

20. Affiliate Systems

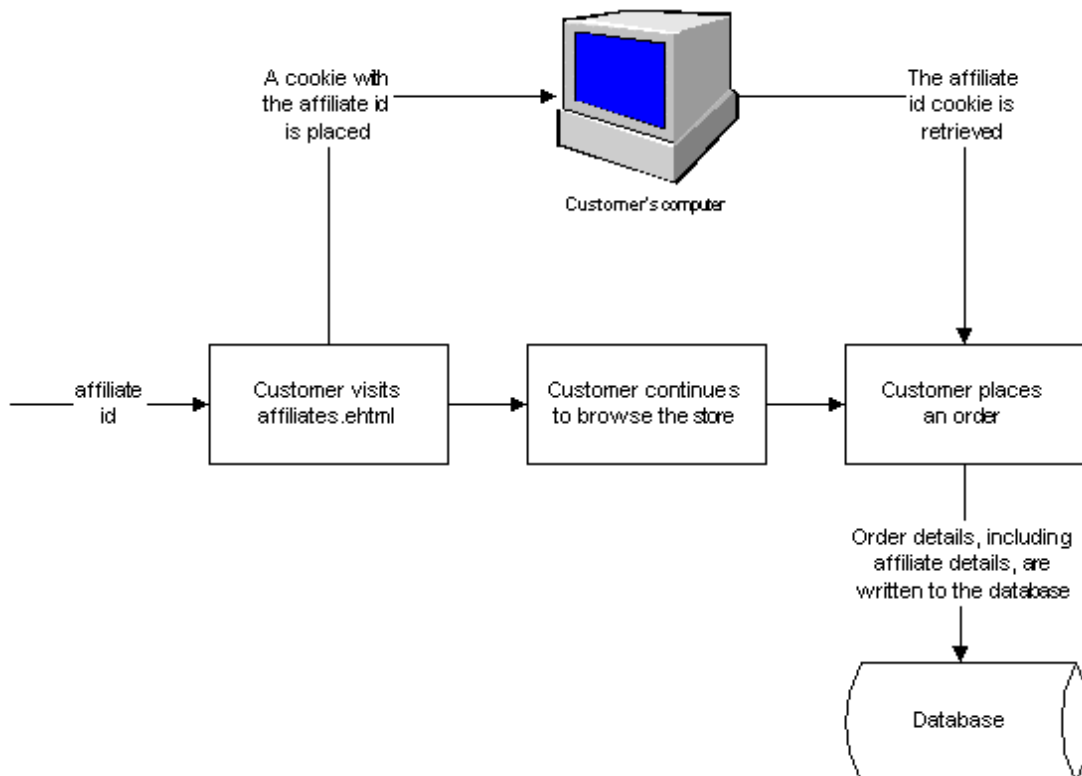
Overview

Affiliate systems can be used for applications such as:

- Tracking where your orders are coming from. For example, you can use them to track the effectiveness of advertising campaigns and other promotions.
- Paying a commission to affiliates who refer customers to your site.
- Giving discounts to customers who have come to your site to an advertised url. For example, leading to Christmas, you could give everybody 10% discount if they visit <http://www.yoursite.com/christmas>.

iNETstore templates have a built in affiliate tracking system that works as follows:

1. A customer is directed to an affiliate page, such as <http://www.yoursite.com/public/affiliates.ehtml?id=peter>. Note that 'peter' should be replaced with the login name assigned to your affiliate.
2. A cookie is then set on the customer's computer. The customer can continue to browse your store.
3. When the customer places an order, the affiliate id cookie is retrieved from the customer's computer and written to the database, together with all other order details.



Managing Affiliates

Affiliates can be set up and managed through the browser based maintenance system (BBMS). The affiliate section of BBMS gives you the following options:

- Affiliates
Add, delete and modify affiliate accounts.
- Reports
Generate reports that show the total commission that is payable to an affiliate.
Affiliate reports are fully itemised.

