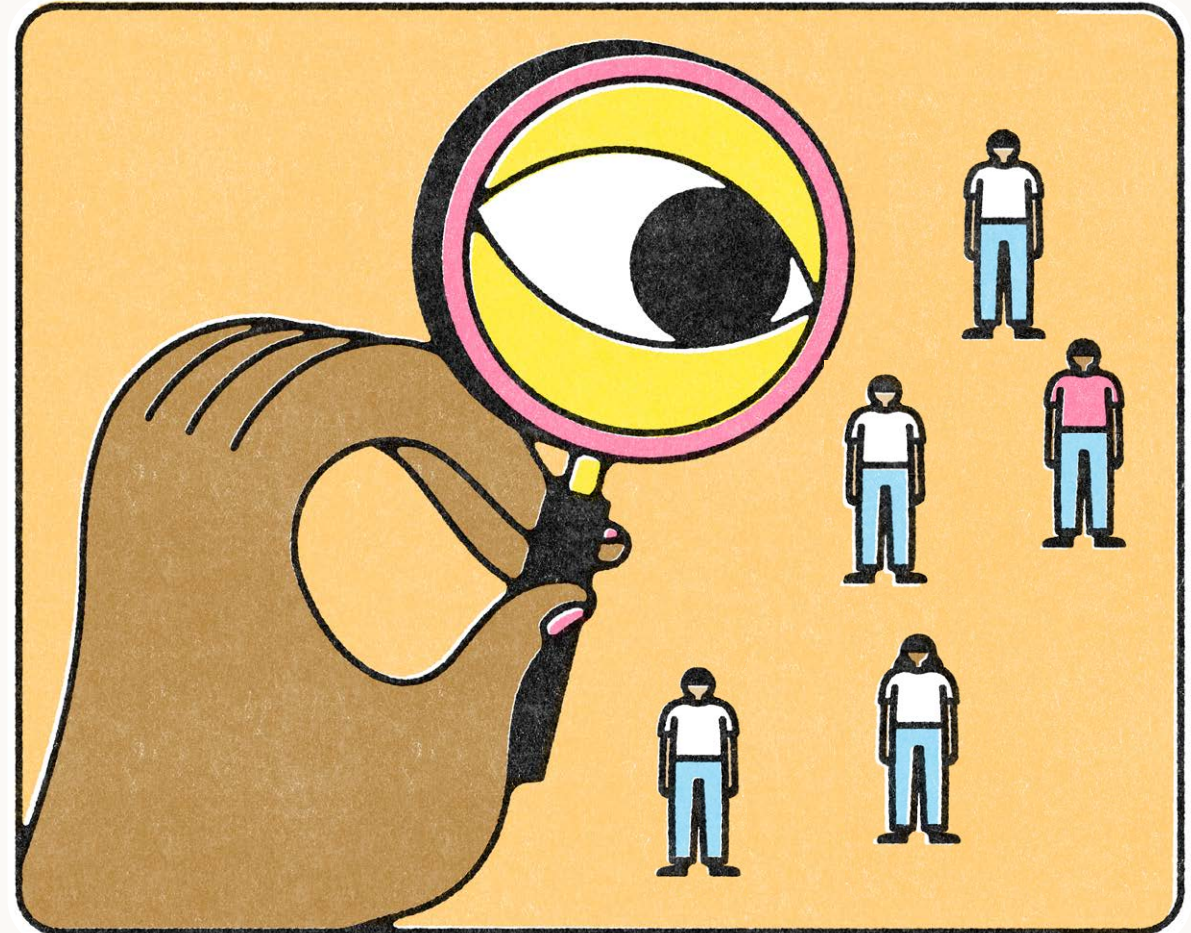
If you are sharing your tracking link with two or more customers, share your link with each person individually to avoid invalid conversions.



Understanding conversions

When referring a new customer to Checkmyfile, they'll need to meet five conditions to qualify as a valid conversion:

1. **Sign up as a new Checkmyfile customer**
2. **Successfully pass identity verification**
3. **Live in the UK and be over the age of 18**
4. **Load their credit report within 7 days of the initial click**
5. **Sign up and load their credit report on their own device**



Keep it compliant

Transparent and honest

When advertising Checkmyfile, make sure your content is not misleading. It must comply with all legal and regulatory requirements.

Using the word 'free'

Be clear that 'free' relates to a trial and that the trial, or the subscription, can be cancelled at any time.

