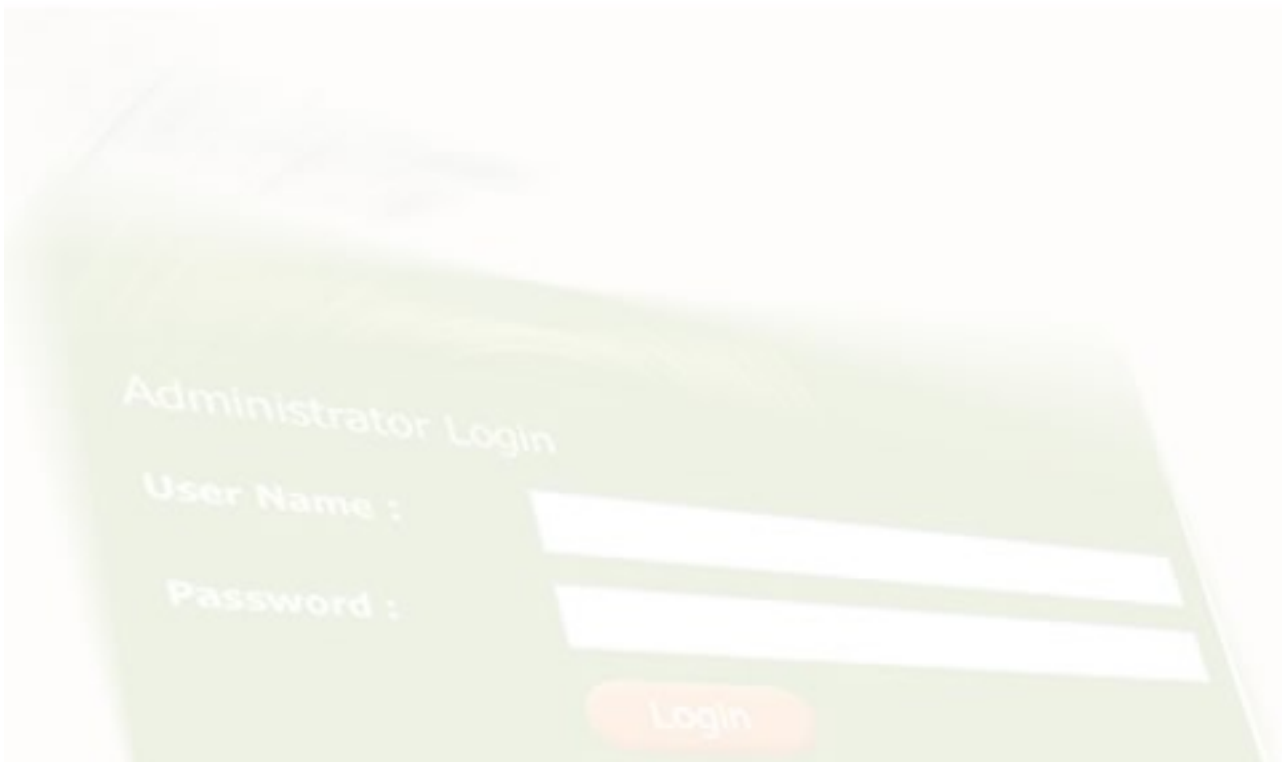


Affiliate System Module

Hosted Ecommerce Service Module Help Document

This feature is available as **Optional Add On** module at one time additional cost (\$699.95 one time) on all stores by default under all hosting plans of hosted e-Commerce service as available at ecommercehosted.com



Introduction:

In the recent years, affiliate marketing has become an important tool of e-commerce. Thousands of merchants now use affiliate marketing in their business programs. It has proven to be a powerful and cost-effective marketing solution offering great benefits for both an affiliate and a merchant. The affiliate marketing scheme can be simply described as a commission-based arrangement where a referring site receives a commission on sales by merchant. Setting up your own affiliate program, or referral program, helps you to promote your web site and increase your online sales.

