



Multi-Tier Affiliate Manager for DNN (ver.02.02.02)

Administrator's Manual

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Introduction

Affiliate Marketing is an Internet-based marketing practice in which a business rewards one or more affiliates for each visitor or customer brought about by the affiliate's marketing efforts.

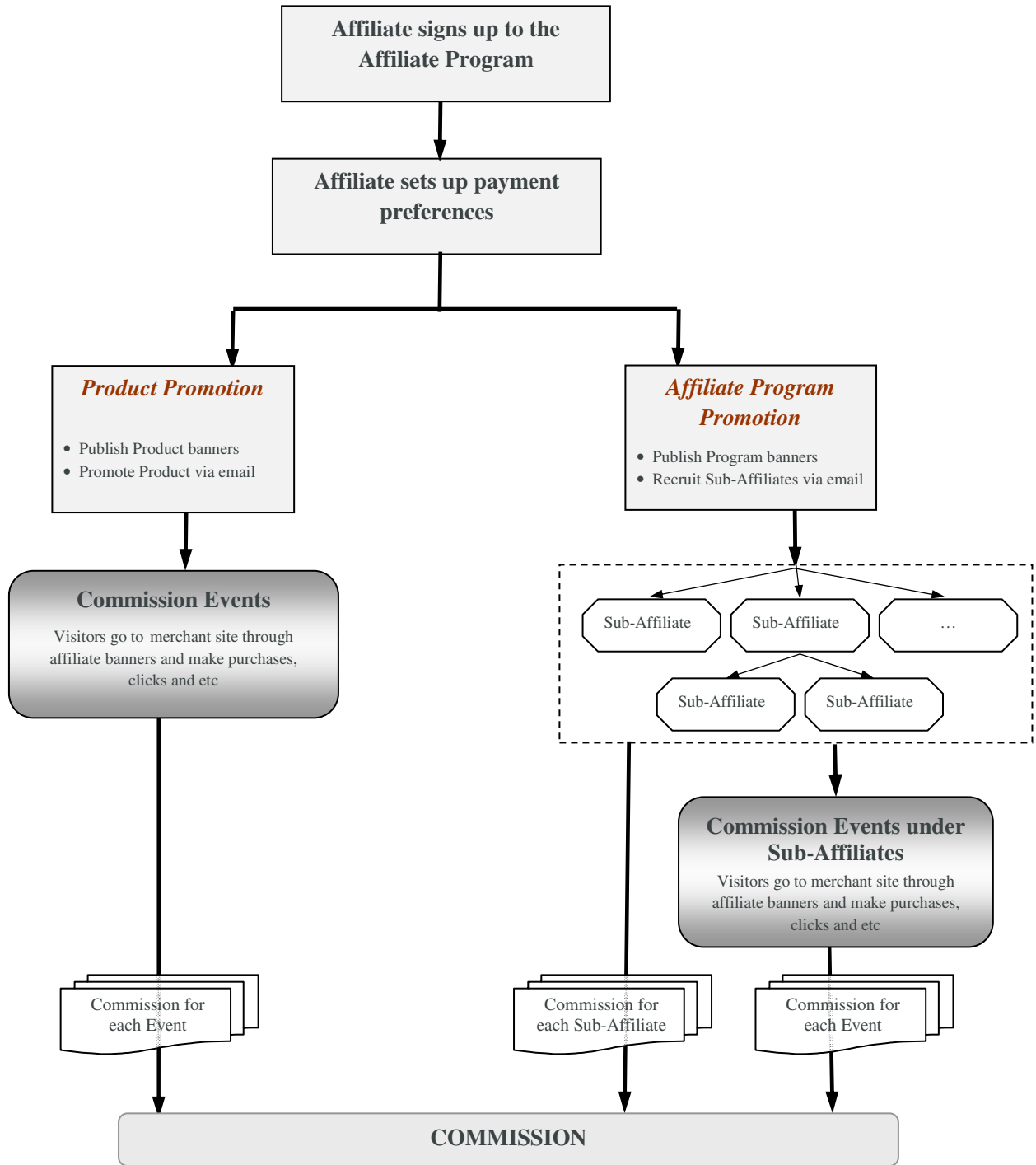
Affiliate Programs allow organizing promotion activities into groups. An Affiliate Program is defined by promoted product or service and by amount of commission affiliates get for their promotion efforts.

Multi-Tier affiliate programs are a type of affiliate program that affiliates can earn commissions not only for sales, but also for subscribing new ***Sub-Affiliates*** and for each sale under Sub-Affiliates. The multi-tier system is a great way to encourage affiliates to help promote your affiliate program and increase your sales.

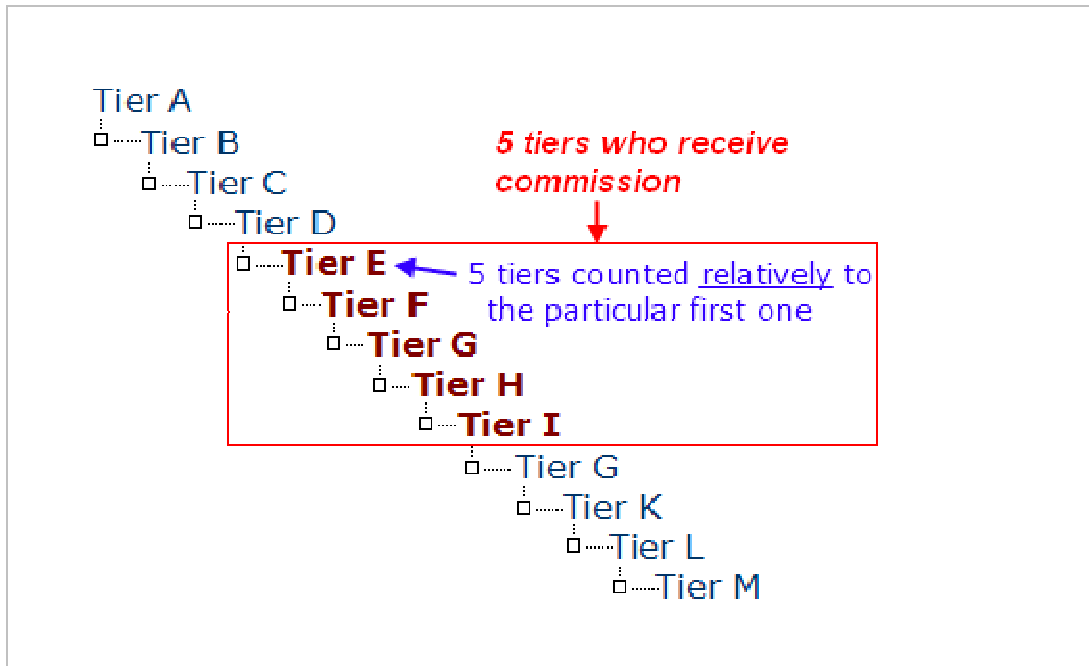
Affiliates may take advantage of a multi-tier affiliate program and earn commission by two ways:

- ***Promote Product or Service.*** Visitor referred by affiliate make a ***Commission Event*** (purchase, click end etc) and the affiliate earns commission
- ***Promote Affiliate Program.*** Affiliate finds and signs up a sub-affiliate and earns commission for new subscription. Visitors referred by sub-affiliates make a ***Commission Event*** (purchase, click end etc) and affiliate earns commission for each sale under sub-affiliate

Merchant should encourage his affiliates not only promote Product or Website but also recruit new sub-affiliates which basically means more sales for you. The multi-tier program workflow is shown on the picture below.