Adding Affiliates

1. Select the 'Affiliates' sub-men from the 'Affiliates' heading in BBMS.



A screenshot of a blue web interface titled "Affiliates". It contains two buttons: "Register New Affiliate" and "Edit Existing Affiliate".

2. Click on 'Register New Affiliate'.



A screenshot of a blue web interface titled "Add Affiliate". It features a text input field labeled "Select an Affiliate ID (login name)" containing the text "george", and a "Search" button.

3. Enter the login name of the affiliate. Please note that login names must consist of at least four characters and must not contain spaces.



A screenshot of a blue web interface titled "Add Customer". It displays a confirmation message: "Affiliate ID (login name) available!". Below this are two input fields: "User Password" with the value "pass" and "Affiliate Commission" with the value "10%". At the bottom are "Submit" and "Reset" buttons.

4. Enter the password of the affiliate. You will also need to enter the affiliate commission. This is the percentage of sales you would like to pay out to the affiliate as an incentive.

5. Done. You now have two options:

- Click on 'Add another' to add more affiliates.

- Click on the affiliate name (in this case 'daniela') to edit the contact details of the affiliate.

Add another, or

Select the affiliate to edit:

System ID	Affiliate ID (login name)
7	daniela

Edit Affiliates

1. Select the 'Affiliates' sub-men from the 'Affiliates' heading in BBMS.



A screenshot of a blue sidebar menu titled "Affiliates" in orange. Below the title are two buttons: "Register New Affiliate" and "Edit Existing Affiliate".

2. Select 'Edit Existing Affiliate'.



A screenshot of the "Edit Affiliates" page. It features a search section with a "Search by identifier" label, a search input field, and three radio button options: "Affiliate ID (login name)", "Contact Name", and "Company". Below this is a "Sort By" dropdown menu set to "Affiliate ID" and a "Search" button. An "OR" separator is followed by a "Browse by User Group" section with a dropdown set to "affiliate", a "Sort By" dropdown set to "Login Name", and a "Browse" button.

3. You have two options:

- If you know the affiliate name, enter it into the search box and click on the 'Search' button.
- Alternatively, browse the affiliates by clicking on the 'Browse' button.



A screenshot of the "Search Results" page showing a table with the following data:

System ID	Login Name	Full Name	Company
10	george		

4. Click on the relevant affiliate name in the search results screen.

5. Change the affiliate details and click on 'Submit' to save the changes.

Affiliate Details

Affiliate ID:	daniela
User Password: <small>(no spaces please)</small>	1234
Password Reminder: <small>(no spaces please)</small>	
Affiliate Commission:	10 %
Enable Affiliate?:	Yes <input checked="" type="radio"/> No <input type="radio"/>
Description:	<div style="border: 1px solid gray; height: 80px;"></div>
Title:	
Full Name:	
Company:	
Phone:	
Fax:	
Email Address:	
Billing Address 1:	

Affiliate Reports

1. Select 'Reports' from the 'Affiliates' menu in BBMS.
2. You can now select a reporting period.



Affiliate Commission Report

Month for which affiliate reports should be generated:

February 2001

Continue

3. Upon clicking on 'Continue', you are presented with a list of affiliates who have earned commission during the selected period.



Affiliate Commission Report

These affiliates qualify for commission earned during the period of February 2001:

michael

4. You may click on an affiliate name to see a detailed report.

Affiliate Commission Report

Affiliate michael
Commission 10
Name Michael Smith
Company Sample Pty Ltd
Address 15 Harris St
City Sydney
Country Australia
Phone (02) 9555 5555
Fax (02) 9555 5566
Email michael@sample.com.au
Joined Date 09-02-01 10:05:01

Transaction history during February 2001:

