

Affiliate Playbook

Everything you need to promote
HARMONIC insight effectively.

20%

Commission

On every sale, recurring on renewals

30-day

Trial

Full feature access, no credit card

LS

Tracking & payout

PayPal or Wise via Lemon Squeezy

48 h

Approval

Manual review for program quality

01 · Program overview

Why this program is worth your time.

HARMONIC insight makes two Windows desktop apps for knowledge workers handling multilingual Office documents. The category is genuinely underserved — no competitor handles Word, Excel, PowerPoint, AND PDF in one app with layout preservation. Combined with a non-subscription pricing model and BYOK, the products convert.

Three reasons your audience will buy

- \$199/year + 1y of free updates is a refreshing alternative to subscription fatigue.
- 30-day no-questions-asked refund means objection handling is trivial — "if it doesn't save you 5x time, get your money back."
- BYOK keeps customer AI bills predictable. They use their own DeepL or OpenAI key, billed transparently.

Two products, one program

INST

Insight Doc Translator

Translate, simplify, summarize, refine — Word, Excel, PowerPoint, PDF — with layout intact. 47 languages × 6 AI engines.

\$199/year · \$499/seat business

INMV

Insight Training Studio

Slides + narration → MP4 in 5 minutes. 47 languages, picture-in-picture overlay (presenter / sign-language / watermark), audio-first workflow.

\$199/year · \$499/seat business

02 · Target personas

Who buys this — and why.

These three personas convert highest in the program's first cohorts. If your audience overlaps with any of them, the program will work.

Localization specialist

Works at an agency or in-house; spends Saturdays cleaning up DeepL output. They get it instantly: "layout preservation" is the magic word.

- Translates 5-20 Office files per week
- Tired of manual layout cleanup
- Already pays for DeepL Pro or similar
- Buys: INST

L&D / Training manager

Has a PowerPoint library that needs to ship as video, ideally in multiple languages. Currently outsourcing each one for \$1,800-3,000.

- Has 10+ training PPTXs annually
- Multi-country workforce
- Pain: cost + lead time
- Buys: INMV (often + INST)

Accessibility / D&I lead

Public sector, education, or large enterprise with EAA / ADA / 508 obligations. Needs sign-language overlays on training video without a separate editing pipeline.

- Compliance budget, not project budget
- Picture-in-picture overlay = one-step solution
- Procurement-driven
- Buys: INMV (Business)

03 · Messaging that works

Headlines and angles tested in early cohorts.

These framings have outperformed alternatives in our LP and ad tests. Use them as starting points; rewrite in your voice for higher conversion.

Pain-led

"Translating one Office file shouldn't take three apps and a Saturday."

Works for: knowledge workers / corporate teams. The visceral memory of Saturday cleanup converts.

Format-led

"Word, Excel, PowerPoint, PDF — translated in one app. Layout intact."

Works for: localization specialists, agencies. Names the unique selling point most miss.

Price-led

"\$199/year. No subscription. BYOK."

Works for: subscription-fatigued audiences. Direct, no-fluff.

Outcome-led

"60-slide deck → 5 minutes. 47 languages. One desktop app."

Works for: results-oriented buyers, busy executives.

Comparison-led

"Use DeepL. Use ChatGPT. Use Acrobat. Or use one tool."

Works for: people already paying for the alternatives.

04 · Do's and don'ts

Stay on the right side of the program rules.

These guidelines protect both your account and the brand. Violations can result in lost commissions or removal from the program.

DO

- Disclose affiliate relationships clearly (FTC, ASA, □□□ require it).
- Use the supplied banners, brochures, and copy library — they're all reviewed and on-brand.
- Run paid ads on Google, Meta, X, LinkedIn — go for it.
- Write honest reviews based on your own usage. Even mixed reviews convert.
- Negotiate exclusive coupon codes for your audience (email us).
- Localize the copy for non-English audiences (we have JP, will help with others).
- A/B test subject lines, headlines, and CTAs.
- Build long-form content — blog posts, comparison videos, tutorials.

DON'T

- × Bid on our brand keywords (HARMONIC insight, Insight Doc Translator, etc.).
- × Make absolute claims ("100% accurate", "never breaks layout") — these are off-limits.
- × Use comparison language that disparages competitors. Fair feature comparison is OK.
- × Resell or sublicense the apps yourself — affiliates earn commission, nothing more.
- × Modify our logos, change our colors, or distort screenshots.
- × Run ads with fake urgency ("only 3 left!") or misleading countdowns.
- × Spam your contacts. Cold email at scale will get you removed.
- × Imply you work for us. You're an affiliate — be clear about it.

05 · Tracking, payout, support

How the money flows.

Tracking

Lemon Squeezy handles all affiliate tracking with first-party cookies. Every link you generate has a ?aff=YOUR_ID parameter. The exact cookie window and attribution model are managed by Lemon Squeezy and visible from your affiliate dashboard.

Commission rate

20% of the customer's payment, recurring on renewals (Business plan annual renewals). Refunded sales subtract from your balance — that's why there's a brief delay between sale and confirmed payout (the 30-day refund window).

Payout

PayPal or Wise via Lemon Squeezy. Schedule, minimum balance, and currency options are set by Lemon Squeezy — your dashboard always shows pending vs confirmed balances.

Reporting

Lemon Squeezy gives you a real-time dashboard with click count, signups, conversions, and refund-adjusted commissions. No need for separate analytics tools.

Support

Email affiliates@h-insight.jp for: custom creative requests, exclusive coupon codes, co-marketing proposals, payout questions, or account issues. We typically reply within 1 business day.

06 · What's in the kit

Everything you need, ready to use.

All assets at insightoffice.io/affiliates. Pick what fits your channel, attach your tracking link, ship.

- **16 banner ads**
8 IAB sizes × 2 products, PNG, ready for ad networks, blog sidebars, social posts.
- **Brochures (PDF)**
One-page A4, both products, English. Email-friendly, 175-280 KB each.
- **Hero product video**
60 seconds, 1080p, English narration. Embed on your site or YouTube.
- **Short video cuts**
30s, 15s, vertical 9:16, square 1:1 — every platform format covered.
- **Animated GIF teasers**
6s and 4s, optimized for Twitter / X embedding.
- **Comparison briefs (PDF)**
INST vs DeepL, INST vs ChatGPT — drop-in attachments for your sales conversations.
- **Email templates**
5-step drip sequence (awareness → education → conversion → cross-sell → re-engage).
- **Brand kit**
Logo PNG variants, color palette spec, typography guide. ZIP download.
- **Press kit (PDF)**
Company one-pager — for journalists, podcast hosts, reviewers.
- **Copy library**
280-char, 700-char, 1500-char pre-written copy for both products.

Ready when you are.

1. Apply on Lemon Squeezy

harmonic-insight.lemonsqueezy.com/affiliates

2. Wait ~48 hours for review

We approve manually to keep program quality high.

3. Get your tracking link + dashboard

Live the moment you're approved. Start promoting.

insightoffice.io/affiliates

All marketing assets, ready to download.

Email: affiliates@h-insight.jp

Reply within 1 business day.

Welcome aboard.