

X-Affiliate add-on module for X-Cart 4.0.0 or later

Admin zone

User Manual



© 2007 Ruslan R. Fazliev. All rights reserved.

Company website: www.x-cart.com

X-Affiliate add-on module for X-Cart 4.0.0 or later

Admin zone

User Manual

© 2007 Ruslan R. Fazliev. All rights reserved.

This manual is X-Cart's official documentation for X-Affiliate add-on module. It covers the functionality of Admin zone and is applicable for X-Cart versions 4.0.0 and later (GOLD and PRO editions).

X-Affiliate add-on module for X-Cart 4.0.0 or later. Admin zone. User manual.

© 2007 Ruslan R. Fazliev. All rights reserved.

All rights reserved. No part of this work may be reproduced in any form or by any means without the expressed written permission of the copyright owner.

Products that are referred to in this document may be either trademarks and/or registered trademarks of the respective owners. The publisher and the author make no claim to these trademarks.

While every precaution has been taken in the preparation of this document, the publisher and the author assume no responsibility for errors or omissions, or for damages resulting from the use of information contained in this document or from the use of programs and source code that may accompany it. In no event shall the publisher and the author be liable for any loss of profit or any other commercial damage caused or alleged to have been caused directly or indirectly by this document.

Printed: 08.06.2007

Table of Contents

1 General Information.....	1
1.1 What X-Affiliate Is	1
1.2 How X-Affiliate Works	1
2 Installing and Uninstalling X-Affiliate.....	5
2.1 System Requirements	5
2.2 Installing X-Affiliate	5
2.3 Uninstalling X-Affiliate	6
3 Preparing to Use X-Affiliate.....	9
3.1 Enabling X-Affiliate	9
3.2 Configuring X-Affiliate	9
3.3 Adjusting Your Store to Work with X-Affiliate	11
4 Using X-Affiliate.....	13
4.1 Managing Partner Profiles	14
4.2 Creating/Managing Affiliate Plans	14
4.3 Managing Affiliate Plan Commissions	16
4.3.1 Commission Rates on Products	17
4.3.2 Commission Rates on Categories	18
4.3.3 General Settings	19
4.4 Assigning Affiliate Plans to Partners	20
4.5 Using Banners	22
4.5.1 Creating Banners	22
4.5.2 Managing Banners	32
4.6 Setting Commissions to Multi-Tier Affiliates	34
4.7 Managing Partner Orders	35
4.8 Managing Partner Accounts	37
4.9 Uploading Payment Info	38
4.10 Using Advertising Campaigns	39
4.11 Using Affiliate Statistics	42
4.11.1 Banners Statistics	42
4.11.2 Referred Sales	43
4.11.3 Top Performers	46
4.11.4 Affiliate Tree	47
4.11.5 Advertising Statistics	48

Thank you for choosing X-Cart software solutions!

1 General Information

Get to know X-Affiliate by taking a look at the fundamentals:

- [What X-Affiliate Is](#)
- [How X-Affiliate Works](#)

1.1 What X-Affiliate Is

X-Affiliate is an add-on module for X-Cart software that brings the advantages of affiliate marketing to the promotion campaign of your store.

X-Affiliate introduces a special type of X-Cart users - *partners*. Partners can advertise your store by placing banners on their websites and earn commissions by directing visitors to your store.

You get all these banner exposures free and only pay a percentage or a flat rate (you decide how much) to a partner when a sale is made via his advertising banner.

X-Affiliate tracks and monitors the sales made via your affiliate program and calculates the commissions due to your partners.

The key features of X-Affiliate add-on module include:

- Commissions database
- Unlimited number of affiliates
- Individual (per-affiliate) commission settings
- Ability to export affiliate data for use in a spreadsheet
- Affiliate database search
- Ability to import affiliate payment info from a plain-text file
- Ability to create/view/upload/delete banners

X-Affiliate is a reliable and up-to-date solution that makes your business competitive.

You can purchase it at www.x-cart.com.

1.2 How X-Affiliate Works

X-Affiliate module is affiliate marketing solution for X-Cart based stores. Using X-Affiliate allows you to start your own affiliate program so that your store can be advertised on the Web not only through the efforts of the store management team, but through a whole network of banners on the sites of your

partners (members of your affiliate program).

In X-Affiliate module, Partner is a special type of X-Cart user who can earn money by advertising your store. Normally partners place a link/banner on their site, so their site visitors can access your store via that link/banner. If a visitor comes to your store via a partner's banner and buys something, the partner is supposed to get a certain amount of money as a commission from the sale.

Besides this simple scheme, X-Affiliate module allows you to have 'multi-tier affiliates': a scheme in which partners can make money not only by advertising your store and the products sold in it, but by promoting your affiliate program as well. Setting up a multi-tier affiliate program boils down to allowing your immediate partners to enroll new partners into the program and to get commissions not only for the sales via their own banners, but for the sales via their child affiliates' banners as well.

You can have as many partners as you like. All of your partners will use a special interface to control their resources. This interface is called the Partner zone. If your store is located at <http://www.example.com/xcart/> and you did not change the default location of X-Cart zones, the Partner zone authorization page URL is <http://www.example.com/xcart/partner/>.

To be able to access the resources of the Partner interface, a person needs to become a registered member of your affiliate program. If you want a person to become your partner, allow him to access the partner registration form and to provide personal details for his partner profile.

You can either invite partners personally or encourage your store visitors to get registered as partners by putting up an advertisement on your site with a link to the registration form.

Please be aware that your store can practice moderated or unmoderated partner registration policy. With unmoderated registration, any person can get registered as a partner automatically on completion of the partner registration form. Moderated registration requires that a partner profile is approved by the store admin before the owner of this profile actually becomes partner.

Users can be notified about all the events pertaining to the process of partner registration (creation of a partner profile, approval of a partner profile by the store admin, declination of a partner profile) by way of email notifications. The store administrator defines the look of these notifications and controls which of the notifications actually need to be sent.

Partner profiles can be searched for, modified and deleted the same way as any other user profiles in X-Cart (Management menu -> Users).

The set of active and required fields for the partner profile details form can be edited via Administration menu -> General settings/User Profiles options.

The options defining the work of X-Affiliate module in general can be set via Administration menu ->

General settings/X-Affiliate options.

The major part of everyday work concerned with the store affiliate program will be done by the store administrator via the Affiliates menu that appears in the Administrative interface of the store after the installation of the module. This menu provides quick access to the sections of the admin interface specific for X-Affiliate module:

Affiliate plans – allows you to create/modify/delete affiliate plans.

Partner commissions – allows you to assign affiliate plans to partners and to look up what affiliate plan was assigned to what partners.

Partner orders – allows you to search for orders placed by customers, which came to your store via your partners links.

Partner accounts – allows you to get information about the accounts of your partners.

Payment info uploading - allows you to upload information about the payment of commissions to partners.

Banners – allows you to create/modify/delete the banners your partners can use on their sites to advertise your store.

Multi tier affiliates – allows you to set commissions to all affiliate levels.

Affiliate statistics – allows you to see banner system efficiency statistics.

Advertising campaigns – allows you to create/modify advertising campaigns.

2 Installing and Uninstalling X-Affiliate

Find out the system requirements for X-Affiliate:

- [System Requirements](#)

Learn to install and uninstall X-Affiliate:

- [Installing X-Affiliate](#)
- [Uninstalling X-Affiliate](#)

2.1 System Requirements

For successful installation of X-Affiliate, you need a previously installed X-Cart v. 4.0.0 or later. The version of the X-Affiliate module being installed must correspond to the version of your X-Cart (the main software unit onto which the module is being added).

2.2 Installing X-Affiliate

To install X-Affiliate add-on module, follow these steps:

1. Ensure that the [system requirements](#) are met.
2. Obtain an X-Affiliate distribution package from the section *Software distributives of X-Cart File Area*. The package you need is contained in the archive file `xaff-x.y.z.tgz`, where x, y, z are your X-Cart version numbers.

Important: The version of your X-Cart store and the version of X-Affiliate being installed onto it must be an exact match. For example, if the version of your X-Cart is 4.1.3, the distribution of X-Affiliate that you want to download is `xaff-4.1.3.tgz`.

3. Decompress the distribution package archive to a local directory on your system using your favorite compression program (any archiver with support for TAR files).
4. Upload the resulting files to the server directory where your X-Cart is installed.
5. Point your browser at the location of your store with the addition of `/install-xaff.php` to launch the Installation Wizard.

For example, if your domain name is `www.example.com` and your X-Cart-based store is installed in the directory `/xcart` off your web root, you should enter `http://www.example.com/xcart/install-xaff.php` into your browser address line.