PICTURE 1 – Multi-tier program workflow diagram

Multi-Tier Affiliate Manager supports 5 tiers of **Commission Payments**. You can have **unlimited number of tiers** in the program however you can only pay commission for every 5 (see picture below):

PICTURE 2 – Multi-tier commission distribution

Every tier can have **unlimited number of affiliates**. For example, Tier E (parent) can have unlimited number of Tier H affiliates (4th level child).

DNN Multi-Tier Affiliate Manager is a web-based solution for affiliate marketing providing an advertiser and affiliates with powerful promotional and tracking tools. The module supports multi-tier affiliate tracking and referral management.

This manual will guide Administrator step-by-step through installation, setup and usage of the affiliate tracking software.

What is Multi-tier Affiliate Manager?

Multi-Tier Affiliate Manager is a .NET module for [DotNetNuke System](#). This module allows you to recruit, manage, and build an army of online affiliates that can help promote your products and services throughout the Internet.

Affiliate programs are one of the most effective ways to drive traffic to your site while rewarding your affiliates for their participation.

Table - Multi-Tier Affiliate Manager Module Views

View Name	View Description
Affiliate Signup Form	Guides an affiliate step-by-step through the signup process. Optionally can register new users in DNN System.
Admin Console	Allows Administrator to manage the affiliate programs, commission events, products, payments, affiliates and referrals. Administrator can invite new affiliates, track affiliate performance, check various reports and etc.
Affiliate Console	Provides Affiliates with various tools that help them to promote your product and recruit sub-affiliates. The Affiliates can access advertising materials, track commission events, review reports, check sub-affiliate performance and etc.

Table - System Requirements

Type	Requirement
DNN Version	DNN 4.x.x – DNN 5.x.x
Database	MS SQL Server 2000/2005/2008
Operating System	Windows 2000/2003/2008
.NET Framework	.NET Framework 2.0/3.0/3.5
Payment Provider (Optional)	PayPal Payments Standard

Installing Multi-Tier Affiliate Manager

Multi-Tier Affiliate Manager installation package includes two DotNetNuke modules:

1. **BSWeb.Core_xx.xx.xx_Install.zip** – Service Module
2. **BSWeb.MultiTierAffiliate_xx.xx.xx_Install.zip** – Multi-Tier Affiliate Manager Module

NOTE: We highly recommend you to backup your DNN database as well as entire DNN installation folder prior to installing any modules. This allows you to roll back to previous status if installation goes wrong.

Step 1

Log in to your DNN site using **Host** account then go to **Host/Module Definitions**.

Step 2

2.1. Go to **Module Definitions** screen and choose **Install New Module**.

2.2. Browse for **BSWeb.Core_xx.xx.xx_Install.zip** then click **Install New Module**.

NOTE: Ignore DNN error message during module installation: «The package contains files with invalid File Extensions (cfg)»

2.3. Scroll down log page and make sure the installation went successful then click **Return**

Step 3

3.1. Go to **Module Definitions** screen and choose **Install New Module**.

3.2. Browse for **BSWeb.MultiTierAffiliate_xx.xx.xx_Install.zip** then click **Install New Module**.

NOTE: Ignore DNN error message during module installation: «The package contains files with invalid File Extensions (cfg)»

3.3. Scroll down log page and make sure the installation went successful then click **Return**

Step 4

Create 2 User Roles:

- *Affiliate Administrators*
- *Affiliate Partners*

Step 5

Create 4 Pages:

- *Admin Console*
- *Affiliate Console*
- *Affiliate Signup Form*

Step 6

Assign User Roles to created pages:

- *Admin Console* accessible to *Affiliate Administrators*
- *Affiliate Console* accessible to *Affiliate Partners*
- *Affiliate Signup Form* accessible to
 - *All User*. In this case unauthenticated users will be able access the *Affiliate Signup Form* and the *Affiliate Signup Form* will create DNN user for new registrants
 - *Only Registered Users*. In this case the *Affiliate Signup Form* will not be available to unauthenticated users. You also need to set **Require Login to Access Signup Form** checkbox (Ref.: [System preferences](#) chapter).

Step 7

Add **BSWeb.MultiTierAffiliate** module to the following created pages (see picture below):

- *Admin Console*
- *Affiliate Console*
- *Affiliate Signup Form*

PICTURE 3 - Adding module on page

☒ Add New Module
 ☐ Add Existing Module

Module:	BSWeb.MultiTierAffiliate	Pane:	ContentPane
Title:		Insert:	Bottom
Visibility:	Same As Page	Align:	Left



Add

[Install Additional Modules](#)

Step 8

Edit **Module Settings** and set **Module View** as follows:

- Page *Admin Console* - module view **Admin Console**
- Page *Affiliate Console* - module view **Affiliate Console**
- Page *Affiliate Signup Form* - module view **Affiliate Signup Form**

PICTURE 4 - Module View

The screenshot shows the 'Module View' interface of the DNN Multi-Tier Affiliate Manager. At the top, there are two tabs: 'Home' and 'Admin Console'. Below the tabs is a search bar with the text 'Admin Console'. A 'Module' dropdown menu is expanded, showing 'Module Settings' and 'Multi-Tier Affiliate Module Settings'. The 'Multi-Tier Affiliate Module Settings' section is active, displaying a 'Module view' icon and a dropdown menu with 'Admin Console' selected. At the bottom right are 'Update', 'Cancel', and 'Delete' buttons.

Step 9

To obtain a license please do the following:

- 10.1. Go to http://www.stpsystems.com/Solutions/Products/dnn_multitier_affiliate_manager.aspx and click on 'Get License'.
- 10.2. Fill out the request form and click on 'Submit'

Step 10

- 11.1 You will receive the license file via e-mail. Please allow 24 hours for license delivery.
- 11.2 License file must be placed into the **root folder** of your DNN system.

NOTE: You can run Multi-Tier Affiliate Manager module without license in trial mode however unlicensed module will display '**License not found**' notification.

Trial and Unlicensed Versions

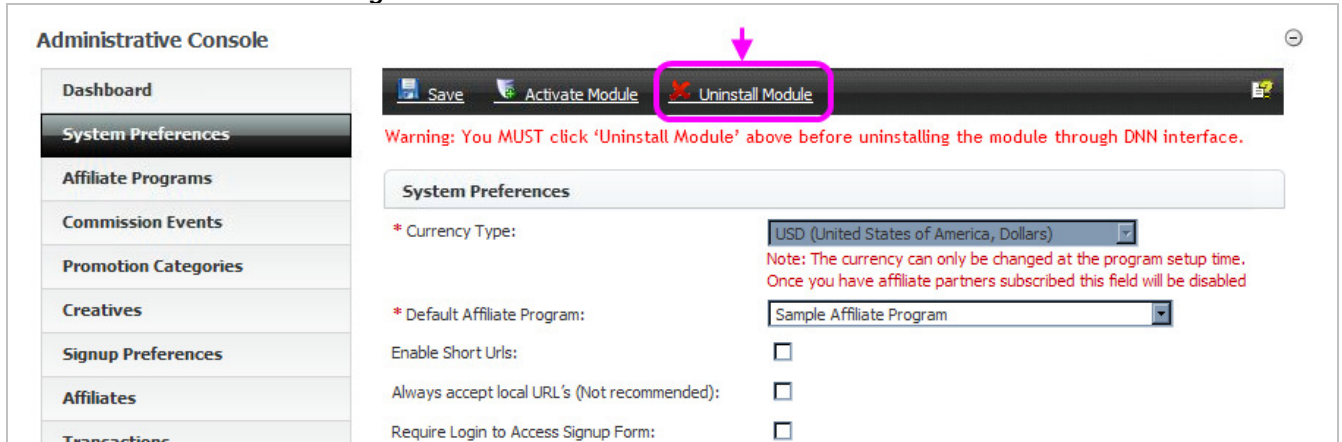
- Trial & Unlicensed module distributives are the same as for the Licensed Module.
- Trial mode is not time limited.
- Trial mode is limited by a number of Affiliates who can sign up (15 affiliates maximum).