Show our monthly price

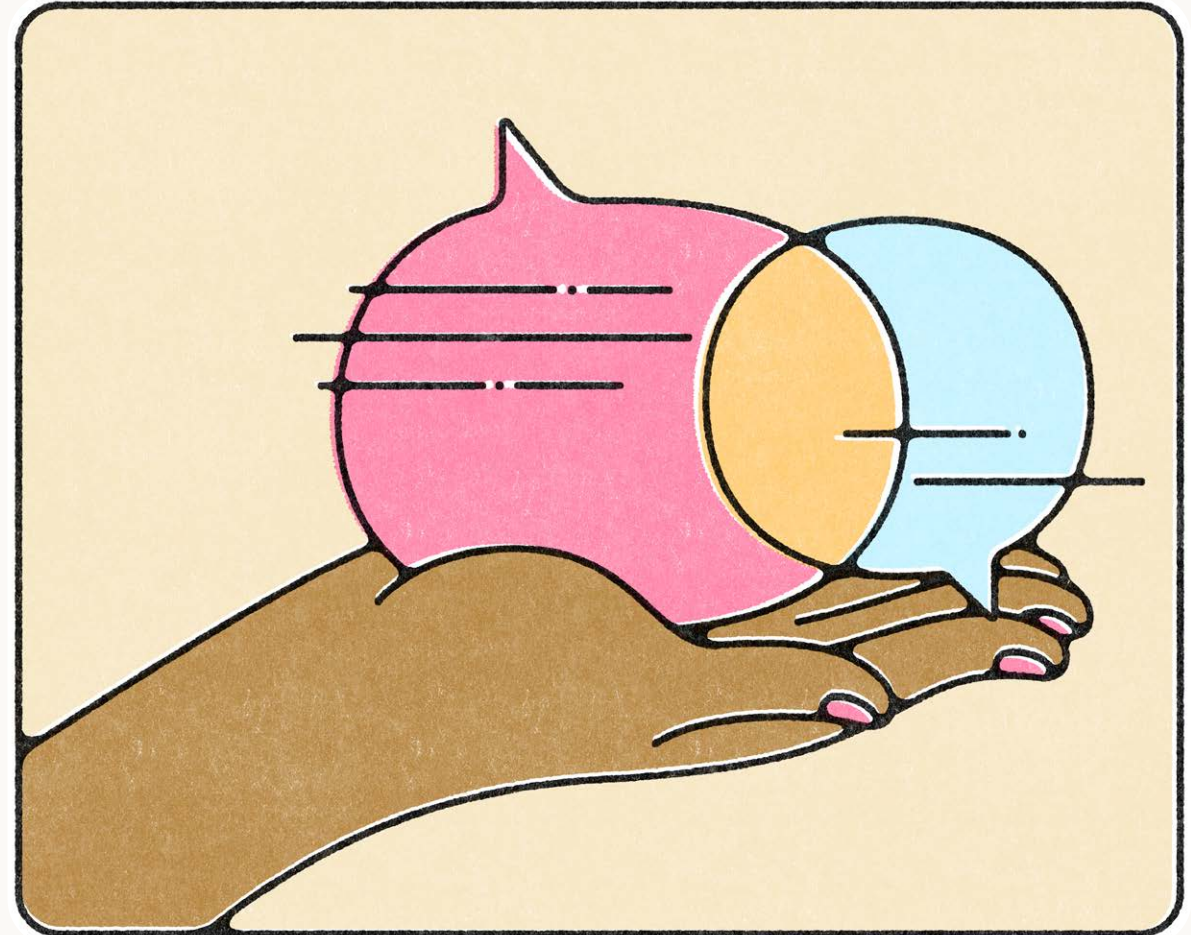
£14.99 is our standard monthly subscription fee and must be clearly visible, next to or below each call to action.

For example:

Try it free, then it's a paid monthly subscription – cancel online anytime.

Tag your content

When using social media, include 'AD' or '#ad' at the beginning of content that advertises Checkmyfile, or contains your partner tracking link. These are rules set by the Advertising Standards Authority (ASA). For more information, visit the [ASA website](#).



Change on the horizon?

If your professional circumstances change, let us know and we'll make sure your partner activity continues uninterrupted.

A new adventure awaits

If you're changing companies or operating under a new name, we'll need to know your new employer, contact details, payment information, and where applicable, your FCA number and authorised individual.

New team members

If you'd like to invite another person to manage your partner account, we'll need to run through a few checks and deliver the onboarding experience for each new individual.





Set up for success

Need support? No problem – we're here to help.

Our partnerships team is available Monday – Friday, 9am – 5pm

Phone: 01872 309097

Email: partnerships@checkmyfile.com

We look forward to working with you!

<https://partners.checkmyfile.com>