6. Follow the Wizard's instructions to install the add-on module at your site:
 - a) **Step 1: License agreement.**

This step provides a Software License Agreement for you to accept and requires you to enter your

Auth code.

Please read the Software License Agreement. If you agree to all of the terms of this agreement, select the 'I accept the License Agreement' check box.

Note: By selecting the 'I accept the License Agreement' check box, you are consenting to be bound by this agreement. If you do not agree to the terms of the agreement, do not install the software.

Use the field 'Auth code' to enter your Auth code. Auth code is a special authentication code that protects your X-Cart installation. Such a code was issued to you when you first installed your X-Cart-based store. If you do not remember your Auth code, you can look it up in X-Cart's file include/install.php or in the 'Summary' section of your store's Admin zone.

Click the **Next** button.

b) Step 2: Installing and configuring the module.

The installation script will write the necessary files and will make changes to the database by creating the necessary database tables.

Click **Next** to proceed.

c) Step 3: Installation complete.

This is the final step of X-Affiliate installation. It notifies you that the module has been successfully installed and provides a link to the administration back-end of the store where you can enable and configure the module.

2.3 Uninstalling X-Affiliate

To uninstall X-Affiliate, do the following:

1. Launch the Installation Wizard (Point your browser at the location of your store with the addition of / install-xaff.php).
2. At the first step of the Installation Wizard (**Step 1: License agreement**), select the 'Un-install the module' radio button.

Click the **Next** button.

3. The Installation Wizard will remove the templates used by X-Affiliate and remove all the data pertaining to X-Affiliate from the database. The module will be deactivated (**Step 2: Uninstalling the module**).

Click **Next** to proceed.

4. **Step 3: Uninstallation complete** is the final step of the uninstallation process. It notifies you that the module has been successfully uninstalled.

Important: After uninstalling X-Affiliate, be sure to remove the module distribution package from your web directory.

3 Preparing to Use X-Affiliate

Find out how X-Affiliate can be enabled on your system (after installation):

- [Enabling X-Affiliate](#)

See how X-Affiliate can be configured:

- [Configuring X-Affiliate](#)

Learn about things that need to be done to adjust your store to work with X-Affiliate:

- [Adjusting Your Store to Work with X-Affiliate](#)

3.1 Enabling X-Affiliate

After X-Affiliate add-on module is installed, you need to log into the Admin area of your store and enable it:

1. Go to the 'Modules' section of the store's administration back-end (Administration menu->Modules).
2. In the list of modules and add-ons, find the name 'X-Affiliate' and select the check box opposite it.
3. Click the **Update** button at the bottom of the list.

3.2 Configuring X-Affiliate

After activation, X-Affiliate needs to be configured:

1. Go to the section 'General settings/X-Affiliate options'.
2. Adjust X-Affiliate options:

General X-Affiliate options

- Multi tier partnership registration is enabled: Select this check box to allow your partners to enroll new members into your affiliate program by placing a link to the partner registration page on their sites. With multi tier partnership enabled, the members of your affiliate program registered via some partner are regarded as that partner's child affiliates. The parent partner gets affiliate commissions from a certain number of lower levels of his affiliates.
- Maximum number of partnership levels: Set the maximum number of affiliate levels from which your partner will be able to get commissions.
- Moderated partner registration: When this check box is selected, each newly registered partner account needs to be approved by the store administrator before the user is actually granted partner status. This check box is selected by default. Unselect this check box if you want any new

partner account to be approved automatically as soon as it is created.

- Specify how long a partner cookie should be stored on a customer's computer (days). Leave empty if you do not want to store it: If you enter a number into this field, a cookie will be saved in the browser used by a visitor who comes to your store via a partner's banner. The cookie will be stored there for the number of days specified in this field. This cookie will be associated with the login of the partner whose banner was used by the visitor to access the store for the first time. Thus, even if the visitor does not make a purchase during his first visit to the store via the banner, next time he will be recognized by the store server as a customer referred by a specific partner and this partner will get his commissions if the visitor makes a purchase.
- Enable partners to see order totals: Select this check box to let your partners see the order total in the Referred sales section.
- Display banners in Administration area as IFRAME: Enable this option if you would like all the banners to be displayed as HTML IFRAME.
- Ask for partner ID on checkout: Select this check box to enable your customers to enter the ID of the partner by whom they were referred to the store into a special form on checkout.
- Allow partners to register: Select this check box to allow the visitors of the Partner zone authorization page to register as new partners via the 'Register' link. (As long as this check box is unselected, the 'Register' link does not appear on the Partner zone authorization page, and nobody can apply for partner accounts.)

Email notifications

Select all the notifications that you wish to be sent:

- 'Partner profile is created' notification to profile owner: Select this option if you wish users who have applied for a partner account and been successfully registered by the system to receive an email notification of the successful creation of their partner profile. You can edit this notification message by editing the following templates:

Plain text mail templates for this notification	HTML mail templates for this notification
mail/signin_partner_notif.tpl	mail/html/signin_partner_notif.tpl
mail/mail_header.tpl	mail/html/mail_header.tpl
mail/profile_data.tpl	mail/html/profile_data.tpl
mail/signature.tpl	mail/html/signature.tpl
mail/signin_notification_subj.tpl	

- 'Partner account is approved' notification to partner: Select this option if you wish users who have applied for a partner account and been approved to receive an email notification of the approval (This option should be used only when moderated partner registration is enabled). The look of the 'approval' notification is defined by the following templates:

Plain text mail templates for this notification	HTML mail templates for this notification
mail/partner_approved.tpl	mail/html/partner_approved.tpl
mail/mail_header.tpl	mail/html/mail_header.tpl
mail/signature.tpl	mail/html/signature.tpl
mail/partner_approved_subj.tpl	

- 'Partner account is declined' notification to partner: Select this option if you wish users who have applied for a partner account and been rejected to receive an email notification of the rejection (This option should be used only when moderated partner registration is enabled). You can edit this notification message by editing the following templates:

Plain text mail templates for this notification	HTML mail templates for this notification
mail/partner_declined.tpl	mail/html/partner_declined.tpl
mail/mail_header.tpl	mail/html/mail_header.tpl
mail/signature.tpl	mail/html/signature.tpl
mail/partner_declined_subj.tpl	

3. Click the **Save** button.

3.3 Adjusting Your Store to Work with X-Affiliate

1. Configure the 'Profile details' form for partner users:
 - a) Go to the 'General settings/User Profiles options' section.
 - b) Specify which of the fields should be *active* (included into the 'Profile details' form) and *required* (mandatory for completion by the user).
 - c) If necessary, use the 'Add new field' subsection to add custom fields to your partner 'Profile details' form and specify whether they should be active or required.
 - d) Click the **Save** button to save the changes.
2. Configure the 'Contact us' form for partner users:
 - a) Go to the 'General settings/Contact us form options' section.
 - b) Specify which of the fields should be *active* (included into the 'Contact us' form) and *required* (mandatory for completion by the user).
 - c) If necessary, use the 'Add new field' subsection to add custom fields to your partner 'Contact us' form and specify whether they should be active or required.

- d) Click the **Save** button to save the changes.
3. Add information for partners to your store's 'Privacy statement' and 'Disclaimer' sections. (Your partners will be able to access these sections through the Help menu in the Partner zone). To edit these sections, edit the language variables 'txt_privacy_statement' and 'txt_conditions_affiliate' using the 'Languages' section of the Admin zone.