Uninstalling Multi-Tier Affiliate Manager

WARNING: You MUST click ‘Uninstall Module’ before uninstalling the module through DNN interface.

Make sure you click ‘Uninstall Module’ link before uninstalling the module through DNN. Otherwise DNN system will collapse once uninstalling is finished.

PICTURE 6 – Module uninstalling



Setting up Multi-Tier Affiliate Manager

Summary:

- System Preferences
- Signup Form Preferences

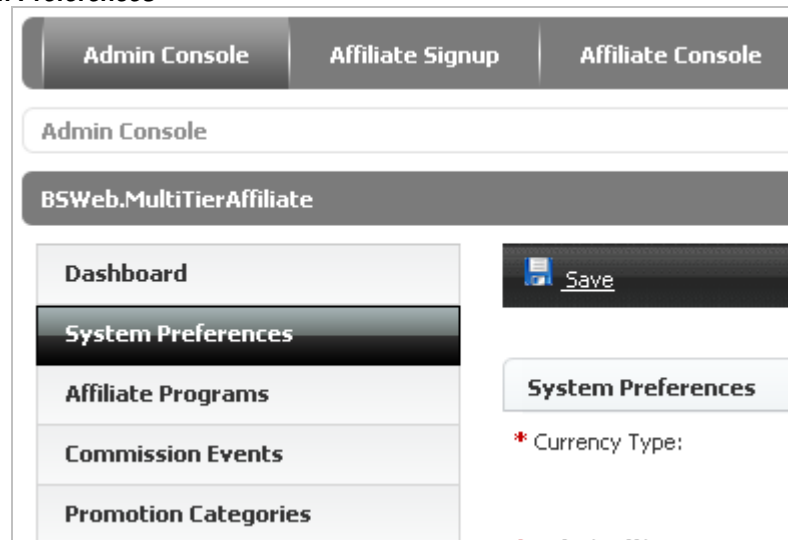
- Affiliate Console Preferences

System preferences

Step 1

Go to **Systems Preferences**.

PICTURE 7 - System Preferences



Step 2

Set general system parameters and preferences:

Table - System Preferences

Preference Name	Description
Currency Type	Allows you to define the system currency. Note: The currency can only be changed at the program setup time. Once you have at least one Affiliate registered this field will be disabled. All Affiliate Programs defined in the system will be sharing the same currency.
Default Affiliate Program	Allows you to specify default Affiliate Program at the time of Affiliate Signup. In other words, if no particular Program is specified all new Affiliates will join the Affiliate Program set here as Default.
Enable Short URLs	Enables shortening URL links in all promotion objects (Text

	<p>Links, Banners, Flash and etc). For instance URL like this http://www.mysite.com/home/default.aspx?pgid=affiliate1&ag=1 in the short form will look this way: http://www.mysite.com/home/?affiliate1_ag</p> <p>To make meaningful and short URL Administrator need to check Enable Short URLs checkbox and Affiliates need to change there <i>affiliate pgid</i> (Ref.: Affiliate Parameters chapter).</p> <p>Note: If Affiliate changes an affiliate pgid all banners already placed by the Affiliate will become inoperative! Please be advised that after the change the Affiliate has to re-publish all ads (banners, links and etc).</p>
Always accept local URL's	<p>If this option is activated user clicks not only from internet address but also from local URL's will raise Commission Events. We do not recommend to activate this option since it can cause fraudulent activity and you may pay for false user clicks.</p>
Require Login to Access Signup Form	<p>If this option is activated the Affiliate Signup Form will not be available to unauthenticated users.</p> <p>Note: If you do not Require Login to Access Signup Form the following will apply:</p> <ul style="list-style-type: none"> - Unauthenticated users will be able access the Affiliate Signup Form. - DNN User will be created by Affiliate Manager Module for new registrants. - New registrants will be immediately logged in after finishing the signup.
Tracking "Cookie" expiration period	<p>You can specify the expiration period for the Tracking Cookie that is placed on client's computer. The Tracking Cookie identifies the Affiliate whose ad brought perspective customer to your site.</p>
Refresh cookie after login	<p>Allows refreshing of the Tracking Cookie on client computer every time visitor Logs-in on your site. This option is particularly useful if you'd like to track certain visitor activities that do not require visitors to Login.</p>
Signup Confirmation Page	<p>This is an optional web page where new affiliate will be redirected right when they complete the Affiliate Signup Form.</p>
Affiliate Console Page	<p>This is a web page where system will direct an Affiliate when he clicks on certain links in the emails automatically sent by the Module.</p>
Admin Console Page	<p>This is a web page where system will direct an Administrator when he clicks on certain links in the emails automatically sent by the Module.</p>

Signup Confirmation Page	This is a web page where system will direct newly registered Affiliate right after he submits the Signup Form.
Notify Administrator on Affiliate signup	Check this option to receive automatic email notifications every time new Affiliate signs up into any program.
Disable Upload Referrals	This option disables Upload Referral option in the Affiliate Console. Note: It does not disable Upload Referral option in Admin Console.
Disable Visitor Tracking	This option disables tracking and processing all user activities and Events. Use this only for troubleshooting purposes.
Event Timeout	This option allows you to set the period of time while the second attempt to raise the Event by the same user will be ignored. This option helps to avoid duplicating the event because of browser refreshing as well as prevent the fraudulent attempts to earn commissions.
Enable Sponsor Rewriting	<p>This option allows you to rewrite visitor's affiliate in the following case:</p> <p>A visitor came from the Affiliate A website, registered and made a purchase and Affiliate A earned a commission. The same visitor came later using Affiliate B website, logged in and made another purchase.</p> <p>1) Affiliate B will receive commission for the second purchase if the checkbox Enable Sponsor Rewriting is checked</p> <p>2) Affiliate A will receive commission for the second purchase if the checkbox Enable Sponsor Rewriting is not checked</p>
Display Affiliate Help	Check this option to display Help option to affiliates in Affiliate Console.
Affiliate Help Custom URL	Contains the target URL for Affiliate's manual.

Step 3 (optional)

If you would like to pay your affiliates automatically via **PayPal** you need to fill out **PayPal Preferences**.

