

Welcome to the



Affiliate Program

In partnership with



**AWIN**

and

**Wellblūm**



# Who Are We?

**CBDfx** is a CBD (cannabidiol) company based in Southern California. **CBDfx** specialises in quality cannabinoid wellness products that promote better health for the mind and body. Our popular organic hemp products include **CBD gummies, CBD oil, CBD cream, and CBD for pets**. With a dedication to providing the finest full-spectrum, broad-spectrum, and CBD isolate products on the market, CBDfx continues to grow by providing the best products possible from the **highest-quality ingredients**.

In an industry filled with brands looking to ride the new wave of CBD popularity, CBDfx has been a **leader in this space for nearly a decade**. At CBDfx, we understand the importance of what we put into our body, and it's why we take such incredible steps to guarantee a consistent and exceptional CBD experience **our customers can trust**.

Take a closer look inside CBDfx with **Co-Founder Jameson Rodgers** in our YouTube video [here](#).

# Our Products

Our range of products spans three categories, **CBD Edibles**, which includes gummies, oil, capsules, and other edibles, **CBD Vape**, which includes vape oil and vape pens, and **CBD Topicals**, including creams & balms, and other skincare.

Our best selling and most unique range is our **CBD gummies**, due to them being multi-functional. Our gummies have been formulated for everything from sleep and superfood supplements to multivitamins, diet aids, and more! The delicious mixed berry CBD Gummies 1500mg are our best selling product.

Also popular are our vape oils. When you vape CBD e-liquid, you're able to enjoy those CBD benefits much quicker than you can with other CBD products. Our **CBD e-liquid vape** products come in a variety of flavours, from fun and fruity CBD Vape Juices to classic cannabis CBD Terpene Vape Liquids!

Our products have been **authenticated by reputable third party laboratories**. To view our lab reports, click [here](#).

And those customers are interested in CBD because it's:

- Non-addictive
- Plant-based
- Vegan / gluten-free / non-GMO
- Not pharma

# Our Customer

CDBfx.co.uk ships to the **UK and Europe**. The dominant target audience is **millennials**, or those with a millennial mindset: health and eco-conscious millennials (25 to 35, male and female) with disposable income, interested in sustainable, effective, high-quality CBD products, or seeking solutions to improve their lifestyle. Being the ‘always-on’ generation, millennials worry about their **wellbeing, mental health and struggle with stress, anxiety and sleep problems**. They aim for a healthy lifestyle, one that offers a work-life balance and allows them to focus on their self-care. At the same time, they are concerned with the world around them; **environmental sustainability, climate protection, diversity and equality** are amongst millennials’ top personal concerns.

- The persona for CBDfx vape products is a **mid-twenties male**. He is at an early point in his career but doesn’t have many financial responsibilities and is happy to spend his disposable income on high-quality lifestyle products. He’s a fan of the CBDfx vape juice flavours and feels the organic CBD with terpenes works well with his active lifestyle.
- At the other end of the spectrum is the persona for CBDfx topicals and tinctures, an **early to mid-thirties female** with a thriving career and an active lifestyle. She is interested in alleviating minor aches and pains as well as stress and sleep deprivation with alternatives to traditional pharmaceuticals. She loves the high quality of CBDfx products, the scent of the balm and the taste of the tinctures.

Other customer personas include:

- **Sports & fitness enthusiasts**; hiking, yoga, cross-fit, HIIT, weight training, running, cycling, swimming, Pilates, Zumba, etc.
- **65+**; not our typical target audience, but we get a lot of great customer reviews from our senior citizens raving about the CBDfx cream and gummies for helping with arthritis pain and daily aches & pains. They are looking for a natural, non-addictive way to manage pain.

# What Do We Offer?

Our affiliate program works on a CPA basis, whereby you can earn **20%** on any net sales you generate for CBDfx. Our average payout is **£8.00** GBP. Higher rates can be earned in exchange for enhanced exposure in some cases. We also invest in tenancy placements at key times of the year. We have a 30 day cookie period and work on a last-click model.

We occasionally run incentive programs with our publishers whereby bonuses can be won through good performance.

We use Awin to provide the tracking technology and payouts for our affiliate program. You can apply to join our program [here](#) if you haven't already done so.



# How To Promote CBDfx

Awin has some helpful articles showing how to navigate their platform and pull links to place on your site etc [here](#). But please reach out to [Wellblum](#), our affiliate marketing agency, for advice if needed.

Awin houses all our current available deals, coupons, and banners. However, we are happy to create bespoke deals and creatives for the right publishers. Please let us know if you require something special. You can also utilise the video content from our [YouTube channel](#) and [TikTok](#).

We communicate with our affiliates via newsletters sent through the Awin platform with important updates, so please ensure you're opted in to receive those newsletters.

# Contact Us

If you have any questions about promoting CBDfx, or would like to explore ideas, please contact Natasha Maddison at Wellblum on [natasha@wellblum.com](mailto:natasha@wellblum.com).