4 Using X-Affiliate

See how you can manage the profiles of your partners:

- [Managing Partner Profiles](#)

Learn about the operations that you can perform on affiliate plans:

- [Creating/Managing Affiliate Plans](#)

Find out how you can set up commissions for your affiliate plans:

- [Managing Affiliate Plan Commissions](#)

Learn how you can assign affiliate plans to partners and how you can find out what affiliate plans are already assigned to what partners:

- [Assigning Affiliate Plans to Partners](#)

Learn how you can create and manage banners of different types:

- [Using Banners](#)

Find out how you can set up a multi-tier affiliate program:

- [Setting Commissions to Multi-Tier Affiliates](#)

See how you can find orders placed through partner links:

- [Managing Partner Orders](#)

Learn how you can control the commissions going to partner accounts:

- [Managing Partner Accounts](#)

Find out how you can upload information about partner commission payments:

- [Uploading Payment Info](#)

Learn how you can create and manage advertising campaigns:

- [Using Advertising Campaigns](#)

See how you can access affiliate statistics:

- [Using Affiliate Statistics](#)

4.1 Managing Partner Profiles

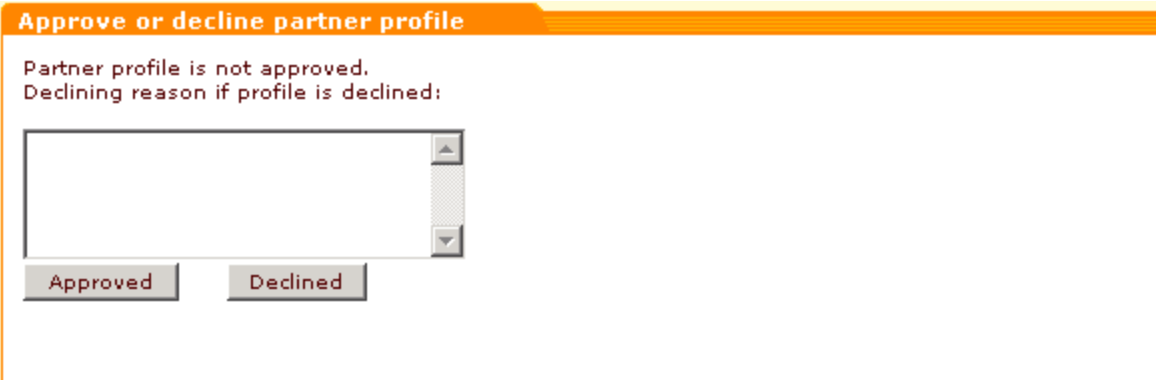
You can manage partner profiles the same way as any other user profiles in X-Cart: partner profiles can be searched for, modified and deleted. In addition to that, if your store uses moderated profile registration, you can approve/reject new partner profiles.

To approve/decline a partner profile

1. Go to the Users Management section of your store's administration back-end (Management menu->Users).
2. Do a search to find the partner profile that you would like to review.

Note: If you wish to find the profiles of all the users who have registered partner accounts lately and are waiting to be approved, you can use the 'Advanced search options' subsection to find users of the usertype 'Partner' who registered their partner accounts during the period from the date that you last reviewed partner profiles to the present date. In the Search results, partner profiles that have not yet been approved will be marked 'Partner (*Unapproved*)' (See the USERTYPE column).

3. Click on the name/username of the user whose profile you would like to review. 'Modify partner profile' section opens.
4. Scroll down to the 'Approve or decline partner profile' section.



Approve or decline partner profile

Partner profile is not approved.
Declining reason if profile is declined:

5. Approve or reject the profile:
 - To approve, click the **Approved** button.
 - To reject, type the reason for which the profile is being rejected into the text area and click the **Declined** button (The reason will be sent to the user's registration email address).

4.2 Creating/Managing Affiliate Plans

The 'Affiliate plans' section allows you to create and edit the affiliate plans that you assign to your partners. Here you can also choose an affiliate plan and go to the 'Affiliate plan management' page.

Creating affiliate plans

To create an affiliate plan:

1. Select 'Affiliate plans' in the Affiliates menu. The 'Affiliate plans' form will appear.
2. Enter a name for the new plan into the 'New plan' field.

SEL	PLAN #	PLAN TITLE	STATUS
No affiliate plans defined			

New plan: Active

3. Select *Active* in the STATUS select box to make this plan available to your partners (or *Disabled* to make the plan temporarily disabled)
4. Do one of the following:
 - Click on **Add**. The plan will be created and added to the list of plans above the 'New plan' field.
You can then add more affiliate plans or set commissions for the newly created plan. To set commissions for a plan: select the radio button next to the plan, then click on the **Modify selected** button. Affiliate plan management page will be opened for you to set the commissions.
 - Click on **Add-and-modify**. The plan will be created and 'Affiliate plan management' page will be opened so you can start setting up commissions for the newly created plan at once.

Managing affiliate plans

After you have added some affiliate plans, you can modify or delete them.

To delete an affiliate plan:

1. In the 'Affiliate plans' form, find the affiliate plan that you would like to delete.
2. Select the radio button next to its name.
3. Click the **Delete selected** button.

To change the name/status of an affiliate plan:

1. In the 'Affiliate plans' form, find the necessary affiliate plan.
2. Change the name of the affiliate plan and/or select a different status for it (If necessary, you can

change the names/statuses of more than one plans at a time).

3. Click the **Update** button.

To set/edit commissions:

1. In the 'Affiliate plans' form, find the affiliate plan for which you would like to set/edit commissions and select the radio button next to it.
2. Click on **Modify selected**. The 'Affiliate plan management' form opens.
3. Use the 'Affiliate plan management' form to set or edit the commissions of the affiliate plan (See the section [Managing Affiliate Plan Commissions](#) for details).
4. Click the **Update** button.

4.3 Managing Affiliate Plan Commissions

The 'Affiliate plan management' section is used for setting/editing the commission rates corresponding to an affiliate plan.

There are three types of commission that a partner can get:

- product commission (the money a partner gets if a customer coming from his site buys a certain product)
- category commission (the money a partner gets if a customer coming from his site buys a product from a certain category)
- basic commission (the money a partner gets if a customer coming from his site buys any product at your store)

Note: The commissions of different types are not summed up. For example, if a product for which a product commission is set is located in the category with a category commission, only product commission is applied to it (basic and category commissions are not applied); basic commission is not applied if a product belongs to a category with a category commission or if a product commission is defined for it.

The 'Affiliate plan management' section also allows you to set the minimum partner commission payment value (an amount your partner's commissions must reach for you to be able to pay the commissions).

For example, if you set the minimum partner commission payment value to \$20, the partner's account will not be marked as "Ready to be paid" until the sum of his commissions is at least \$20.

4.3.1 Commission Rates on Products

Setting commission rates for products

To set a product commission rate:

- In the 'Commission rates on products' subsection of the 'Affiliate plan management' form, select the product for which you would like to set a commission rate:
 - Click the **Find product** button.
 - Use the 'Choose a product' dialog box to select the desired product.
- After the Product ID of the selected product appears in the 'Product #' field, set the desired commission rate for this product (can be expressed as an absolute or percentage value).

Commission rates on products

#	PRODUCT	COMMISSION RATE
No commission for products defined		
Product #:	<input type="text" value="17438"/>	<input type="text" value="2.00"/> %
<input type="button" value="Find products..."/>		<input type="button" value="Update"/>

- Click the **Update** button to save the changes. The product and the commission rate corresponding to it will be added to the list above.

Commission rates on products

#	PRODUCT	COMMISSION RATE
17438	<input type="checkbox"/> <u>Samsung 512MB PC3200 DDR SDRAM (400Mhz)</u>	<input type="text" value="2.00"/> %
<input type="button" value="Delete selected"/>		
Product #:	<input type="text"/>	<input type="text" value="0.00"/> %
<input type="button" value="Find products..."/>		<input type="button" value="Update"/>

Managing existing product commission rates

To modify a product commission rate:

- Edit the commission rate.
- Click on **Update**.

To delete a product commission rate:

1. Select the check box next to the commission rate that needs to be deleted.
2. Click on **Delete selected**.

4.3.2 Commission Rates on Categories

Setting commission rates for categories

To set a category commission rate:

1. From the drop-down box in the 'Commission rates on categories' subsection of the 'Affiliate plan management' form, select the category for which you would like to set a commission rate.

Commission rates on categories

#	CATEGORY	COMMISSION RATE
No commissions for categories defined		

Please select category... %

2. Set the desired commission rate for this category (can be expressed as an absolute or percentage value).

Commission rates on categories

#	CATEGORY	COMMISSION RATE
No commissions for categories defined		

Software %

3. Click the **Update** button to save the changes. The category and the commission rate corresponding to it will be added to the list above.

Commission rates on categories

#	CATEGORY	COMMISSION RATE
26	<input type="checkbox"/> Software	8.00 %

Delete selected

Please select category... 0.00 %

Update

Managing existing category commission rates

To modify a category commission rate:

1. Edit the commission rate.
2. Click on **Update**.

To delete a category commission rate:

1. Select the check box next to the commission rate that needs to be deleted.
2. Click on **Delete selected**.

4.3.3 General Settings

To adjust general settings:

1. Scroll down to the 'General settings' subsection of the 'Affiliate plan management' form.

General settings

Basic commission rate: 0.00 %

Minimum commission payment: 0.00

2. Set a basic commission rate that will be applied to all the products in your store.
3. Set a minimum commission payment that your partner will receive, regardless of what product the customer buys.
4. Click on **Update**.

4.4 Assigning Affiliate Plans to Partners

The 'Partner commissions' section is used to assign affiliate plans to your partners.