3.1. Setting Up **PayPal Settings** in Admin Console

- **PayPal API Url** - The web address of PayPal API server. You can change the address either to "sandbox" or a "live production" server.
- **PayPal IPN Url** - The web address of PayPal Instant Payment Notification (IPN) server. You can change the address either to "sandbox" or a "live production" server.

- **PayPal Account Email** – Your PayPal Account Email. This identifies you as a Payor in the transaction.
- **API Username** – Your PayPal API credentials Username.
- **API Password** – Your PayPal API credentials Password.
- **API Signature** – The PayPal API Signature assigned to your Credentials.

Here is a detailed explanation on how to obtain PayPal API credentials:

https://cms.paypal.com/us/cgi-bin/?cmd=_render-content&content_ID=developer/e_howto_api_NVPAPIBasics#id084E30I30RO

3.2. Setting Up IPN Settings in PayPal Account

In your PayPal profile, under **Selling Preferences > Instant Payment Notification Preferences**, set the following:

- **Instant Payment Notification:** On
- **Instant Payment Notification URL:**

http://{your_website}/DesktopModules/BSWeb.Partners/Controls/PPINHandler.aspx

PICTURE 8 - PayPal Profile

PayPal

My Account | Send Money | Request Money | Merchant Services | Products & Services | Shopping

Overview | Add Funds | Withdraw | History | Resolution Center | **Profile**

Profile Summary

Account Information	Financial Information	Selling Preferences
Email Street Address Phones and Mobile Payments Password Notifications Language Preference Time Zone Multi-User Access API Access PayPal Security Key Getting Started Steps Business Information Close Account Identification Preference	Credit/Debit Cards Bank Accounts Currency Balances Gifts and Discounts Recurring Payments Monthly Account Statements Pay List Preapproved Payments	Auctions Sales Tax Set Up Shipping Calculations Shipping Preferences Create New Button Payment Receiving Preferences Instant Payment Notification Preferences PayPal Shops Reputation Customer Service Message Website Payment Preferences Encrypted Payment Settings Custom Payment Pages Invoice Templates Language Encoding

PICTURE 9 - Instant Payment Notification URL

PayPal

My Account | Send Money | Request Money | Merchant Services | Products & Services | Shopping

Edit Instant Payment Notifications (IPN) settings

[Back to Profile Summary](#)

PayPal sends IPN messages to the URL that you specify below.

To start receiving IPN messages, enter the notification URL and select **Receive IPN messages** below. To temporarily stop receiving IPN messages, select **Do not receive IPN messages** below. PayPal continues to generate and store IPN messages until you select **Receive IPN messages** again (or turn off IPN).

Notification URL

[http://www._____.com/DesktopModules/BSWeb.Partners/Controls/PPINHandler.aspx](#)

IPN messages

☒ Receive IPN messages (Enabled)

☐ Do not receive IPN messages (Disabled)

Save **Cancel**

Mobile | Mass Pay | Money Market | Debit Card | Referrals | About Us | Accounts | Fees | Privacy | Plus Card | Security Center | Contact Us | User Agreement | Developers | Site Feedback | -

[About SSL Certificates](#)

Step 4 (optional)

If you would like to pay your affiliates automatically via *AlertPay* you need to fill out **AlertPay Preferences**.

Table - AlertPay Preferences

Preference Name	Description
AlertPay API Username (Account Email)	Input your AlertPay API Username
AlertPay API Password	Input your AlertPay API Password

Step 5 (optional)

Set Link-to-Page Preferences.

Table - Link-to-Page Preferences

Preference Name	Description
Bitly Api Url	URL of module API is set during installation process.
Bitly API Version	API version is set during installation process.
Bitly Login	Bitly user account. To signup visit: http://bit.ly/account/register
Bitly API Key	API Key is set during installation process.
Text Prefix	Enter a symbol that will be a Text Prefix in the text Text Prefix – Name of a page - Text Suffix This text is used to publish a link for social net:
Text Suffix	Enter a symbol that will be a Text Suffix in the text Text Prefix – Name of a page - Text Suffix This text is used to publish a link for social net:

Step 6

Multi-Tier Affiliate Manager offers built-in integration with certain e-commerce modules (engines).

Check **E-Commerce Engine** dropdown to see if your favorite engine is supported.

Table - E-Commerce Preferences

Preference Name	Description
E-Commerce Integration Enabled	Enables e-commerce integration
E-Commerce Engine	Choose e-commerce engine and click ' Test engine '
Commission Base	Choose commission base either ' revenue ' or ' purchase price '
Paid Order events created by system	Automatic events created by module will be displayed.

Step 7

Click '**Save**'.

Signup Form Preferences

To configure the **Signup Form** you need to do the following:

Step 1

Go to **Signup Preferences**.

PICTURE 10 – Signup Form Preferences

Signup Preferences	
Show/Hide Fields	Required
<input checked="" type="checkbox"/> First Name	<input type="checkbox"/> Required
<input checked="" type="checkbox"/> Last Name	<input type="checkbox"/> Required
<input checked="" type="checkbox"/> Title	<input type="checkbox"/> Required
<input checked="" type="checkbox"/> E-mail	<input checked="" type="checkbox"/> Required
<input checked="" type="checkbox"/> Invitation Code	<input checked="" type="checkbox"/> Required

Step 2

Define the **Show/Hide** state of fields on the Signup Form.

Step 3

Define the **Required** fields of **Signup Form**.

Step 4

Click 'Save' .

Affiliate Console Preferences

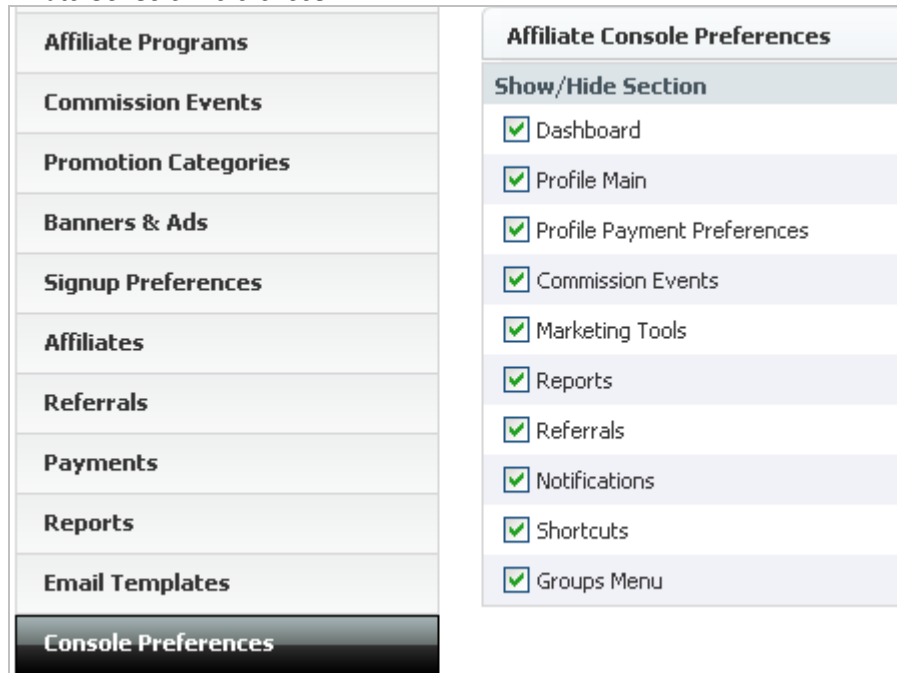
Affiliate Console Preferences allow you to manage visibility of the Affiliate Console menu sections. Each section can be turned on and off.

