What is the JUMIA KOL program?

JUMIA KOL formerly known as the JUMIA affiliate program & it stands for Key Opinion Leaders. The KOL program is introducing a new concept of partnerships so that more partners can easily join the KOL program and make more money by referring customers online to Jumia. You can use our creative ads or build your own custom links on your website, App, Blog, Social Media assets to refer your customer to the Jumia.com website.

On conversion, you can earn up to 9% commission every time a user clicks on the banner/link and places a successful purchase on Jumia's website.

*The commission scheme differs from one country to another and depend on category level.

How does the JUMIA KOL program work?

It's very simple.
- Join our KOL program by signing up at **https://kol.jumia.com/register**
- Fill in your complete and accurate details.
- Once your account is approved, start promoting Jumia.

You can use our provided creative banners or special custom links to generate sales. Once your referred visitor places some item/s from Jumia's website, you will be eligible for commission defined as per that item category.

Do I need to pay some fees to join the JUMIA KOL program?

No, there is no fee to join or be part of our KOL program.

It's completely free registration.

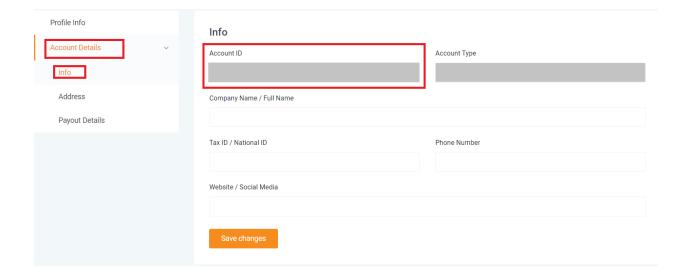## Which Account type should I select during registration?

If you have a Website, App, blog, social media page, or group that allows you to operate in the fields of Cashback, Deals, Reviews, Email Marketing, Loyalty Programs, Coupons, Price Comparisons, or similar Ventures. Then you can register yourself as a Jumia Affiliate and start promoting!

But if you identify yourself as a content creator who loves to give recommendations and reviews to your small (Minimum 5K followers) but loyal followers across social media platforms, then register yourself as a Micro-Influencer / Creator and start!
You are an individual with huge and well-established social media followers, your posts are enough to make your followers want to purchase that item as soon as possible! Join us and start promoting now as Macro Influencer!

Still not sure which program suits you better? Select any account type you deem fit and our team will assess your profile based on your engagement level, your follower's metrics, your reach and will assign the right program for you!

Where can i find my JUMIA KOL ID?

Please click on your name on the top right side then click account Details < info.

Who is eligible for KOL registration?

If you are an affiliate, Influencer, blogger, content creator, YouTuber, running Apps or websites such as (cashback websites, Price comparison, Deal & Coupon, content, etc.) or running Instagram or Facebook page, you can easily register through this link **https://kol.jumia.com/register**.

Please Note: Jumia KOL program doesn't support the partnerships with the AD network business model including their publishers, Also, Jumia KOL doesn't accept DSP traffic sources from the AD networks.

Advertisement: (Advertising)

How to use the Jumia KOL program? Or How to Promote?

You may use the custom link, banners, or Vouchers to promote Jumia and once customers order through your link/banner or voucher in case you are an (Influencer or content Creator) you will get a commission on all items they ordered even if it's not the same item you are promoting for.

How to use the custom link?

- Click on *"Advertising"* on the left panel and from the resulting drop-down, click on the custom *link*.
- Click on Jumia eCommerce then choose the *country* you would like to promote e.g., "*Jumia Kenya*".
- Open Jumia Website on another tab then copy the product page link (Jumia Landing page).
- Paste the Jumia landing page on the "Web page URL" section you would like to promote e.g., https://www.jumia.co.ke/groceries/
- Copy the Advertising link *URL* and share it with your audience.

What is the WEB URL page?

It's the Jumia landing page that you are directing your audience to shop in.
You have to open the Jumia website and select the page you want your audience to land on.

Then copy the selected Jumia landing page link and paste it in the web URL.

What are Jumia Banners?
Jumia banners are well designed and prepared Images introduced by Jumia to our partners and by default, all partners can access these banners.

They are split into categories (Phone category banners, Fashion banners, Computing categories, etc.…) and Campaign categories (Black Friday campaign, Jumia anniversary campaign, tech week, etc.……)

And you can use any of these banners on your online assets to get more clicks and conversions.

How to use Jumia banners? Or how do you get advertising banners for promotion?

- Click on "Advertising" then " Offers".
- Click on Jumia Ecommerce then select the country you would like to promote using Jumia's banners for. (e.g., Jumia Kenya)
- Select the category or the campaign you want to promote.
- Click on Universal link to track App or Web orders then select the banner size that can be compatible with your online website. e.g.: 728x90 and share it with your audience.
- If you would like to share it via your social media channel, download the image via Image URL
- Copy the Ad URL code and paste it on your social media page.
- Also, you can attach the banner to increase your click-through-rate.
- If you would like to promote through your website or BlogSpot, copy the Banner Code, and add it to the HTML code to make the image clickable and trackable.