To assign an affiliate plan to a particular partner or a group of partners that can be defined using a filter:

1. Select Partner commissions in the Affiliates menu. The 'Search' form opens.



The screenshot shows a 'Search' form with an orange header. It contains a 'Plan' dropdown menu with the text 'Select affiliate plan...' and a downward arrow. Below it is a 'Partner' dropdown menu with the text 'All partners'. To the right of the 'Partner' dropdown is a checkbox labeled 'Use filter', which is currently unchecked. At the bottom of the form are two buttons: 'Apply' and 'Show'.

2. Use the 'Plan' select box to select the affiliate plan that you wish to assign.



The screenshot shows the 'Search' form with the 'Plan' dropdown menu now set to 'TestPlan'. The 'Partner' dropdown menu remains 'All partners'. The 'Use filter' checkbox is still unchecked. The 'Apply' and 'Show' buttons are visible at the bottom.

3. Select the 'Use filter' check box. The 'Partner' field becomes active.
4. Use the 'Partner' field to enter the username (login name) of the partner or a mask defining the desired group of partners.



The screenshot shows the 'Search' form with the 'Plan' dropdown set to 'TestPlan'. The 'Partner' field is now a text input field containing the text 'partner'. The 'Use filter' checkbox is now checked. The 'Apply' and 'Show' buttons are visible at the bottom.

5. Click the **Apply** button. After the affiliate plan is successfully assigned, you should see a confirmation message in the Information box.

To assign an affiliate plan to all your partners:

1. Select Partner commissions in the Affiliates menu. The 'Search' form opens.
2. Use the 'Plan' select box to select the affiliate plan that you wish to assign.
3. Make sure the 'Partner' field says "*All partners*".

4. Click the **Apply** button. After the affiliate plan is successfully assigned, you should see a confirmation message in the Information box.

You can use the 'Search' form to look up what affiliate plans are assigned to your existing partners.

To find out what affiliate plan is assigned to a particular partner or a group of partners that can be defined using a filter:

1. Do not select any affiliate plans.
2. Select the 'Use filter' check box.
3. Use the 'Partner' field to enter the username (login name) of the partner or a mask defining the desired group of partners.
4. Click the **Show** button.

To get a list of all your partners with affiliate plans assigned to them:

1. Do not select any affiliate plans.
2. Leave the 'Use filter' check box unselected.
3. Click the **Show** button.

The partners found by the search query will appear in the 'Search results' form along with an indication of what affiliate plans are assigned to them.

LOGIN	NAME	AFFILIATE PLAN
partner	Partner Partner	TestPlan
partner1	Partner1 Partner1	TestPlan
partner2	Dave Smith	TestPlan

To change the affiliate plan assigned to a partner, select the plan that you wish to assign to this partner from the drop-down box and click on **Apply**.

4.5 Using Banners

Find out how you can create and manage banners of different types:

- [Creating Banners](#)
- [Managing Banners](#)

4.5.1 Creating Banners

With X-Affiliate, you can create banners of the following types:

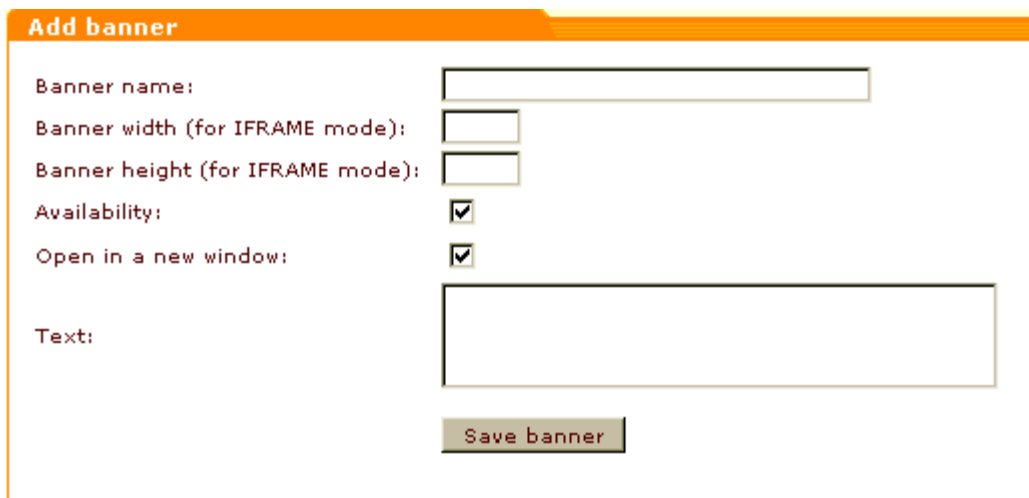
- Text links
- Graphic banners
- Media rich banners
- Product banners

Text links

A text link is a link on an affiliate site that contains only text (no graphics) and can be used to access your store.

To add a text link:

1. Go to the 'Banners Management' section (Affiliates menu->Banners).
2. Click on the link 'Add Text link' in the section menu. A form titled 'Add banner' opens.



Add banner

Banner name:

Banner width (for IFRAME mode):

Banner height (for IFRAME mode):

Availability:

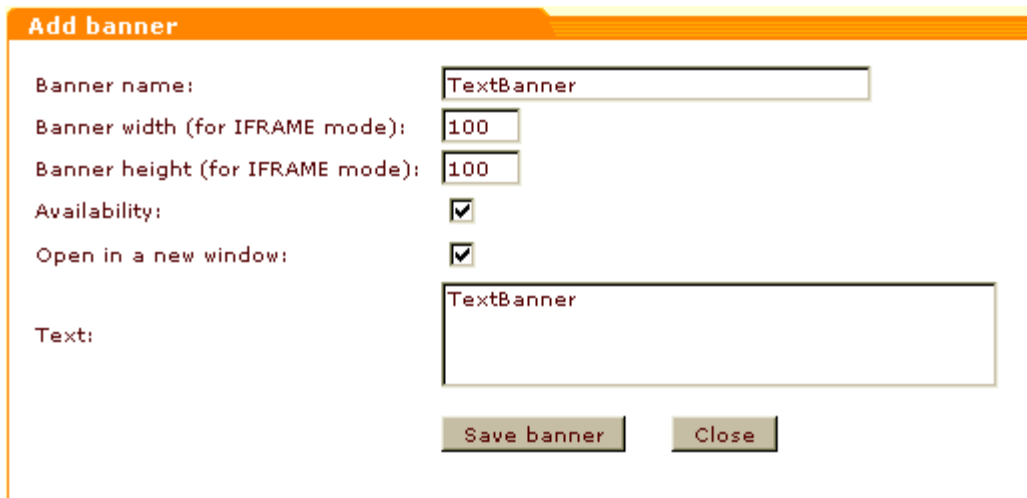
Open in a new window:

Text:

Save banner

3. Complete the 'Add banner' form:
 - a) Enter a name for the new banner into the 'Banner name' field.

- b) Specify banner width and height for IFRAME mode.
- c) Select the 'Availability' check box to let your partners use this banner.
- d) Select the 'Open in a new window' check box, if necessary.
- e) Use the 'Text' field to enter the text link message that you wish to be displayed to customers.



Add banner

Banner name:

Banner width (for IFRAME mode):

Banner height (for IFRAME mode):

Availability:

Open in a new window:

Text:

- 4. Click the **Save banner** button. The newly created text banner is added to the Banners list.

Graphic Banners

A graphic banner is a picture that is a link to your store.

To add a graphic banner:

1. Go to the 'Banners Management' section (Affiliates menu->Banners).
2. Click on 'Add Graphic banner' in the section menu. A form titled 'Add banner' opens.

Add banner

Banner name:

Banner width (for IFRAME mode):

Banner height (for IFRAME mode):

Availability:

Open in a new window:

Text (optional):

Alt. tag (optional):

Text location:

Image:

3. Complete the 'Add banner' form:

- a) Enter a name for the new banner into the 'Banner name' field.
- b) Specify banner width and height for IFRAME mode.
- c) Select the 'Availability' check box to let your partners use this banner.
- d) Select the 'Open in a new window' check box, if necessary.
- e) If necessary, use the 'Text' field to enter a text message.
- f) If necessary, use the 'Alt. tag' field to enter a message that customers will be able to see when pointing at the banner with the mouse cursor.
- g) Use the 'Text location' select box to indicate how text should be located in relation to the picture (*Above, Left, Right, Below*).
- h) Click on **Browse** to select the image file to be used in the banner.



Add banner

Banner name:

Banner width (for IFRAME mode):

Banner height (for IFRAME mode):

Availability:

Open in a new window:

Text (optional):

Alt. tag (optional):

Text location:

Image:

4. Click on **Save banner**. The newly created graphic banner will be added to the Banners list.

Media rich banners

A media rich banner is the most complex type of banners supported by X-Affiliate: it is a combination of both text and graphics (each of which can be either clickable or not). Such a banner can look whatever you like: it can contain HTML-tags, images of various formats, Flash-objects, etc. Media rich banners tend to have higher click-through rates.