To configure the **Affiliate Console** user interface you need to do the following:

Step 1

Go to **Affiliate Console Preferences**.

PICTURE 11 - Affiliate Console Preferences



Step 2

Define the availability of Affiliate Console sections by using **Show/Hide** checkmarks.

Step 3

Click '**Save**'.

Affiliate Program management

Summary:

- Affiliate Program overview
- Adding and setting up an Affiliate Program
- Adding and setting up Commission Events
- Managing Promotion Categories
- Managing Creatives

Affiliate Program Overview

Multi-tier Affiliate Manager allows you to run multiple *Affiliate Programs*. Multiple Affiliate Programs helps to you organize your promotion activities or allows you to differentiate programs. You can use multiple programs to you organize your promotion activities like this:

- Affiliate program #1 promotes a specific Product
- Affiliate program #2 promotes a Website in general or a specific Service

Or you can use multiple programs to you separate different groups of Affiliates like this:

- Affiliate program #1 for “Silver” Members
- Affiliate program #2 for “Gold” Members
- Affiliate program #3 for “Platinum” Members

Each Affiliate Program has it’s own settings. You can define the number of tiers, events, payment options, bonuses for referring sub-affiliates and referrals and etc. Each Affiliate Program in Multi-tier Affiliate manager has its own **separate list of affiliates**, separate events, separate creatives and etc. In other words, each affiliate program is completely separated from others.

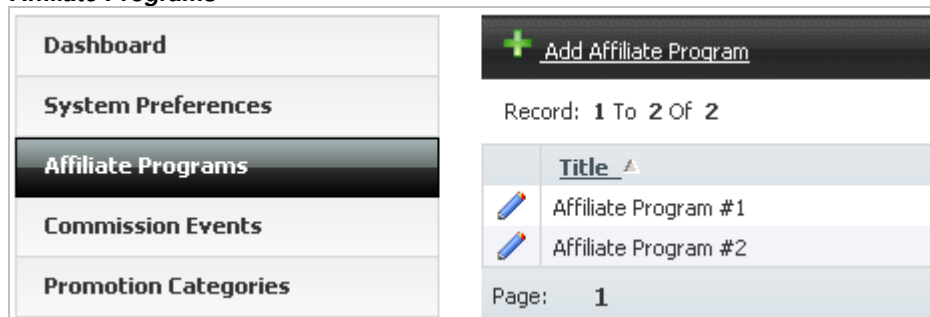
Note:

1. Same affiliate can participate in multiple programs.
2. However each program must have it’s own events that pay commission, it’s own creatives and etc.
3. The affiliate who participates in two programs has to publish two different sets of creatives to promote both programs.
4. The Administrator you can attach additional Program to an affiliate. (Ref.: [Managing Affiliate Profiles](#) chapter).

Adding and setting up an Affiliate Program

To view a list of all Affiliate Programs in the system you need to go to **Affiliate Programs** page.

PICTURE 12 - Affiliate Programs



To sort the list of programs you need to click the column headings, for example “**Title**”, “**Notes**” and etc.

PICTURE 13 - Sorting of Affiliate Programs

	Title	Notes	Tiers #
	Affiliate Program #1	This program is promoting Product A.	5
	Affiliate Program #2	This program is promoting Website B.	5
Page: 1			

Add/Setup Affiliate Programs

To add new Affiliate Programs click on **Add Affiliate Program**, set its parameters and click on Save.

To edit or delete Affiliate Program you need to click or respectively.

Payment Policy

Payment policy defines minimum payout amount and how often you'll be paying affiliates.

DNN Multi-Tier Affiliate Manager can generate new payments to Affiliates automatically. Payments will be generated due to one of the next rules:

- Send payment as soon as partner's account balance reaches **XX** USD
- Send payment every **XX** days if partner's account balance is greater than **YY** USD
- Send payment every month on **XX** day of month if partner's account balance is greater than **YY** USD

Since you define the payment policy you don't need to worry about issuing the payments on-time. Multi-tier Affiliate Manager will issue the payments automatically according to chosen rule. Also you can save money by only cutting checks only when an affiliate exceeds a threshold commission.

Payment Options

The module provides several options to pay commission:

- Mail the check to company address (manual)
- Direct Deposit (ACH) to bank account (manual)
- Send money through PayPal (automatic)
- Send money through AlertPay (automatic)

You should check payment options that will be available for your Affiliates to choose. You have to select at least one payment option. If you select more than one payment option your affiliate will have a choice and will be able to select his preferred way to receive the commission.

Payments by PayPal and AlertPay may be done by the module automatically. If you would like to pay your affiliates automatically via *PayPal* or *AlertPay* you need to fill out **PayPal Preferences** or **AlertPal Preferences** (Ref.: [System preferences](#) chapter, p. 13).

Affiliate Program Parameters

Table - Affiliate Program Parameters

Parameter Name	Description
Title	Program name.
Staff Notes	Internal comment visible to administrators only.
Program Tiers	Sets a number of commission levels payable to Affiliates.
Payment Policy	Main rule for triggering the payment generation.
Payment Options	Defines all payment options that will be available for your Affiliates to choose.
Affiliate Referral Bonus	Option that allows paying a flat rate bonus for every Affiliate recruited under the program. The bonuses will be automatically assigned to the referring Affiliates.
Program Agreement	The legal agreement between program provider and affiliate. This agreement will be displayed to Affiliates at time of a signup.

Adding and Setting Up Commission Events

Multi-Tier Affiliate Manager Module uses **Commission Events** to track visitor activity and assign commissions to the respective Affiliates. The particular Event has to be raised when visitor makes the desired action (i.e. signs up for the newsletter, purchases a merchandise and etc.).

























The module comes with several **Pre-Defined Events** as well as allows you to define your own event.

To **view** list of existing events go to **Commission Events** page as shown on the picture below. Events are classified by Affiliate Programs and you can choose Affiliate Programs from **View** drop-down list.

To **edit** Commission Event you need to click .

To **delete** Commission Event you need to click .