What Platforms can I use to promote Jumia? Or is it mandatory to have a website or App to Promote Jumia?

You are not limited to promoting Jumia on websites or Apps.

You can promote on Social and engagement platforms as well including Facebook, Twitter, Telegram, WhatsApp, YouTube, Instagram.

You just need to be sure of complying and committed to Jumia [terms and conditions.](#) And not to use Jumia's brand name or logo as your online identity.

Can I Promote Jumia on more than one platform?

Yes, you can share your links on more than one platform.

You just need to be sure of complying and committed to Jumia [terms and conditions.](#) And not to use Jumia's brand name or logo as your online identity.

Why is my link/ banner broken?

A common mistake is to copy the second URL and send it to your audience and friends. If you do so, then the tracking link cookie will not be downloadable on the user's browser and as a result, no order they make will be attributed to you. So, always make sure to use the original link you are copying from the generated URL and share it with your audience.

If you still see some Banners / links are broken, please reach out to us on kolteam@jumia.com

Can I promote a single product?

Yes, you can,
To promote a single product please use the custom link for the single product however, we highly recommend sharing a whole category URL or campaign page to avoid products run out of stock.

Can I promote for a whole category?

Yes, you can. We highly recommend promoting categories and campaigns by using our stunning banners from offers section

Reports / Tracking:

Where to track my earnings?

Click on Reporting< conversions report.

How do we calculate the commissions?

Jumia calculates the commission based on the net item price. "Paid Price"

E.g.: if the item price on Jumia's website is 1000 KES, Item tax is 100 KES. The user used a voucher of 50 KES.

Net item price= Item price - Tax - Voucher value.

Net item price= 1000 - 100 - 50 = 850 KES.

Jumia deducts the tax of this item and the voucher value. Then apply the commission based on this category of the advertised country.

Why is my commission still pending?

The commission is approved in 15/30 days weeks after the order delivery to the customer. (After the Return policy period has elapsed).

*The Return policy period depends on the regulations of the country you are promoting for and either this product is local or global "Shipped from overseas". In most cases, the return policy ranges from 15 to 30 days.

Why is my commission rejected?

An order is rejected only if the customer canceled, rejected, or returned the order if you are not committed to Jumia's terms & conditions

Why are my orders untracked?

Your order will not be tracked in some cases as mentioned below, so please make sure you are committed to the below:

- J-force order or the customer account is registered as a J-force account.
- The order is a vendor/Seller order or Business to business order.

- The order is invalid order due to payment failure (the customer is trying to pay through debit / credit card but unfortunately the payment process failed.
- The order is placed through a voucher that entirely covers the full item price and it results in negative commission. E.g., if the item price on Jumia's website is 1000 KES, Item tax is 100 KES. The user used a voucher of 950 KES.
  Net item price= Item price - Tax - Voucher value.
  Net item price= 1000 - 100 - 950 = (-50) KES. then Jumia will untrack this order as the commission will result in negative balance.

- If your account is affiliate and the user placed the order through Influencers' Vouchers.

- The customer did not click on your affiliate link and placed the order.

Please check the JUMIA KOL [Terms & Conditions.](#) To know more about the program policy.

Why is my commission amount reduced?

Your commission may be reduced because the customer canceled some items from the order so you will get a commission for only on completed and approved sold items.

What does each column mean?

- **Date**: When the order got placed.
- **REF ID**: Order number.
- **SUB REF ID:** The unique item identifier in the same order number.
- **Status**: The status per item, either approved, pending, or rejected. The status is reflected immediately and in real-time.

- **Conversion (Local)**: This is the net item price, with the local currency, that we will calculate the commission.
- **Conversion (€):** This is the net item price on Euro.
- **Commission (Local)**: Commission amount that you will get paid for in case it's approved in local currency.
- **Commission (€):** Commission amount on Euro.
- **Tags:** Represents what you have applied in the additional tracking (Sub [KOL] Affiliate ID, Channel, Tracking tag 3, Tracking tag 4, Tracking tag 5).
  *Please check how to generate link section.
- **Partner:** Is JUMIA e-commerce. E.g., Jumia Egypt, Jumia Nigeria, Jumia Kenya,

What is the cookie lifetime?

The lifetime of the cookie is 7 days, which means that we will track any order that happens within 7 days of the cookie window after the 1st click. This means, if someone clicks on your tracking link, and then places an order within 7 days, you will get a commission on the order.

*If the customer clicked after the 7 days, it will not be tracked, so please make sure to keep your tracking links updated and rejuvenated.

Why my link performance doesn't show on the reports?

The clicks report is not available temporarily, we are working to activate it ASAP. In the meantime, you can track the conversions placed through your tracking links by clicking on Reports< Conversions Report.

Can I create the order for my customer?

You are not allowed to place a customer's order as per Jumia terms & conditions.

Payment:

What is the requested information to get my commission paid?

Mainly, Jumia will need your company information including (Company name, Tax ID, Phone number, and Company' Website) but In case you are individual, you MUST insert your full name instead of the company name and the national ID number instead of the tax ID.