To add a media rich banner:

1. Go to the 'Banners Management' section (Affiliates menu->Banners).
2. Click on 'Add Media rich banner' in the section menu. A form titled 'Add banner' opens.

Add banner

Banner name:

Banner width (for IFRAME mode):

Banner height (for IFRAME mode):

Availability:

Open in a new window:

Body:

[<a>](#) Add link opening tag

[](#) Add link closing tag

 Preview

Media library:

Add media object to library

Media object:

If the media object is a Macromedia flash movie, enter the width and height of the media object.

Width:

Height:

3. Add the objects you are going to use in the banner to the media library:

-
- a) Scroll down to the 'Add media object to library' subsection.
 - b) Click on **Browse**.
 - c) Locate the file containing the object.
 - d) If the media object is a Macromedia flash movie, enter the height and width of the object.
 - e) Click on the **Add** button located at the bottom of the form. The object will appear in the 'Media library' field.

Add banner

Banner name:

Banner width (for IFRAME mode):

Banner height (for IFRAME mode):

Availability:

Open in a new window:

Body:

Media library:

3

Powered by

Width: 110 px
 Height: 30 px
 type: gif

Add media object to library

Media object:

If the media object is a Macromedia flash movie, enter the width and height of the media object.

Width:

Height:

Each object added to the Media library is assigned a unique identifier (a number appearing above the object). You will use object identifiers to denote your objects in the HTML code entered into the 'Body

' field of the 'Add banner' form.

4. Complete the 'Add banner' form:

- a) Enter a name for the new banner into the 'Banner name' field.
- b) Specify banner width and height for IFRAME mode.
- c) Select the 'Availability' check box to let your partners use this banner.
- d) Select the 'Open in a new window' check box, if necessary.
- e) Enter the HTML code of your banner into the 'Body' field (standard HTML and some non-standard tags can be used):
 - To insert an object from the library into your banner, you need to enter a reference to this object into the piece of HTML code in the 'Body' field. To do so, find the necessary object in the 'Media library' field and then click on the 'Add (clickable)' or 'Add (non clickable)' link below the image.
 - Clickable banner components will be added in the form of <#A1#>, <#A2#>, <#A3#>, etc. Non-clickable components will appear in the 'Body' field as <#1#>, <#2#>, <#3#>, etc. In both cases, the numbers are identifiers corresponding to the media objects from the Media library.
 - <#A#> and <#/A#> are non-standard tags which can be used to indicate the beginning and the end of a text message in the banner, making it a link to your store. To add these tags click on 'Add opening tag' and 'Add closing tag' links.

Example 1:

```
<CENTER>
<TABLE cellspacing=1 cellpadding=0 border=0>
<TR>
<TD valign=middle><#A1#></TD>
<TD valign=middle><#A#><B>Test</B><#/A#></TD>
<TD><#A2#></TD>
</TR>
</TABLE>
</CENTER>
```

Example 2:

```
<CENTER>
<TABLE cellspacing=1 cellpadding=0 border=0>
<TR>
<TD valign=middle><#A3#></TD>
<TD valign=middle><#A#><I><B>Buy me</B></I><#/A#></TD>
</TR>
</TABLE>
</CENTER>
```

Add banner

Banner name:

Banner width (for IFRAME mode):

Banner height (for IFRAME mode):

Availability:

Open in a new window:

Body:

```
<table cellspacing=1 cellpadding=0 border=0
bgcolor=#ff0000>
<tr>
<td><#A3#></td>
</tr>
<tr>
<td bgcolor=#FFFFFF align=center>TestBanner</td>
</tr>
</table>
```

[<a> Add link opening tag](#)
[Add link closing tag](#)
[Preview](#)

Media library:

3

Powered by
XCART

[Add \(clickable\)](#) Width: 110 px
[Add \(non clickable\)](#) Height: 30 px
[Zoom in](#) type: gif
[Delete](#)

Add media object to library

Media object:

If the media object is a Macromedia flash movie, enter the width and height of the media object.

Width:

Height:

f) Use the 'Preview' link to see the banner that you have created.

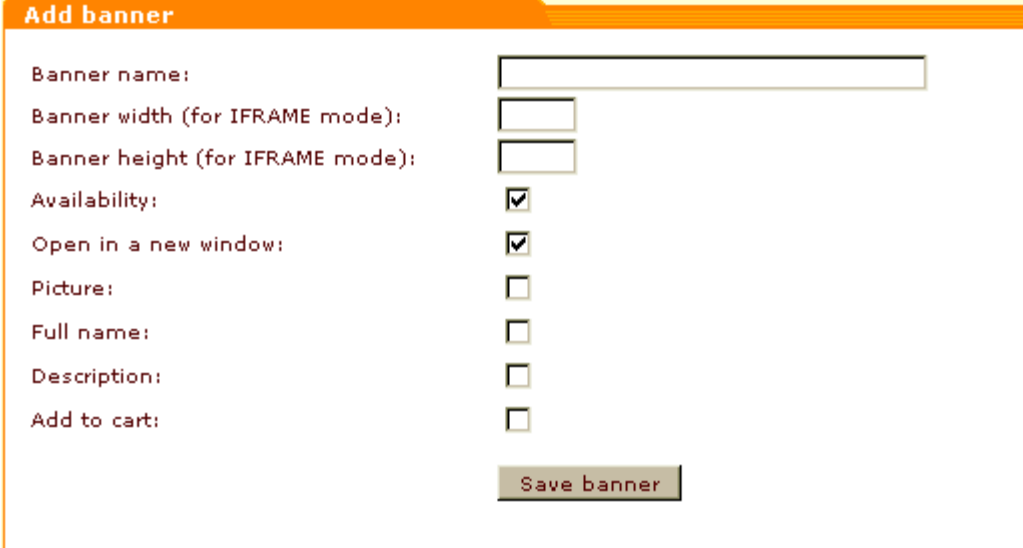
5. Click on **Save banner**. The newly created media rich banner will be added to the Banners list.

Product banners

A product banner has the shape of a box with various product attributes (such as the product picture, product name and product description).

To add a product banner:

1. Go to the 'Banners Management' section (Affiliates menu->Banners).
2. Click on 'Add product banner' in the section menu. A form titled 'Add banner' opens.



Add banner

Banner name:

Banner width (for IFRAME mode):

Banner height (for IFRAME mode):

Availability:

Open in a new window:

Picture:

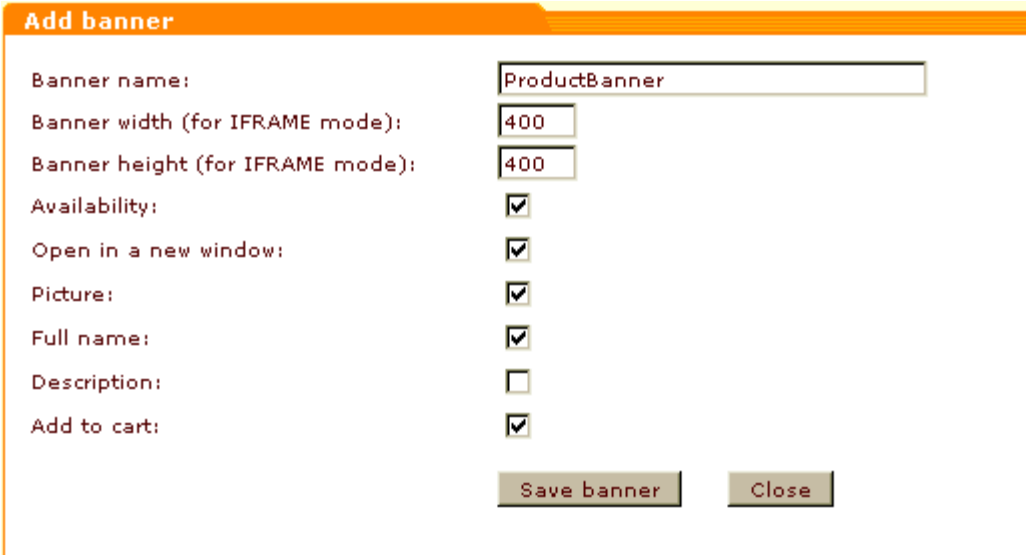
Full name:

Description:

Add to cart:

3. Complete the 'Add banner' form:

- a) Enter a name for the new banner into the 'Banner name' field.
- b) Specify banner width and height for IFRAME mode.
- c) Select the 'Availability' check box to let your partners use this banner.
- d) Select the 'Open in a new window' check box, if necessary.
- e) Select the 'Picture' check box if you want the image of a product to be included into the banner.
- f) Select 'Full name' to show the full name of a product in the banner.
- g) Select 'Description' to show the product description.
- h) Enable 'Add to cart' if you want to enable a visitor to order an item of some product with one click.