PICTURE 14 - Commission Events

Administrative Console																																									
<div> <div>Dashboard</div> <div>System Preferences</div> <div>Affiliate Programs</div> <div>Commission Events</div> <div>Promotion Categories</div> <div>Banners & Ads</div> <div>Signup Preferences</div> <div>Affiliates</div> <div>Referrals</div> <div>Payments</div> </div> <div> <div>+ Add New Event Type</div> <div> <div>View: Affiliate Program #1</div> <div>Record: 1 To 5 Of 5</div> </div> <table> <tr> <th></th><th>Event Code</th><th>Event Name</th><th>Commission</th><th>Affiliate Program</th><th>Event Description</th><th></th></tr> <tr> <td></td><td>7</td><td>Product Purchase</td><td>Fixed Commission (Flat Rate)</td><td>Affiliate Program #1</td><td>This event is raised for every purchase in the system</td><td></td></tr> <tr> <td></td><td>1</td><td>New Visitor</td><td>Fixed Commission (Flat Rate)</td><td>Affiliate Program #1</td><td>This event is generated when newly referred person visits our site</td><td></td></tr> <tr> <td></td><td>2</td><td>New Registration</td><td>Fixed Commission (Flat Rate)</td><td>Affiliate Program #1</td><td>This event occurs when visitor registers (creates account) on our website</td><td></td></tr> <tr> <td></td><td>3</td><td>Custom Commission</td><td>Fixed Commission (Flat Rate)</td><td>Affiliate Program #1</td><td>This event occurs when Administrator assigns custom commission for specific performance</td><td></td></tr> </table> </div>								Event Code	Event Name	Commission	Affiliate Program	Event Description			7	Product Purchase	Fixed Commission (Flat Rate)	Affiliate Program #1	This event is raised for every purchase in the system			1	New Visitor	Fixed Commission (Flat Rate)	Affiliate Program #1	This event is generated when newly referred person visits our site			2	New Registration	Fixed Commission (Flat Rate)	Affiliate Program #1	This event occurs when visitor registers (creates account) on our website			3	Custom Commission	Fixed Commission (Flat Rate)	Affiliate Program #1	This event occurs when Administrator assigns custom commission for specific performance	
	Event Code	Event Name	Commission	Affiliate Program	Event Description																																				
	7	Product Purchase	Fixed Commission (Flat Rate)	Affiliate Program #1	This event is raised for every purchase in the system																																				
	1	New Visitor	Fixed Commission (Flat Rate)	Affiliate Program #1	This event is generated when newly referred person visits our site																																				
	2	New Registration	Fixed Commission (Flat Rate)	Affiliate Program #1	This event occurs when visitor registers (creates account) on our website																																				
	3	Custom Commission	Fixed Commission (Flat Rate)	Affiliate Program #1	This event occurs when Administrator assigns custom commission for specific performance																																				

Pre-Defined and Built-In Events

There are three pre-defined Events that generated during the module installation:

- **New visitor** - This event is generated when new visitor comes to the site
- **New registration** - This event is generated when new visitor registers on the site (receives DNN User ID)
- **Custom Commission** - This event allows you to specify any Commission Amount you want to pay your affiliates. This is especially useful when paying for Referral. (Ref.: [Use Referrals](#) chapter).

The module allows Administrator defines his own events called *Standard Event*. This type of events is user-defined and may be generated when any visitor action occurs. Standard Event allows you to specify Commission Amount either as Fixed (Flat Rate) or as Percentage of some Purchase Amount. Standard Event has to be raised manually (Ref.: [Adding Custom Events](#) chapter, p.27).

NOTE: If you do not need pre-defined events you can delete them however you may consider keeping them to track site visits and registrations for statistical purposes. Make sure you set these Events to pay Zero (0) *Commission Amounts* if you decide do keep them; otherwise these Events will assign commissions to your affiliates.

Events may be created automatically by using *Built-In Integration* with certain e-Commerce modules. Please see [System preferences](#) chapter for more information on built-in integration with e-Commerce modules.













Trigger Pre-Defined and Built-In Events

You don't have to trigger any Events (including E-commerce integrations) that are created by system. All built-in events are triggered automatically.

NOTE:

- Store purchases may not be reflected immediately because E-commerce Events are triggered on the periodic basis. The module has a Scheduler that checks E-commerce **Order Tables** every 60 minutes.
- You can configure Scheduler to run at different frequency by going to DNN Menu: **Host >> Schedule** (see picture below)

PICTURE 15 – Scheduler

Host » Schedule					
Schedule					
Type	Enabled	Frequency	Retry Time Lapse	Next Start	
 DotNetNuke.Entities.Users.PurgeUsersOnline, DOTNETNUKE		Every 1 Minute	Every 5 Minutes		History
 DotNetNuke.Services.Log.SiteLog.PurgeSiteLog, DOTNETNUKE		Every 1 Day	Every 2 Hours		History
 DotNetNuke.Services.Scheduling.PurgeScheduleHistory, DOTNETNUKE	<input checked="" type="checkbox"/>	Every 1 Day	Every 2 Days	6/13/2010 8:16:27 PM	History
 DotNetNuke.Services.Log.EventLog.PurgeLogBuffer, DOTNETNUKE		Every 1 Minute	Every 5 Minutes		History
 DotNetNuke.Services.Log.EventLog.SendLogNotifications, DOTNETNUKE		Every 5 Minutes	Every 10 Minutes		History
 DotNetNuke.Services.Search.SearchEngineScheduler, DOTNETNUKE	<input checked="" type="checkbox"/>	Every 30 Minutes	Every 60 Minutes	6/13/2010 8:30:17 PM	History
 DotNetNuke.Modules.Admin.ResourceInstaller.InstallResources, DOTNETNUKE		Every 30 Minutes	Every 60 Minutes		History
 DotNetNuke.Services.FileSystem.SynchronizeFileSystem, DOTNETNUKE		Every 1 Hour	Every 2 Hours		History
 DotNetNuke.Services.Cache.PurgeCache, DOTNETNUKE		Every 2 Hours	Every 30 Minutes		History
 BSWeb.MultiTier.Scheduler,BSWeb.MultiTierAffiliate	<input checked="" type="checkbox"/>	Every 60 Minutes	n/a	6/13/2010 8:18:02 PM	History
 BSWeb.MultiTier.SchedulerECommerce,BSWeb.MultiTierAffiliate	<input checked="" type="checkbox"/>	Every 60 Minutes	n/a	6/13/2010 8:18:02 PM	History
 BSWeb.MultiTier.SchedulerStatistics,BSWeb.MultiTierAffiliate	<input checked="" type="checkbox"/>	Every 60 Minutes	n/a	6/13/2010 8:18:02 PM	History

Adding Custom Events

To add **Custom Event** you need to do the following:

1. Select the **Commission Events** tab.
2. Click on **Add New Event** and set its parameters including **Commission Amount** and **Purchase Price** and click **Save**:

- (A) Event Template: *Standard Event*
- (B) Affiliate Program
- (C) Event Code
- (D) Event Name

3. **Trigger the Event** on your website or e-commerce module.

Input any **Sample Transaction ID** in order to see how code would look like as a real transaction.

There are 3 integration options you can choose from to raise the Event:

- (A) **Image Code** – can be used to embed an invisible image in the purchase “confirmation page” (client side).
- (B) **JavaScript Code** – can be attached to any **DOM element** on page (client side).
- (C) **VB.NET Code** – can be used for raising the **Event** programically (server side).

NOTE: You must implement at least one of the triggering codes to raise the Custom Event otherwise this Event will stay inactive and will not assign commissions. However, all pre-defined and built-in events are triggered automatically (Ref.: [Trigger Pre-Defined and Built-In Events](#) chapter, p. 26).

NOTE: You need to click on **Regenerate Code** button in order to apply **Sample Transaction ID** to the Code Snippets. You have to **Save** the Event before you using **Regenerate Code** button.

NOTE: Please note that you may set the period of time while the second attempt to raise the Event by the same user will be ignored. The default timeout is 24 hours. This option helps you to avoid duplicating the event because of browser refreshing as well as prevent the fraudulent attempts to earn commissions. Go to **System Preferences** and set the period of time in **Event Timeout** field (Ref.: [System preferences](#) chapter, p. 13).

PICTURE 16 - Setting up Commission Events

Basic Definitions

Back to List Save Delete

Affiliate Program: * Affiliate Program #1

Event Template: * Standard Event

Event Code: * 9

Event Name: * CATALook.netStore Order Paid

Event Description: * This event occurs when customer's order is paid.

