

White Label Theme

• • Setup Guide • •

About

This step-by-step checklist outlines everything you need to consider when creating your account's white label theme, which can then be applied to any websites in your account for which you're the administrator.

Who It's Perfect For

White label theming is useful for agencies, consultancies, or other professional organizations that want to present their analytics suite with their own corporate branding to team members, clients, or other stakeholders.

White Label Opportunities

You can customize most aspects of how the analytics suite is presented to a website's contributors.

This includes applying your own colors, logo, font, legal links, custom domain, and emails (which can be sent from a custom email address).

Setup Requirements

All you need to get started is a TWIPLA standalone account.

No payment plan is required and you can also add as many websites and contributors as you need to it.

[Sign up to TWIPLA](#)[Book a Product Demo](#)

💡 Good to know: Commission Opportunities

For **every third-party website you refer to** TWIPLA by adding it to your account, linking it to a paid plan, and maintaining it there, **you'll earn a 30% lifetime commission**.

For each client website you can use either your or your clients' payment details. Only website administrators can manage the upgrade process.

Commission is paid out quarterly via PayPal. Joining the partner program is free, and participation isn't tied to the white label setup in this checklist.

Learn more → [TWIPLA Partner Program >](#)

⚠ Important Note

To build a fully branded experience, we recommend completing all white label theme setup and applying it to the respective account websites before inviting contributors. It is still possible to activate a white label theme after website contributors have been added. But completing setup first means that your account looks like your own platform to everyone from day one.

Read the following Support Center articles to learn more about adding properties and people to your account:

[Support Article on How to Add Websites >](#)

[Support Article on How to Add Contributors >](#)

Getting Started • •

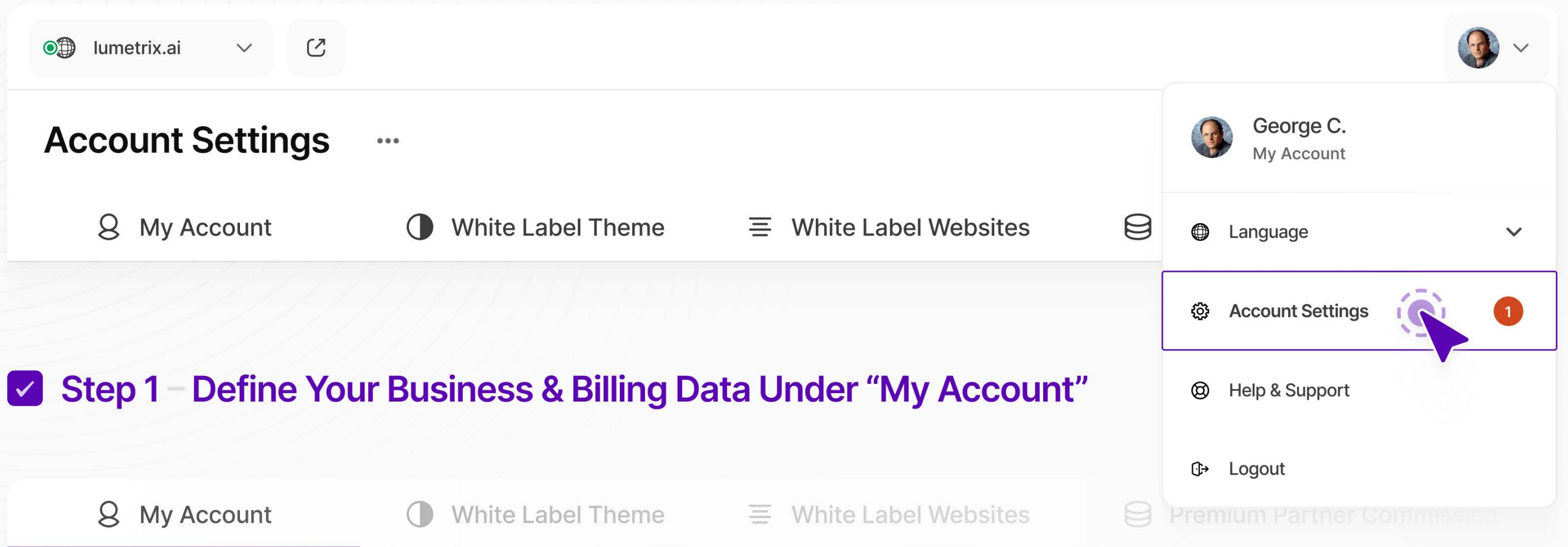
Once you've opened a TWIPLA account, you're ready to create your very own white label theme.