Add banner

Banner name:

Banner width (for IFRAME mode):

Banner height (for IFRAME mode):

Availability:

Open in a new window:

Picture:

Full name:

Description:

Add to cart:

4. Click on **Save banner**. The newly created media rich banner will be added to the Banners list.

4.5.2 Managing Banners

All the banners that you have created appear in the list of available banners ('Available banners' section). You can access this list at any time by clicking on 'Banners' in the Affiliates menu, or by selecting 'Banners list' in the 'Banners Management' section menu.

Available banners

Banner: TextBanner (*Text link*)

TextBanner

Delete Modify

Banner: GraphBanner (*Graphic banner*)

TestBanner
Powered by
X-CART

Delete Modify

Banner: MediaRichBanner (*Media rich banner*)

Powered by
X-CART
TestBanner

Delete Modify

Banner: ProductBanner (*Product banner*)



Universal Antenna Booster
[CLICK HERE TO ORDER](#)

Delete Modify

To modify an existing banner:

1. In the 'Available banners' section, scroll down to the banner that you would like to modify.
2. Click on the **Modify** button below the banner. A dialog box 'Modify banner' opens.
3. Make the necessary changes to the banner details and click the **Save banner** button. The changes will be reflected in the 'Edited banner' box above the 'Modify banner' dialog box.
4. Click on **Close** to return to the 'Available banners' section.

To delete an existing banner:

1. In the 'Available banners' section, scroll down to the banner that you would like to delete.

2. Click on **Delete** below the banner. The banner will be deleted.

4.6 Setting Commissions to Multi-Tier Affiliates

Multi-tier affiliate scheme is a practice where affiliates can refer other affiliates to your affiliate program and can get not only commissions for the sales they themselves refer to your store, but also a percentage of the affiliate commissions earned by their "descendant"-affiliates (including both the affiliates that they referred to your affiliate program directly and the affiliates that they referred to the affiliate program indirectly through the links of previously referred affiliates).

In X-Affiliate, the commission that an "ancestor"-affiliate earns as a percentage of the commission earned by his "descendant"-affiliate for referring a sale is based on the degree of relationship between these two affiliates. Relationships between affiliates are described in terms of levels:

- *Level 1*: "parent-child" relationship
- *Level 2*: "grandparent-grandchild" relationship
- *Level 3*: "great grandparent-great grandchild" relationship
- *Level 4*: "great great grandparent-great great grandchild" relationship

If you wish to use a multi-tier affiliate scheme for your affiliate program, you need to define the number of levels in your multi-tier affiliate scheme and the commission rates that will be used to calculate affiliate commissions at each level:

1. Go to the 'Multi tier affiliates' section of your store's administration back-end (Affiliates menu->Multi tier affiliates). A dialog box titled 'Multi tier affiliates' opens.



LEVEL	COMMISSION
1	0.00 %
2	0.00 %
3	0.00 %
4	0.00 %

Update

2. Use the 'Multi tier affiliates' dialog box to adjust the commission rates for your multi-tier affiliates:
 - a) Decide on the number of levels at which your affiliates will be able to earn commissions for sales referred by their "descendants" (It is not necessary to use all the four levels).
 - b) Adjust the commission rate for each of these levels. The commission rate should be a number

corresponding to the percentage of a "descendant's" commission that will go to the "ancestor"-affiliate. The commission rate for Level 1 should be the highest, the commission rate for Level 4 - the lowest.

3. Click the **Update** button.

Here's how multi-tier affiliate schemes work:

For example, Jack registered as partner at your store and referred Jill, who also registered as partner. Jill, in her turn, referred Jane, who also became partner. As a result, we have the following affiliate scheme:

Jack -> Jill -> Jane

In this scheme, the relationships of Jack to Jill and of Jill to Jane correspond to Level 1 (parent-child), and the relationship of Jack to Jane - to Level 2 (grandparent-grandchild).

Suppose, the affiliate scheme used by your store has three levels, and the commission rates for these levels are adjusted as follows:

Level 1: 25%

Level 2: 10%

Level 3: 5%

Also suppose that you have a single affiliate plan which is used by all the members of your affiliate program, and this plan does not provide any commission rates on specific products or categories - just a basic commission rate of 1%.

Now, let us suppose that a customer comes to your store through Jane's link and buys products for \$100.

Question: *How much money will the members of your affiliate program named above get as commissions on this sale?*

Answer:

Jane: \$1 (1% of the amount paid by the customer, calculated based on the basic commission rate according to her affiliate plan)

Jill: \$0.25 (25% of Jane's commission, calculated according to Level 1)

Jack: \$0.1(10% of Jane's commission, calculated according to Level 2)

4.7 Managing Partner Orders

The Partner orders section may be used to search for orders placed by customers referred to the store site by partners and to export information about such orders.

Searching for orders placed through partners

Search

Date from:

Date to:

Order id:

Partner:

Order status:

Payment status:

CSV delimiter:

To find orders that have been placed by customers through partner links:

1. Furnish the necessary information into the search form.
2. Click on **Search**.

The results will be displayed in the 'Search results' form:

Partner orders

PARTNER	ORDER		TOTAL	COMMISSION	OWNER	STATUS	
	#	DATE				ORDER	COMMISSION
<u>partner</u>	<u>1011</u>	10/27/04	\$170.99	\$8.55	Affiliate	Processed	Pending
<u>partner</u>	<u>1012</u>	10/27/04	\$242.00	\$7.26	Affiliate	Queued	Pending

The search results table provides the following information about each found order:

- Partner, via whose link a customer came to the store.
- Order number and the date it was created.
- The total sum of an order.
- Commissions a partner gets for this order.
- Owner of an order.
- Order and commission statuses.

Exporting information about orders placed through partners

To export partner orders data:

1. Furnish the necessary information into the search form.
2. Select a CSV delimiter.
3. Click on **Export**.

4.8 Managing Partner Accounts

The Partner accounts section can be used to find out information about the amount paid to a partner by way of commission, the amount approved for payment but not paid, the unapproved orders commission amount and the limit according to the affiliate plan assigned to a particular partner.

If you would like to see all your partners' accounts, click on the 'All accounts' link. Use the 'Accounts "Ready to be paid"' link to see partners' commissions, which were approved but not paid.

Partner accounts

Note: "Ready to be paid" account is a partner account for which the approved commission is greater than the minimum commission limit.

[All accounts](#) [Accounts "Ready to be paid"](#)

PARTNER	PARTNER COMMISSIONS				READY TO BE PAID
	PAID	APPROVED	PENDING	MINIMUM LIMIT	
Partner Partner	\$0.00	\$8.55	\$7.26	\$0.00	<input type="checkbox"/>

Export partner account data

CSV delimiter:

The Approved amount of commissions will appear under PAID if you select 'Ready to be paid' check box next to the account and click on the **Paid** button below:

Partner accounts

Note: "Ready to be paid" account is a partner account for which the approved commission is greater than the minimum commission limit.

[All accounts](#) [Accounts "Ready to be paid"](#)

PARTNER	PARTNER COMMISSIONS				READY TO BE PAID
	PAID	APPROVED	PENDING	MINIMUM LIMIT	
Partner Partner	\$8.55	\$0.00	\$7.26	\$0.00	<input type="checkbox"/>

Export partner account data

CSV delimiter:

Note: READY TO BE PAID column does not appear unless the amount in the APPROVED column exceeds the MINIMUM LIMIT value.

To export partner account data:

1. Select a CSV delimiter.
2. Click on **Export**.

4.9 Uploading Payment Info

The page 'Payment info uploading' can be used to upload information about commission payments to partners.

To upload payments:

1. Use the CSV delimiter select box to select the delimiter used in your CSV file.
2. Select the necessary CSV file using the **Browse** button.
3. Click on **Upload**.

The first column in your CSV file should contain orderid - a unique order identifier. The second column should contain a partner commission payment flag for this order, the value of which can be either "Y" or "N" ("Y" signifies that the partner commission was paid for this order, "N" - not paid).

Example:

```
163; Y
164; Y
165; N
```



Payment info uploading

CSV delimiter: Semicolon

CSV file: Browse...

Upload

4.10 Using Advertising Campaigns

X-Affiliate module not only enables you to promote your store site via individual partners, but it allows you to run advertising campaigns involving online advertising agencies. No matter if you turn to search engine advertising, link exchanges, banner networks or some other online media to bring customers to your web site, X-Affiliate provides you with tools which can help you assess the efficiency of any of these advertising methods, making the process of campaign management a whole lot easier.