Order ID	Status	Qty	Item	Price Ex.	Price Inc.	%	Comm.
20092	NEW	1	Sample item 2	\$40.00	\$44.00	10%	\$4.00
		1	TOTAL	\$40.00			
20093	NEW	1	Sample item 2	\$40.00	\$44.00	10%	\$4.00
		1	TOTAL	\$40.00			
20094	PACKING	1	Sample item 2	\$40.00	\$44.00	10%	\$4.00
		1	TOTAL	\$40.00			
20095	SHIPPED	1	Sample item 2	\$40.00	\$44.00	10%	\$4.00
		1	TOTAL	\$40.00			
20096	SHIPPED	1	Sample item 2	\$40.00	\$44.00	10%	\$4.00
		1	TOTAL	\$40.00			
20097	SHIPPED	1	Sample item 2	\$40.00	\$44.00	10%	\$4.00
		1	TOTAL	\$40.00			
20098	NEW	1	Sample item 2	\$40.00	\$44.00	10%	\$4.00
		1	TOTAL	\$40.00			
20099	NEW	1	Sample item 2	\$40.00	\$44.00	10%	\$4.00
		1	TOTAL	\$40.00			
20100	NEW	1	Sample item 2	\$40.00	\$44.00	10%	\$9.00
		1	Sample item 3	\$50.00	\$55.00		
		2	TOTAL	\$90.00			
20101	AUTHORISATION FAILED	1	Sample item 2	\$40.00	\$44.00	10%	\$4.00
		1	TOTAL	\$40.00			
20102	CLOSED	1	Sample item 2	\$40.00	\$44.00	10%	\$4.00
		1	TOTAL	\$40.00			
20103	NEW	1	Sample item 2	\$40.00	\$44.00	10%	\$4.00
		1	TOTAL	\$40.00			
20104	NEW	1	Sample item 2	\$40.00	\$44.00	10%	\$4.00
		1	TOTAL	\$40.00			
20105	AUTHORISATION FAILED	1	Sample item 2	\$40.00	\$44.00	10%	\$4.00
		1	TOTAL	\$40.00			
20106	NEW	1	Sample item 2	\$40.00	\$44.00	10%	\$4.00
		1	TOTAL	\$40.00			
20107	NEW	1	Sample item 2	\$40.00	\$44.00	1%	\$0.40
		1	TOTAL	\$40.00			

Commission Summary:

Total sales generated \$690.00
Average commission 9.48%
Total commission payable \$65.40
Commission paid on 9 February 2001

Affiliate reports are completely itemised, showing summary information about each order. If further information is required, you can click on the order number.

Affiliate Payments

A commission summary showing the total amount of commission that is outstanding to the affiliate can be found at the bottom of the affiliate commission report.

Commission Summary:

Total sales generated	\$690.00
Average commission	9.48%
Total commission payable	\$65.40
Commission paid on	Commission still outstanding

Would you like to pay this affiliate now?

[Pay Affiliate Now](#)

To pay affiliates, simply generate reports one-by-one. Write out a cheque for each affiliate and then click on the 'Pay Affiliate Now' button. The database will be updated and you will be redirected to the following page:

Affiliate Commission Report

Commission to the affiliate with the login 'michael' for the period of February 2001 has been flagged as 'paid'.

[Click here to go back.](#)

If you generate the affiliate report again at a later date, you will see the date on which the affiliate commission has been paid.

Commission Summary:

Total sales generated	\$690.00
Average commission	9.48%
Total commission payable	\$65.40
Commission paid on	9 February 2001