Implemented as an Optional Add On available at one time additional fee, the Affiliate System module is tightly integrated with your store bringing a feature rich affiliate marketing mechanism into your online store. Now you do not have to employ affiliate management service providers or set up third-party affiliate tracking software and integrate it with your shopping cart - once you have this Affiliate System module activated on your store and assign affiliate plans to your partners, the store automatically tracks all customers and their orders coming from the partners' sites and calculates partners' commissions. This is an Optional Add On Module available at one time charge of US \$699.95

How Affiliate System module works

After the module is installed, the store administrator configures the basic module's settings, defines affiliate plans, adds banners to be used by partners and sets up the partner registration form. The administrator also defines and changes commission rates and other settings, manages partners' participation in affiliate plans and commission payments, and has access to detailed information on referred sales, partners' commission amounts and partners' affiliate trees.

To become a partner, a user has to sign up for an affiliate program. After he is registered for the affiliate program and assigned a certain affiliate plan, he can place your store's banners on his web site or page and start getting commissions for orders placed by customers referred to your store from his web space. A partner can access and choose available store banners, see pertinent commission reports and real-time statistics and update his details in his own partner area.

A partner can establish an affiliate tree of his own by referring new partners to your store. A new partner referred by him becomes his affiliate and the referrer gets a certain percentage from each order placed by a customer referred to the store from his affiliate's web space. An affiliate partner in his turn can also have affiliates of his own. The scheme of commission tiers is fully customizable by the administrator.



Administrator Login

User Name :

Password :

Login

Configuring the Module

To configure Affiliate System module's general settings, proceed to the 'General settings' section of the 'Affiliates' menu. Alternatively, you can click on the 'Modules' section of the 'Settings' menu, select 'Affiliate' in the list of the installed modules and configure the general settings from there.

Select the '**New partner registration is enabled**' checkbox to enable partner registration form in the Customer Zone. When this option is enabled, a 'Join now!' link appears in the affiliate sign-up form.

Select the '**New partner registration is moderated**' checkbox to approve your new partners' accounts manually or leave it blank to register new partners automatically.

In the '**Default affiliate plan**' drop-down box select a plan that will appear as a default plan in the 'Sign up for partner plan' field of partner registration form.

In the '**Number of partnership tiers**' field specify the maximum tier level for which your partners can get the commissions. Default value '1' means that partners do not earn commissions for referring affiliates.

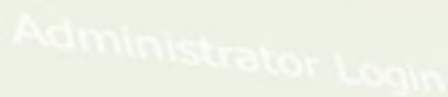
Set '**Tier commission rates**' (%) for each affiliate level. Tier commission rates are calculated as a percentage of the basic commission rate of a partnership plan in use. See section 'Partner Payments' for an explanation of tier commission rate calculations.

The '**Cookie expiry period (days)**' field specifies a period of days to keep partners' cookie files on users' PCs. When a customer comes to the store via a banner on a partner's website, a cookie is created on the customer's computer. Your partner will earn a commission every time the customer comes to the store and makes a purchase until the partner's cookie expires. This parameter also has an effect on banner click statistics. Leave this field blank if you do not want cookies to be stored in users' browsers.

Select the '**Enable product banners customization**' box to enable your partners to modify product banners' settings.

Select the '**Partners can see order totals**' box to let your partners see order totals in the 'Referred sales' section of the Partner Zone.

Review the configuration changes and click on the '**Submit**' button to save the changes.

A blurred screenshot of an administrator login form. It shows the text "Administrator Login" at the top, followed by "User Name :" and "Password :" labels, each with a corresponding input field. A "Login" button is visible at the bottom.

Module Affiliate settings

New partner registration is enabled:

New partner registration is moderated:

Default affiliate plan:

Number of partnership tiers:

Tier commission rates:

| | | |
|-------------|------------------------------------|---|
| Tier 2 Rate | <input type="text" value="10.00"/> | % |
| Tier 3 Rate | <input type="text" value="5.00"/> | % |
| Tier 4 Rate | <input type="text" value="0.00"/> | % |
| Tier 5 Rate | <input type="text" value="0.00"/> | % |

Cookie expiry period (days):

Enable product banners customization:

Partners can see order totals:

Configuring email notifications

If the Affiliate System add-on module is installed , the following email notifications are sent:

- partner_signin_notification: an e-mail sent to partner after signup;
- partner_signin_confirmation: an e-mail sent to partner after the partner has been registered successfully;
- partner_signin_admin_notification: an e-mail sent to admin after a partner has been registered successfully;
- partner_order_processed: an e-mail sent to partner when an order from a referral from this partner is processed;
- partner_declined: an e-mail sent to partner when partnership is declined by site admin.