The basic idea is that you can arrange for an agency (or several agencies) to advertise your store. Different agencies offer different types of advertising according to the media involved. Your job is to create a separate advertising campaign for each of the methods which you are going to let them use (for example, one advertising campaign for a network of banners leading to your store, another advertising campaign for a group of sites that will give links to your landing page, etc). Depending on the terms of your payment arrangement with the agency, payment to the agency for its advertising services can be made per campaign (when you pay a fixed sum of money for the whole period during which the advertising lasts) or per visit (when you pay the agency for every visitor's click on a banner/link which redirects the visitor either to your store or to your landing page). X-Affiliate tools allow the system to associate a visitor who came to your store or landing page via a banner or link involved in the advertising process with one of your active advertising campaigns. As X-Affiliate keeps a count of clicks on the banners/links belonging to different campaigns and multiplies the number of clicks gathered by each campaign by the amount of its "per visit" payment, you can easily keep track of your investment costs and evaluate the potential of making investments into this or that campaign (simple ROI – "return" from an action divided by the cost of that action) and plan your further advertising policy.

In X-Affiliate advertising campaigns can be created and modified in the Advertising campaigns management section.

Creating advertising campaigns

To create an advertising campaign:

1. Click on Advertising campaigns in the Affiliates menu. A section titled 'Advertising campaigns management' opens.
2. Use the 'Add advertising campaigns' form to create a new campaign:

Add advertising campaigns

Campaign name

Pay per visit

Pay per period

Period from:

Period to:

Usage type

Note: The contents of the field below is used to identify the advertising campaign with which the customer referred to your site is associated.

If you want to enable the system to identify the campaign by some parameter(s) sent in the query string of GET request (the data following the question mark on the URL), you need to enter the parameters you are going to use into the field below. Data sent in a GET parameter is a combination of a variable name and a value. Pairs of variable names and values must be entered in the following format:

field_name=field_value or
field1_name=field1_value&field2_name=field2_value

The system will be able to identify the advertising campaign if the pairs of variables and their values in the GET request of the customer redirected to your store are the same as the pairs of variable names and values specified in this field.

- a) Enter a name for the new advertising campaign into the 'Campaign name' field.
- b) Use the 'Pay per visit' field to specify the amount of money you are going to pay to the advertiser for each visit of a customer to your store/landing page.
- c) Use the 'Pay per period' field to enter the amount of money you are going to pay to the advertiser for the whole time period during which your advertising campaign will last.
- d) Specify the beginning and the end of the time period during which the campaign will last (use the 'Period from' and 'Period to' select boxes).
- e) Select the necessary usage type from the 'Usage type' select box (GET parameter, HTTP referrer parameter or Landing page with null image)

Note: After you select a usage type, its description appears below the Usage type select box. Please read through all of the

descriptions first to find out which of the usage types meets your needs best. Use the instructions provided in the description of the chosen usage type to complete the field at the bottom of the form.

Add advertising campaigns

Campaign name

Pay per visit

Pay per period

Period from:

Period to:

Usage type

Note: The contents of the field below is used to identify the advertising campaign with which the customer referred to your site is associated.

If you want to enable the system to identify the campaign by some parameter(s) sent in the query string of GET request (the data following the question mark on the URL), you need to enter the parameters you are going to use into the field below. Data sent in a GET parameter is a combination of a variable name and a value. Pairs of variable names and values must be entered in the following format:

field_name=field_value or
field1_name=field1_value&field2_name=field2_value

The system will be able to identify the advertising campaign if the pairs of variables and their values in the GET request of the customer redirected to your store are the same as the pairs of variable names and values specified in this field.

3. Click on **Add**. The campaign will be created and added to the list in the 'Advertising campaigns' form above.

Managing advertising campaigns

To modify an existing advertising campaign:

1. Select the advertising campaign you would like to modify from the list in the 'Advertising campaigns' form and click on its name. The details of the campaign will be opened for modification in the 'Modify advertising campaigns' form.
2. Make the necessary changes.
3. Click on **Modify** to save the changes.

Note: If, after modifying the details of an already existing campaign, you need to create a new one, click on the Close button at the bottom of the form in which you edited the campaign details. The form with the modified campaign details will be closed and replaced by the clear Add advertising campaign form.

To delete an advertising campaign:

1. Find the advertising campaign you want to delete in the 'Advertising campaigns' list.
2. Click on the 'Delete' link next to the name of the campaign. The campaign will be removed.

4.11 Using Affiliate Statistics

The admin area of X-Affiliate interface not only allows you to manage the separate components of your affiliate program (affiliate plans, partner commissions, partner orders, banners, etc), but provides a statistics gathering tool which can help you evaluate the effectiveness of your affiliate program.

Affiliate statistics include:

- [Banners statistics](#)
- [Referred sales](#)
- [Top performers](#)
- [Affiliate tree](#)
- [Advertising statistics](#)

Analyzing the current information on the overall sales and the contribution of each individual affiliate can help you choose the most profitable ways of developing your affiliate program and promoting your business.

To access the Affiliate statistics pages, click on Affiliate statistics in the Affiliates menu. This opens the first of the 'Affiliate statistics' sections – 'Banners statistics'. To view any of the other sections, click the corresponding link in the 'Affiliate statistics' section menu.

4.11.1 Banners Statistics

The 'Banners statistics' section allows you to evaluate the efficiency of your banner system. The statistics include clicks, banner exposures and clicks to exposures ratio.

To view Banners statistics:

1. Click the 'Banners statistics' link in the 'Affiliate statistics' section menu. The 'Banners statistics' page will be opened.

- Use the 'Search' form to specify the beginning and the end of the period for which you want banners statistics to be displayed.

Search

Period from:

Period to:

Partner:

- If you want statistics on the banners used by some particular partner, select the name of this partner from the 'Partner' select box. If you want statistics on all the banners used by your partners, select *All*.

- Click on **Search**.

The search results will appear in the 'Banners statistics' box below the search form.

Banners statistics

BANNER	CLICKS	VIEWS	CLICK RATE
Text banner1	0	4	0
Graphic banner1	2	7	0.29
Media rich banner1	0	3	0
Product banner1 (Product: Acer TravelMate 212T)	1	4	0.25
Total:	3	18	0.17

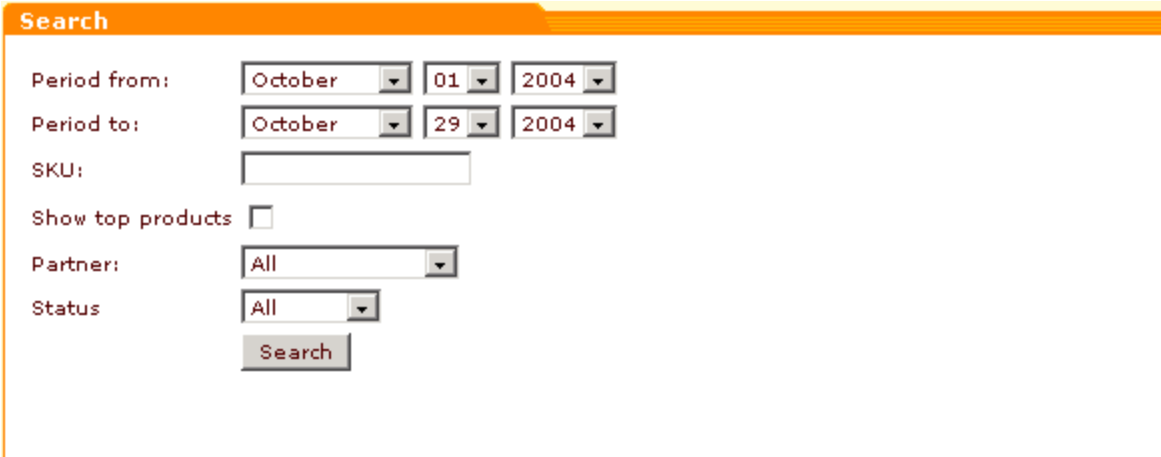
The BANNER column displays the names of banners used by your partners. The column CLICKS shows the number of times that the banners were clicked. The VIEWS column displays the number of banner exposures. The CLICK RATE column shows clicks to exposures ratio (the number of clicks divided by the number of views).

4.11.2 Referred Sales

The Referred sales section displays statistics on referred sales (sales to the customers who visited the store via a partner's link). Here you can get information on how efficient each of your partners was in advertising your products, what products were sold via what partners, what products were sold best via your partners' sites, etc.