Commissions On Cancelled Orders

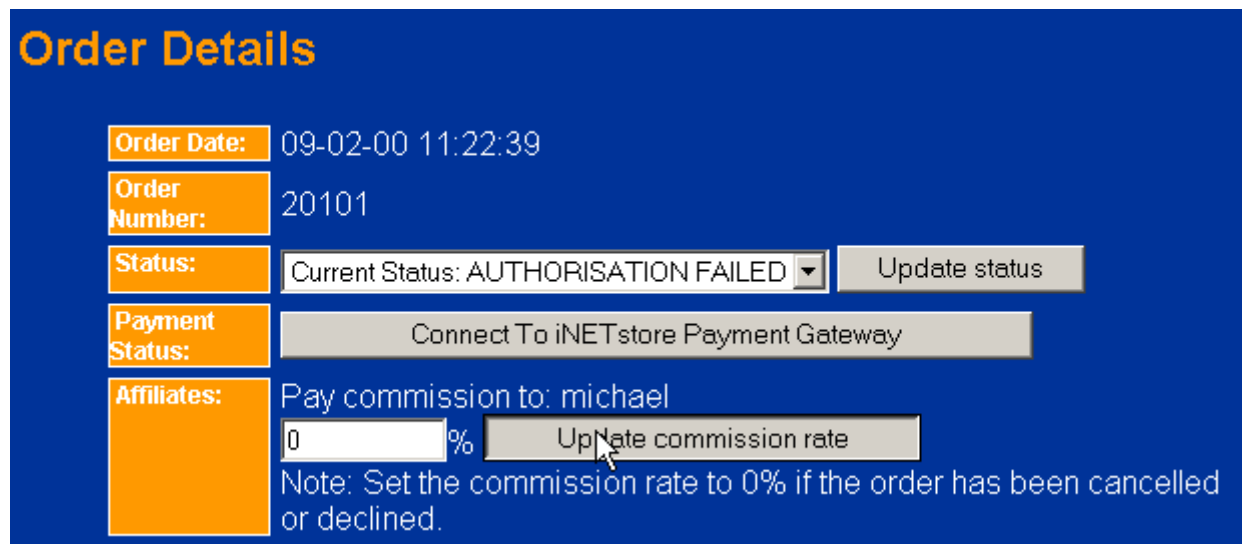
By default, commission reports show all orders that were generated by an affiliate. This includes orders that have been cancelled, orders where credit card payment has been declined, etc. In such cases you will need to change the commission rate to 0%. You can do that as follows:

1. Click on the order number of the transaction.



<u>20101</u>	AUTHORISATION 1 FAILED	Sar
	1	TO

2. In the order details screen, update the commission rate to '0' and click on the 'Update Commission Rate' button.



Order Details

Order Date: 09-02-00 11:22:39

Order Number: 20101

Status: Current Status: AUTHORISATION FAILED

Payment Status:

Affiliates: Pay commission to: michael

0 %

Note: Set the commission rate to 0% if the order has been cancelled or declined.