This theme can then be applied to any websites that you add and manage as the account administrator.

The following checklist walks you through setting up your white label theme and applying it to the websites you choose.

Remember, all settings are **optional**, and you can only create **one white label theme per account**.

But the more you customize, the more seamless the experience will feel for your contributors.



Entered business details will appear in contributor-facing areas such as feature tours, live chat, and emails. If left blank, TWIPLA's name and information will be shown instead.

Business Data

Profile Completion: 75%

[Edit Business Data](#) 1

Business Name
Lumetrix

Company Business Type
Software/Tech

VAT Identification Number

White Label Account
Enabled

Street & Street Nr.

Zip Code

Step 2 - Set Up Your "White Label Theme"



2.1 - Custom Domains

When you change the domain, any old login links you've shared will no longer work. Contributors automatically receive an email with the new analytics address, and their usernames and passwords remain the same.

You can choose between the use of either a **custom subdomain** or (fully) **custom domain**:

→ 2.1.1 – Option A: Custom Subdomain

Custom subdomain for delivering platform: Define any domain prefix (e.g. “youragencyname”) that will be added before the main domain “visitor-analytics.io”. The platform will then be accessible under this subdomain to all contributors.

Support Center URL: Once you activate a white label theme for a website, all related platform tooltips will only link to a [generic white label support center](#). It is maintained by TWIPLA and is always up-to-date.

→ 2.1.2 – Option B: Fully Custom Domain

Custom domain for delivering platform: Set up a completely custom domain that your clients can use to login to the platform. After entering and saving your custom domain, you will then be prompted to upgrade your domain’s DNS settings by adding a CNAME record. Once the DNS is correctly configured, the platform will automatically verify setup and complete the process. This may take up to an hour.

After completion, the platform will be live on the new domain and your clients can log in using their existing credentials as before (their credentials won’t work anymore on TWIPLA’s default login URL).

Support Center URL: Once you activate a white label theme for a website, all its platform tooltips will only link to a white label support center. But here, you can define a fully custom link (as with the custom subdomain option). Support center content is always automatically kept up-to-date by TWIPLA.

✓ 2.2 – Custom Email Addresses

Define your own email addresses for communication between the platform and contributors of any white labelled websites. Before you begin, make sure you own the domain you plan to use for your sender email.

Add the SPF and DKIM TXT records provided by TWIPLA to your domain’s DNS settings. The popup will show any authorization issues and confirm when both records are correctly configured.

You can choose to configure both the “**Reply-to**” Email Address and **Custom Sender Email Address**:

✓ 2.2.1 – “Reply-to” Email Address

Define the email address that contributors of white-labeled websites will automatically reply to when they receive platform emails.

✓ 2.2.2 – Custom Sender Email

Set the custom sender address that will appear to clients in emails sent from the platform.

After entering and saving your email address, you will be prompted to update your domain’s DNS settings. This includes adding required DNS records like SPF and DKIM to ensure secure and trusted email delivery. Once your DNS settings are correctly configured, the platform will automatically verify setup.

Custom Subdomain

Custom Domain

Custom Subdomain to Deliver Platform

https://

Domain Prefix *

Domain visitor-analytics.io

Support Center URL

https://awl.hostedby.net/en/support

Save Changes

[Open in Platform →](#)

Custom Subdomain

Custom Domain

Custom Domain to Deliver Platform

https://

Enter New Custom Domain *

Save Changes

Custom Domain to Deliver the Support Center

https://

Enter New Custom Domain *

Save Changes

[Open in Platform →](#)

"Reply To" Email Address

Custom Sender Email

Define "Reply To" Email Address

Email Address

Add an email address that contributors can reply to...