Commission Type: * Percentage Commission (% of Purchase)

Purchase Price:

Commission Amounts

Tier 1 (Base Commission): 0 %

☐ Commission Raise 1

☐ Commission Raise 2

Tier 2 (Additional Benefit): 0 %

Tier 3 (Additional Benefit): 0 %

Tier 4 (Additional Benefit): 0 %

Tier 5 (Additional Benefit): 0 %

Total: 0.00%

Event Parameters

Parameter Name	Description
Affiliate Program	Particular Affiliate Program that encompasses the Event
Event Template	<p>Pre-defined type of the event:</p> <ul style="list-style-type: none"> • New visitor - Automatic Event that is generated when new visitor comes to the site. • New registration - Automatic Event that is generated when new visitor registers on the site (receives DNN User ID). • Standard Event - Standard User-Defined Event that has to be raised manually. This type of Event allows you to specify Commission Amount either as Fixed (Flat Rate) or as Percentage of some Purchase Amount. • Custom Commission – Custom Commission allows you to specify any Commission Amount. It normally used manually to pay for Referrals.
Event Code	Unique Event identifier. This code is specified as method parameter when raising the Event (HTML, JavaScript or VB/C#).
Event Name	Common public name of the Event. This name is visible to your Affiliates.
Event Description	Common description of the Event. This description is visible to your Affiliates.
Commission Type	<p>Defines the rule for Commission Amount calculation.</p> <ul style="list-style-type: none"> • Fixed Commission (Flat Rate) – means that all commission amounts will be specified as nominal fixed amounts of money. • Percentage Commission (% of Purchase)– means that all commission amounts will be specified as percentage of the Purchase Price.
Purchase Price	<p>Purchase Price has to be submitted when use Percentage Commission.</p> <p>We recommend submitting actual Purchase Price every time you raise an Event.</p> <p>NOTE: Submitting Purchase price for all events will ensure getting meaningful Revenue figure in the reports.</p>

<i>Commission Amounts</i>	<p>In this section you specify the commission amount for all Tiers specified in selected Affiliate Program. Make sure you input the commission amounts in correct units in accordance with Commission Type specified in Basic Event Definitions.</p> <p>Tier 1 Raises – allow you to increase Tier 1 commission amount based on performance.</p> <p>NOTE: Commission Raises are based only on Tier 1 Affiliate performance. The system does not take into account Events generated by Tier 1 Sub-Affiliates. Raises are prioritized i.e. they are designed to increase commission in the following order: Base Commission - > Raise 1 -> Raise 2.</p>
Commission Raise 1	Bonus Commission - this amount will replace Base Commission if the condition has been met. Enter full commission (not just increase) in accordance with Commission Type specified in Basic Event Definitions.
Commission Raise 2	Bonus Commission - this amount will replace Raise 1 Bonus Commission if the condition has been met. Enter full commission (not just increase) in accordance with Commission Type specified in Basic Event Definitions.
Bonus Condition	Allows you to set performance condition.
Based on number of events	The commission raise is going to occur when Tier-1 Affiliate generates certain number of Events in particular period of time.
Based on total commission earned	The commission raise is going to occur when Tier-1 Affiliate accumulates certain amount of commissions in particular period of time.
Bonus Threshold	The number of events or total amount of commissions that has to be reached in order to receive the raise.
Bonus Period	Period of time set for Bonus Condition to occur.
<i>N-th Event Bonus 1 & N-th Event Bonus 2</i>	<p>Allow you to reward Tier-1 Affiliates with additional bonuses based on performance. Each bonus will be paid just once when Tier-1 Affiliates produce required number of the Events in specific time period.</p> <p>NOTE: Event Bonuses are based only on Tier-1 Affiliate performance. The system does not take into account Events generated by Tier-1 Sub-Affiliates. Event Bonuses are not prioritized i.e. they are designed to work unrelated to other Event conditions and separate from each other.</p>

Event Trigger Options

(A) Image Code

- a. Copy the code from the **Image Code** field.
- b. Paste this code to any HTML page.
- c. The **Event** will be triggered once the page is displayed to a visitor.

See a code example below:

```

```

(B) JavaScript Code

- a. Copy the code from the **JavaScript Code** field.
- b. Paste this code to the “onclick” attribute of any **HTML Object** on your page.
- c. The **Event** will be triggered once visitor clicks on the **Object**

See a code example below:

```
var bsweb_f = function() {if(this.bsweb_f) return;var obj =
this.bsweb_f = document.createElement('iframe');obj.src
='/DesktopModules/BSWeb.Partners/PartnerProvider.aspx?Action=AddEvent&
EventCode=11&EventPrice=150.00&TransactID=A52E67CEC0&nocache=' +
Math.random();obj.style.display =
'none';document.getElementsByTagName('form')[0].appendChild(obj);}();
```

(C) VB.NET Code

1. Using User Request Context Method (visitor currently browsing the site).

- a. Copy the code from the VB.NET Code field.
- b. Paste this code into your server-side routine.

See a code example below:

```
Try

BSWeb.Partners.Utils.AddEvent (BSWeb.Partners.EventAddingTypeEnum.DefaultEvent, "A52E67CEC0", 11, 150.00D)

Catch ex As Exception

End Try
```

2. **Out of Context Method** (using User ID).

- a. Copy the code from the VB.NET Code field.
- b. Paste this code into your server-side routine.

See a code example below:

```
Try

BSWeb.Partners.Utils.AddEvent (BSWeb.Partners.EventAddingTypeEnum.DefaultEvent, UserID, "A52E67CEC0", "http://affiliate-manager.stpsystems.com", 11, 150.00D)

Catch ex As Exception
```

Managing Promotion Categories

Promotion Categories allow you to organize all promotional material into groups. This makes it easy for your affiliates to find the links they want to serve on their site.

For example, you may group your promotion material like this:

- Banners (125X125)
- Banners (468X60) and etc.

To **view** all categories already entered into the system go to **Promotion Categories** page.

PICTURE 17 - Promotion Categories

Administrative Console

Dashboard

System Preferences

Affiliate Programs

Commission Events

Promotion Categories

+ Add Promotion Category

Record: 1 To 2 Of 2

Title ^A	Notes	
Category 1	This category contains ads to promote our Products / Website	
Category 2	This category contains ads to promote this Affiliate Program	

Page: 1

Add/Edit Promotion Categories

To **add** a new Promotion Category you need to do the following:

1. Select the **Promotion Categories** tab.
2. Click on **Add Promotion Category** and set its parameters:
 - (A) Promotion Category Name – name of category.
 - (B) Promotion Category Notes - description for the category; for example, “This category contains ads to promote this Affiliate Program”, or “This category contains ads to promote our Products/Website”.
3. Click ‘**Save**’

To **edit** or **delete** Promotion Category you need to click or respectively.

Managing Creatives

Creative is a form of online advertising that is redirecting visitor to the certain URL.

Creative Types

Multi-Tier Affiliate Manager offers different types of advertising creatives. Your affiliates can choose from the following types of creatives:

- Image
- Flash
- Popup
- Text
- Email

Promotion Types

There are two basic promotion types:

- **Product** - creatives that promote your Products or Website
- **Program** - creatives that promote your Affiliate Program

You should provide both types of creatives and encourage your affiliate not only promote your Product or Website but also recruit new sub-affiliates which basically means more sales for you and more commission for 1st-tier affiliate.