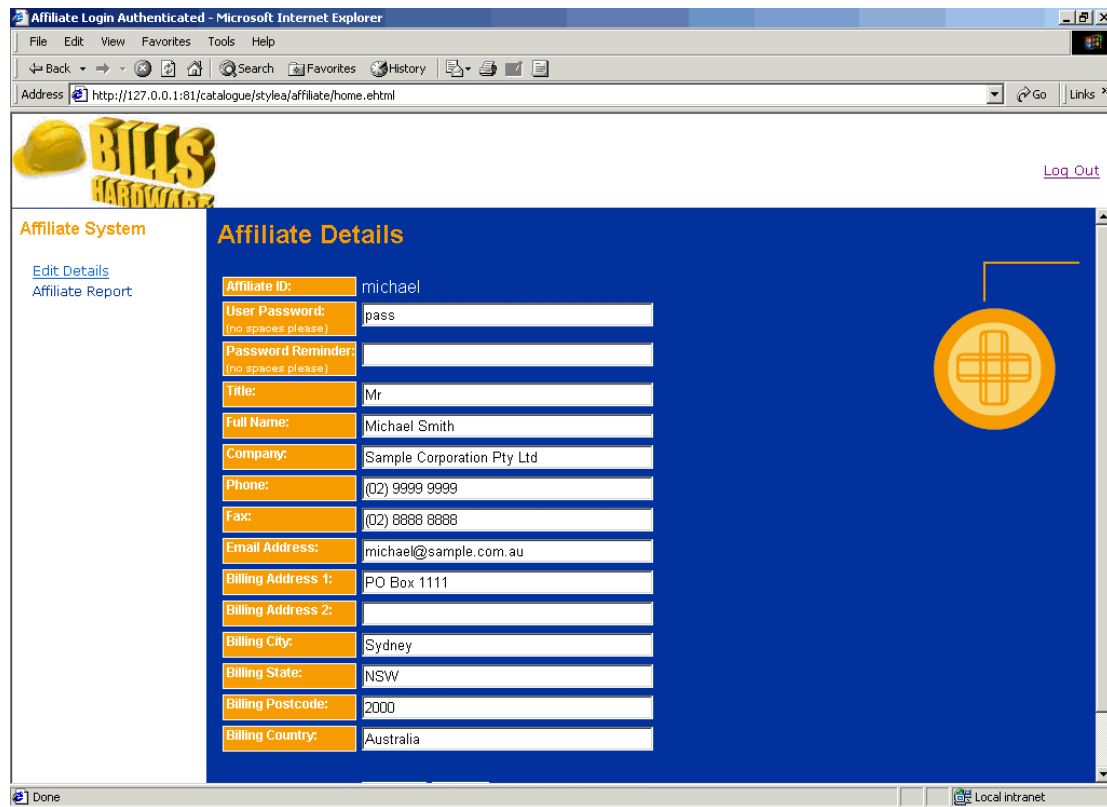
Affiliate Section

All affiliates are grouped into a user group called 'affiliate'. iNETstore templates come with a section where registered affiliates can view commission reports and change their registration details. Affiliates can login to this section through the standard login procedure, e.g. by entering their login name and password in the login form on the front page of a store, as shown below.



A screenshot of a 'Member Login' form. The form has a black header with the text 'Member Login' in white. Below the header, there are two input fields: 'Login Name:' with the value 'michael' and 'Password:' with the value '*****'. To the left of the password field, there are two links: 'Forgot Password' in red text. Below the password field is a 'Login' button with a mouse cursor pointing to it.

The screen below shows the page where affiliates can change their registration details, such as their password, address, phone number, etc.



A screenshot of a Microsoft Internet Explorer browser window. The title bar reads 'Affiliate Login Authenticated - Microsoft Internet Explorer'. The address bar shows 'http://127.0.0.1:81/catalogue/stylea/affiliate/home.ehtml'. The main content area has a blue background and features a 'BILLS HARDWARE' logo in the top left. On the right side, there is a 'Log Out' link. The central part of the page is titled 'Affiliate Details' and contains a form with the following fields and values:

Affiliate ID:	michael
User Password: <small>(no spaces please)</small>	pass
Password Reminder: <small>(no spaces please)</small>	
Title:	Mr
Full Name:	Michael Smith
Company:	Sample Corporation Pty Ltd
Phone:	(02) 9999 9999
Fax:	(02) 8888 8888
Email Address:	michael@sample.com.au
Billing Address 1:	PO Box 1111
Billing Address 2:	
Billing City:	Sydney
Billing State:	NSW
Billing Postcode:	2000
Billing Country:	Australia

On the left side of the page, there is a sidebar with the text 'Affiliate System' and two links: 'Edit Details' and 'Affiliate Report'. In the top right corner of the main content area, there is a yellow circular icon with a white cross inside.

Through the affiliate system, affiliates can also generate detailed reports about the sales activity they have generated. Reports are fully itemised and up-to-date.

Affiliate System

[Edit Details](#)
[Affiliate Report](#)

Affiliate Commission Report

Transaction history during February 2001:

Order ID	Status	Qty	Item	Price Ex.	Price Inc.	%	Comm.
20092	NEW	1	Sample item 2	\$40.00	\$44.00		
		1	TOTAL	\$40.00		10%	\$4.00
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20098	NEW	1	Sample item 2	\$40.00	\$44.00		
		1	TOTAL	\$40.00		10%	\$4.00
20099	NEW	1	Sample item 2	\$40.00	\$44.00		
		1	TOTAL	\$40.00		10%	\$4.00
20100	NEW	1	Sample item 2	\$40.00	\$44.00		
		1	Sample item 3	\$50.00	\$55.00		

At the bottom of the report, affiliates can see the total turnover they have generated and the amount of commission they receive on it. If the merchant has already paid out commissions, affiliates can see the date when payment cheques have been issued.

Commission Summary:

Total sales generated	\$690.00
Average commission	8.90%
Total commission payable	\$61.40
Commission paid on	12 February 2001