To view referred sales statistics:

1. Click the 'Referred sales' link in the 'Affiliate statistics' section menu. The 'Referred sales' page will be opened.



2. Complete the 'Search' form:
 - a) Set the time period.
 - b) (Optional) Enter the SKU of the product for which you want statistics to be displayed.
 - c) (Optional) Select the 'Show top products' check box, if you would like to see the products which sell best.
 - d) Select a partner you would like to find statistics about. Select *All* to get statistics about all the partners.
 - e) Select the commission status in the 'Status' select box.
3. Click on **Search**.

The search results will appear in the Sales box below the Search form.

Example 1:

You want to view statistics on all the sales made via your partners in the period from October 1, 2004 to October 29, 2004 (the status of commissions payment is not important).

Do the following:

1. Specify the beginning of the period (October – 01 – 2004).
2. Specify the end of the period (October – 29 – 2004).
3. Do not enter anything into the product SKU field.
4. Leave the 'Show top products' check box unselected.
5. Select *All* from the 'Partner' select box.
6. Select *All* from the 'Status' select box.
7. Click on **Search**.

The results displayed to you will look as follows:

Sales								
PARTNER	PARTNER PARENT	PRODUCT	ORDER		AMOUNT	TOTAL	COMMISSION	STATUS
			#	DATE				
<u>partner</u>		<u>Sony Ericsson T610</u>	<u>1011</u>	<u>10/27/04</u>	<u>1</u>	<u>\$170.99</u>	<u>\$8.55</u>	<u>Paid</u>
<u>partner</u>		<u>Sony Ericsson Z600</u>	<u>1012</u>	<u>10/27/04</u>	<u>1</u>	<u>\$242.00</u>	<u>\$7.26</u>	<u>Pending</u>
<u>partner</u>		<u>Sony Ericsson T68i</u>	<u>1014</u>	<u>10/28/04</u>	<u>1</u>	<u>\$169.99</u>	<u>\$5.10</u>	<u>Pending</u>
<u>partner</u>		<u>Sony Ericsson T68i</u>	<u>1015</u>	<u>10/28/04</u>	<u>1</u>	<u>\$169.99</u>	<u>\$5.10</u>	<u>Pending</u>
<u>partner</u>		<u>Motorola M3682</u>	<u>1016</u>	<u>10/28/04</u>	<u>1</u>	<u>\$150.00</u>	<u>\$4.50</u>	<u>Pending</u>
Total:					5	\$902.97	\$30.51	

Example 2:

You want to find out how many products were sold via your partner named *Partner Partner* in the period from October 1, 2004 to October 29, 2004, for which the commissions payment status is pending).

Do the following:

1. Specify the beginning of the period (October – 01 – 2004).
2. Specify the end of the period (October – 29 – 2004).
3. Do not enter anything into the product SKU field.
4. Select the 'Show top products' check box.
5. Select *Partner Partner* from the 'Partner' select box.
6. Select Pending from the 'Status' select box.
7. Click on **Search**.

The results displayed to you will look as follows:

Sales			
PRODUCT	AMOUNT	TOTAL	COMMISSION
Sony Ericsson T68i	2	\$339.98	\$10.20
Sony Ericsson Z600	1	\$242.00	\$7.26
Motorola M3682	1	\$150.00	\$4.50
<hr/>			
Total:	4	\$731.98	\$21.96

4.11.3 Top Performers

The Top performers section displays statistics on sales to the customers attracted by partners. The statistics can be sorted by affiliates and by referrer addresses from which the customers came to your store.

1. Click the 'Top performers' link in the 'Affiliate statistics' section menu. The 'Top performers' page will be opened.

Search			
Period from:	October	01	2004
Period to:	November	01	2004
Report by:	Affiliates		
Sort by:	Clicks		
<input type="button" value="Search"/>			

2. Complete the 'Search' form:
 - a) Set the time period.
 - b) Specify the way in which data should be presented: select *Affiliates* or *Referrer* from the 'Report by' select box.
 - c) Specify the way in which you want the search results to be sorted: select *Clicks* or *Sales* from the 'Sort by' select box.
3. Click on **Search**.

The search results appear in the 'Top performers' box below the search form.

If you select *Affiliates* from the 'Report by' box, the first column in the search results table will be AFFILIATES. This column will contain a list of partner login names.

Top performers

AFFILIATES	CLICKS	SALES NUMBER	SALES
partner	3	3	\$922.96
neuer_p	2	2	\$339.98

If you select *Referrer* in the 'Report by' box, the first column in the search results table will be called REFERRER. It will contain the URLs of pages where the banners used by customers to access the store and make purchases are located.

Top performers

REFERRER	CLICKS	SALES NUMBER	SALES
http://example.com/partner/1.html	3	3	\$922.96
http://example.com/neuer_p/1.html	2	2	\$339.98

The column CLICKS shows the number of clicks a partner's banner got. The column SALES NUMBER demonstrates the number of sales via a partner/referrer. The column SALES displays amounts of all the orders placed via a partner/referrer.

4.11.4 Affiliate Tree

The 'Affiliate tree' section allows you to view the tree of affiliates starting from a specific partner. It also shows the statistics on the commissions of a particular partner and his affiliate branch.

To view the tree of affiliates:

1. Click the 'Affiliate tree' link in the 'Affiliate statistics' section menu. The 'Affiliate tree' page will be opened.

Select

Partner (root of the tree)

Partner Partner
 Jill Backer
 Neuer Partner

2. From the list of partners select the partner who you want to be displayed in the 'root of the tree' position.

3. Click on **Select**.

The search results will appear in the 'Affiliates' box below the 'Select' form.

Affilaites

Note: A participant of our affiliate program gets commissions only for the branch affiliates marked in bold type.
You can set a limitation according to which every affiliate node will get commissions for no more than a certain number of affiliate levels (General settings -> X-Affiliate options -> Maximum number of partnership levels).

Example: If you set the maximum number of partnership levels to 3, the top level affiliate will be able to get commissions for no more than two subsequent levels lower in the affiliate tree. Let us suppose that affiliate A advertised the program and got affiliate B to enroll. B, in his turn, invited C to register as an affiliate member. C got registered and persuaded D to enroll. Now, if visitors coming from the sites of A, B, C and D make purchases with X-Cart, member A gets affiliate commissions for the levels A, B and C only. He does not get any commission for D and levels lower than D (if any).

PARTNER	COMMISSION	AFFILIATE COMMISSION
Partner Partner	\$31.02	\$5.10
└─ Neuer Partner >	\$5.10	\$0.00

The PARTNER column displays the affiliate tree, where the top name (Partner Partner) is the root level partner, and the names below it (tree branches) are participants of your affiliate program of lower levels (in the example above, there is just one branch – Neuer Partner, enrolled by the root).

The COMMISSION column shows the commissions earned by each of the partners in the tree (pending + approved + paid).

The AFFILIATE COMMISSION column displays the sum of commissions earned by all the branches of the affiliate tree below the current level.

4.11.5 Advertising Statistics

The Advertising statistics section allows you to get statistics on your advertising campaigns. For each of the campaigns in your store you can find out the number of clicks on its links/banners during a certain

period, your estimated advertising expenses (the approximate sum of money you will be supposed to pay for the services of the advertising campaign during the period), customer acquisition cost (the cost associated with acquiring one customer), the amount of sales to customers who came to the store through the advertising links/banners of this or that campaign, and the advertising campaign ROI (Return On Investment, percent (%)).

To get advertising statistics:

1. Open the 'Advertising statistics' section (click either on Affiliate statistics or on Advertising campaigns in the Affiliates menu, then select 'Advertising statistics' from the section menu. The 'Search' form will be opened.

Search

Period from:

Period to:

Campaigns:

2. Complete the 'Search' form:

- a) Set the time period using 'Period from' and 'Period to' select boxes.
- b) From the 'Campaigns' select box select the advertising campaign for which you want statistics to be displayed. To get statistics on all the campaigns in one table, select *All*.

Search

Period from:

Period to:

Campaigns:

3. Click on **Search**. The search results form will appear.

Advertising campaigns

CAMPAIGN	CLICKS	ESTIMATED EXPENSES	ACQUISITION COST	SALES	ROI
<u>TestCampaign</u>	2	\$61.00	\$20.33	\$2,256.50	3699.18%
Total:	2	\$61.00	\$20.33	\$2,256.50	3699.18%

Note: By clicking on the advertising campaign name you can go over to the 'Advertising campaign management' page and modify this campaign, if necessary.

X-Affiliate add-on module for X-Cart 4.0.0 or later. Admin zone. User manual.

© 2007 Ruslan R. Fazliev. All rights reserved.

Printed: 08.06.2007