Managing Affiliate Plans

You can have as many affiliate plans as you need. To create a new affiliate plan enter the title of a new plan, minimum commission payment and select a plan status, then click on the 'Add' button. You will see an updated list of plans and the new plan will automatically become visible in the partner registration form.

Add Affiliate plan

Plan title *

Minimum commission payment

Plan status

Redirect to the edit commission rates page after creating plan.

Adding an affiliate plan screen

Modifying existing affiliate plan

Existing affiliate plan can be modified at any time and its status can be changed to 'Enabled' or 'Disabled'. The following details can be changed right in the 'Affiliate plans' section: plan title and minimum commission payment. Click on the 'Update' button when you are done

Affiliate plan "planZ"

Plan title

Minimum commission payment

Plan status

Modifying an affiliate plan screen

Deleting an affiliate plan

To delete an affiliate plan click on 'Delete' under plan details, you will get a warning message. Click on 'Delete' again

Delete affiliate plan "planX"

Are you sure you want to delete affiliate plan "planX"?

If you delete plan, assigned partners will not be able to receive commissions.

Plan deletion warning message screen

Setting commissions

You can also define and change commissions for each plan. In the 'Affiliate plans' section click on 'Commissions...' button under the plan details to change the respective plan's commissions.

You can define commission rates either as a percentage of a product price (%) or a fixed value (\$). Basic commission rates apply to all products in your store

Basic commission rate

Basic commission rate:

Changing basic commission rate screen

You can define different rates for categories and sub-categories of products or even individual products.

To define a different rate for a category, select the category from the list and enter the rate as a percentage (%) or a fixed value (\$), then click on the 'Add' button

Add category rate

Category commission rate:

Adding category commission rate screen

To change category rates, enter new values as a percentage (%) or a fixed value (\$), then click on 'Update'

Commission rates on category

| Category | Commission rate |
|---|---|
| <input type="checkbox"/> <u>Books</u> | <input type="text" value="3.00"/> <input type="text" value="\$"/> |
| <input type="checkbox"/> <u>Electronics</u> | <input type="text" value="5.00"/> <input type="text" value="%"/> |

Changing category commission rate screen

To reassign the basic rate to the category, select the check box against the category in the list of individually rated categories, then click on the 'Delete' button. The category will be taken out of the list.

To define a different rate for a product, select the product and enter the rate as a percentage (%) or a fixed value (\$), then click on the 'Add' button

Add product rate

Product: Compaq iPAQ H3130

Product commission rate:

Adding product commission rate screen

To change product rates, enter new values as a percentage (%) or a fixed value (\$), then click on 'Update'

Commission rates on product

| Product name | Price | Commission rate |
|--|-------------|---|
| <input type="checkbox"/> <u>Dreamweaver 3 Bible : Gold Edition</u> | \$ 59.99 | <input type="text" value="10.00"/> <input style="border: none; background-color: #ccc; padding: 2px 5px; font-size: 0.8em; vertical-align: middle;" type="button" value="\$"/> |
| <input type="checkbox"/> <u>Acer TravelMate 354TE</u> | \$ 3,990.00 | <input type="text" value="5.00"/> <input style="border: none; background-color: #ccc; padding: 2px 5px; font-size: 0.8em; vertical-align: middle;" type="button" value="%"/> |

Changing product commission rate screen

To assign the basic rate to the product, select the check box against the product in the list of individually rated products, then click on the 'Delete' button. The product will be taken out of the list.

Only the most item-specific rate will apply to purchase (e.g.: if your basic rate is 10%, the rate on 'Books' category is 3\$ and the rate on 'Dreamweaver 3 Bible: Gold Edition' is 10\$ then all books except for the Dreamweaver Bible will have 3\$ commission and the Dreamweaver Bible will have 10\$ commission).

Administrator Login

User Name :

Password :

Login