Company Address or your individual address is requested so please make sure to insert it completely and accurately.

Jumia offers you several payment options based on the country law, so please make sure to select the most appropriate method to your needs to avoid any rejections that might cause later.

Please Note: Missing one filed of the payment section will not release your invoice after reaching to the minimum threshold

Is there a minimum limit to withdraw my commission?

Commissions are paid on a monthly basis for all the commissions approved in a particular month. There's a minimum payout limit of €10 for individuals (local transfers) and €50 for international transfers, and if your commission is less than the minimum threshold, it will rollover to the following month after your Approved commissions reach the minimum consolidated limit.

*Local transfers: they are payments in local currency and in one of Jumia countries that operates in.

*International transfers: they are payments in USD or EUR and they are transferred globally and out of the countries that Jumia operates in. And you must have a registered company and international bank account to be able to proceed with the payment.

Why can't I see my earnings?

The payment will not be released if you didn't meet 2 conditions

1- Your payment information is incomplete or inaccurate.

2- You did not reach the minimum limit for payment threshold which is €10 for local transfers and €50 for international transfers.

What are payment methods available?

Payment methods vary from country to another based on the money transferring law, but mostly bank transfer and mobile cash transfers are accepted methods.

Please make sure to enter your details completely and accurately on the "Payout Details" page to ensure that you receive your payment on time!

How to add payment details in the correct way?

- Please login to the KOL dashboard from here.
- Click on the arrow beside your name. (On the top right side of the page)
- Click on "Account details", then from the left panel, click on Info, and enter your information. Insert your address, then add the payout details.

NB:

- By default, your name is the company's name, and in case you don't have a registered company, please keep your name as it is with no changes.
- If you have a registered company, please update the mandatory field "Tax ID" while if you are an Individual or not applied to the "TAX ID", Please insert your national ID card number.
- Also, we request you to update your Phone number and Website correctly to be able to receive the best-promoting offers from the JUMIA KOL team

Click on the Company Address and insert all the following fields completely and correctly:

- Street 1: The basic address you are based in and in case you have a registered company please make sure to insert the company address
- Street 2: The secondary address
- Postal Code: The postal code
- City: The city where you live.
- County: The country where your bank is based.
- Then click on the Save Changes button

NB

- Payment Methods and the payment currency mainly depend on the country where the bank is based, so if the bank is based on a country in which JUMIA operates the operational activity as in Nigeria, the transferred amount will be in Naira currency and so on.
- In case you have selected a country in which JUMIA does not operate the operational activity such as the USA, you will have the option to receive the payment either in USD or Euro currency based on your choice, however, you are requested to add completely and accurately your company information to the KOL dashboard from the company info and address section.

Click on Payout Details and select the payment method based on the country selected in the "Company address section" then fill in the required information completely and correctly.

A- Bank Transfer:

- If you selected a bank transfer, please make sure that the bank account is correct and compatible with the currency selected.
- Enter the bank account number, and NOT the bank card number.
- The required data are below:

1- Bank name: Your bank name

2- Account number: Your Account / IBAN number.

3- SWIFT code. Please reach out to your bank to get the SWIFT code.

4- Select your currency. (The bank currency you wish to receive the commission with)

For countries that support Mobile Payment (Kenya and Ghana)

B- Mobile Transfer:

The required data are:

1- Your Mobile number.

2- Your local Currency.

What will happen if I didn't provide the payment information on time or inserted incorrect payment information

- In the event that you do not provide to Jumia the necessary payment information, within 90 days of Jumia's request to you, you shall be deemed to have waived and/or forfeited your right to payment.
- If you provide incorrect payment information resulting in bank charges incurred by Jumia, such charges shall be deducted from the amount of your commission.

When will I get paid?

Payment amounts are calculated based on the Item Update Date, and not when the order is placed date. The date an order gets Approved is the Item Update Date. For example, in December, what you receive is the approved commission for any Item which has an Update Date in November or any earlier month. There may be orders/Items that happened in November but only became Approved in December; you will receive this commission the month after.

How much will you pay for me?

Follow the below instructions to check the commission allocated to each category:

- Login to the KOL dashboard here.
- Click on *Support* on the left panel. From the resulting drop-down click on *Commission Model.*

What does the payment status mean?

There can be two possible payment statuses:

- **Sent to Finance:** As soon as we get confirmation that you entered your payment information completely and correctly and you met the minimum threshold, we send your payment details to our finance team by default who is responsible for payment and we wait for them to pay. The finance team usually needs a week to pay.
- **Paid**: Once the finance team confirms that your payment has been made successfully, we change the status of your payment record to paid.

*Please note that sometimes it takes more than a week to pay your commissions due to some regulations between bank transfers.

How much will I earn?

The earned amount is variable depending on the category of the item sold. in case you want to know the commission scheme per category and country, just click on the support tab, commission model and you will have everything included.

Do you pay for clicks or for sales?

Jumia KOL program is solely based on sales generated from your advertising links and not clicks that were driven to our website. For every sale made using your tracking link, we pay a certain percentage as commission depending on the category and the advertised country.