Confirm "Reply To" Email Address

Send a Test Email

Email address to test reply-to address above

Send

[Open in Platform →](#)

"Reply To" Email Address

Custom Sender Email

Custom Sender Email Address

Define Custom Sender Email Address *

Save Changes

Send a Test Email

Email address to test active sender email

Send

[Open in Platform →](#)

✓ 2.3 – Legal Links

You can add the links to your imprint, privacy policy, and/or terms of use. Contributors of websites with white labeling enabled will see these links in platform-specific emails, auto-generated support center tooltips, etc.

! These legal links won't be shown to visitors of white-labeled websites and TWIPLA does not accept any legal liability for their content. To display legal links to a website's visitors, you'll need to set them separately in each website's settings.

✓ 2.4 – Account Logo

You can upload your logo that will be visible to all contributors of websites with your white label theme activated. For best results, please upload a high-resolution PNG or JPG image.

! If you skip this step, some branding may not load correctly. You can also add alt text for your logo, which will display if the image cannot be loaded.

✓ 2.5 – Colors

Up to six colors can be customized to shape how contributors experience your white-labeled platform. You can adjust your theme's color palette at any time, either by selecting from preset templates or creating your own unique combination.

✓ 2.6 – Font

Select the font that will appear throughout your white-labeled platform.

https://

Link to Your Impring or Legal Notice

https://

Link to Your Privacy Policy

https://

Link to Your Terms of Use

Save Changes

[Open in Platform →](#)

Supported formats: PNG or JPG. Maximum file size: 1 MB

Title Alt Text

You can define an alt text for your logo uploaded above which will be shown in case the image can not be loaded.

Save Changes

[Open in Platform →](#)

☒ Default

☐ Dark

☐ Pure Blue

Define Custom Color Combinations

Preview of Selected Color Combinations

Save Changes

[Open in Platform →](#)

☐ Inter

Aa Bb Cc

☐ Open Sans

Aa Bb Cc

☐ Poppins

Aa Bb Cc

☐ Roboto

Aa Bb Cc

☐ Noto Sans

Aa Bb Cc

☐ Work Sans

Aa Bb Cc

[Open in Platform →](#)

Step 3 – Apply Your White Label Theme to selected Websites

My Account

White Label Theme

White Label Websites

Premium Partner Commission

Within your “Account Settings” go to the tab “White Label Websites” and enable the toggle in the “White Label Theme” table column for the websites you want to brand.

Once the toggle is active, all existing contributors will see the suite according to your white label settings. And if you’ve set a custom domain for your white label theme, all contributors will automatically receive an email with the new domain they’ll use to access the platform.

Website	Tracking Data	White Label	Pricing Plan
lumetrix.ai 2 Contributors	Active	Enabled	Pro Plus
Aveniq 5 Contributors	Inactive	Enabled	Pro Plus
Sentrya 2 Contributors	Active	Disabled	Advanced

To learn how to add websites to your account, read this Support Center article → [Managing Your Account Website\(s\)](#)

Alternatively, information on adding website contributors is available here → [Contributors](#)

Be careful when disabling an active white label theme. For technical reasons, this action will remove all existing contributors from the website. You can re-add them afterwards, but it creates unnecessary extra work. We plan to eliminate this issue in a future release.

lumetrix.ai

Privacy Center

Manage Data Privacy Modes

Legal Documents

Opt-Out Logic

eCommerce

Web Statistics

Visitor Behavior

Visitor Communication

Privacy Center

Website Settings

Our Roadmap

Step 4 – Sign Your DPA Under “Legal Documents” in the Privacy Center

The website administrator should review and digitally sign the Data Processing Agreement to confirm GDPR compliance before onboarding contributors.

This view contains the Terms of Use and Data Processing Agreement, which always reference TWIPLA as the data processor.

These documents are visible only to the account administrator, ensuring contributors cannot access them.

Need a hand?

If you run into any issues while setting up your white label theme, just email dragos.gal@twipla.com and we'll help you get it sorted.