PICTURE 18 - Product promotion banner and Program Promotion banner



View/Add/Edit Creatives

To **view a list** of creatives go to **Creatives** tab. Creatives are grouped by promotion category and banner type.

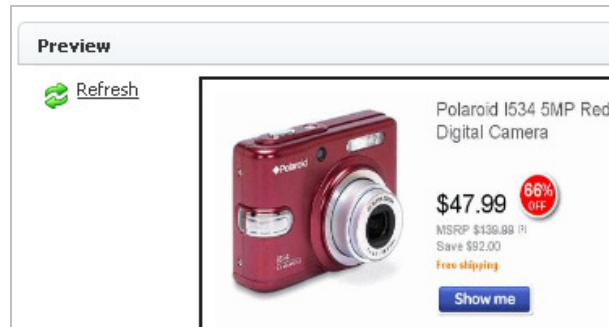
To **view** or **edit banner** you need to click  or  respectively.. To **delete banner** you need to click .

To **add new banner** you need to do the following:

1. Go to the **Admin Console** and select the **Creative** tab.
2. Click on **Create New** link and set its parameters
3. Click '**Refresh**' and preview banner
4. Click '**Save**'

NOTE: Added banner matches selected type of banner on the left control panel.

PICTURE 19 - Banner preview



To sort a list of creatives click the column headings in the table, for example “Name”, “Width” and etc.

PICTURE 20 - Creative Page

Dashboard
System Preferences
Affiliate Programs
Commission Events
Promotion Categories
Banners & Ads
Category 1
Image
Flash
Popup
Text
Email

Create New

View: All Record: 1 To 10 Of 10

	Name	Width	Height	Type	Notes	
	Product A - Banner #001	304	160	Product	This is 304x160 banner that promotes Product A	
	Affiliate Program - Banner #035	304	170	Program	This banner promotes our Affiliate Program. Use it to recruit Affiliates	
	Product A - Flash #001	565	120	Product	This flash banner promotes Product A	
	Affiliate Program - Flash #035	565	120	Program	This flash banner promotes our Affiliate Program. Use it to recruit Affiliates	
	Product A - Popup #001	290	170	Product	This popup ad promotes Product A	
	Affiliate Program - Popup #035	380	190	Program	This popup ad promotes our Affiliate Program. Use it to recruit Affiliates	
	Product A - Link #001	0	0	Product	This hyperlink promotes Product A	

To display creatives by promotion type select either ‘*Product promotion*’ or ‘*Program promotion*’ in the View dropdown list.

PICTURE 21 - Creatives filtering

Dashboard
System Preferences
Affiliate Programs
Commission Events
Promotion Categories
Banners & Ads
Category 1
Category 2
All Categories

Create New

View: Product Promotion Record: 1 To 5 Of 5

	Name	Width	Height	Type	Notes	
	Product A - Flash #001	565	120	Product	This flash banner promotes Product A	

Page: 1

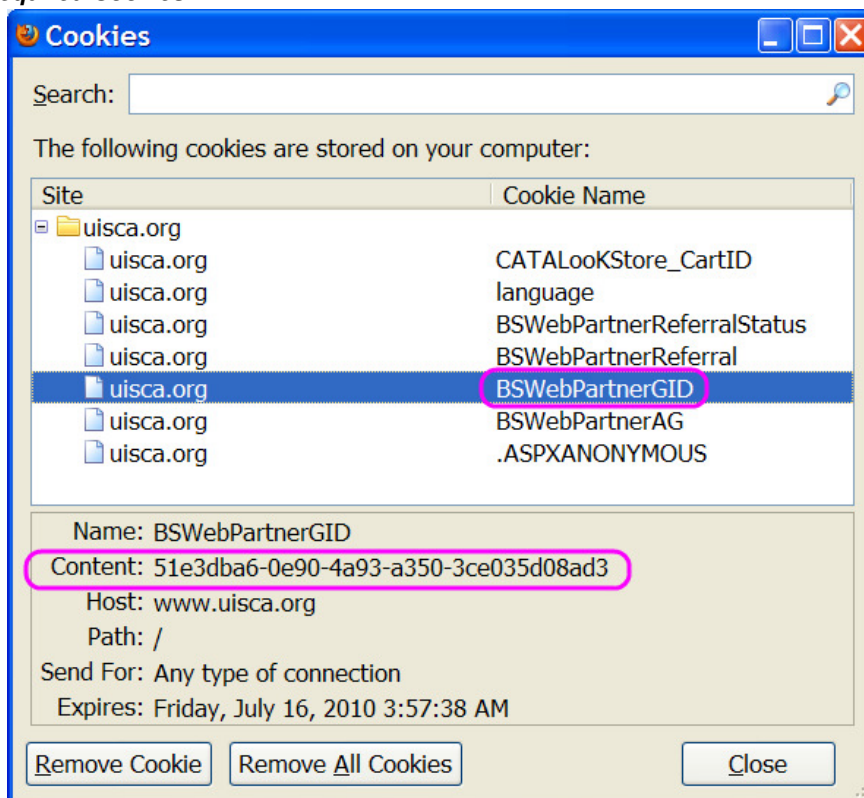
Setting Up Cookies

Multi-Tier Affiliate Manager Module uses a visitor's cookie to track them and associate their purchase with the Affiliate whose site's visitor came from. The module works the following way:

1. Affiliate joins affiliate program, logs into the member area, and obtains the code for banners, text links, product images, etc. in order to link to your web site. These special links identify the affiliate site with an Affiliate ID.
2. Visitor X clicks through from your affiliate's web site to your web site using Affiliate Program Banner and passes through the affiliate software.
3. DNN Multi-Tier Affiliate Manager automatically places a cookie on visitor X's computer (see the picture below) and tracks them as they browse your site.
4. Visitor X makes a purchase from your online store.
5. Using tracking code on the confirmation page from your store, DNN Multi-Tier Affiliate Manager associates the sale with the affiliate whose site's visitor X came from and records sale in the DNN Multi-Tier Affiliate Manager database.

NOTE: Cookies may not be placed correctly because of some Administrator's mistakes. In this case the module doesn't work correctly, because it can't track a visitor and associate their purchases with the Affiliate.

PICTURE 22 – Required Cookies



There is a list of usual mistakes (usually occur while testing):

1. Banner was not published on the internet website (it may be published on the local URL, not on the internet website).
2. Cookies are not erased before testing
3. Sponsoring affiliate or sponsored visitor have Administrative or SuperUser privileges.
4. Sponsoring and sponsored affiliates are not members of the same affiliate program.
5. Published banner does not belong to the same program as Sponsoring Affiliate.

Creatives Parameters

Table - Common parameters for all types

Parameter Name	Description
Promotion Type	<ul style="list-style-type: none"> • Program. This banner promotes an <i>Affiliate Program</i> • Product. This banner promotes <i>Products/Website</i>
Name	A descriptive name for the banner
Target URL	<p>Contains the target URL for this particular banner. The Target URL is the URL where a person is taken when clicking this particular affiliate banner.</p> <p>You can Select a particular page on your site by using the dropdown list.</p>
Width	Width of the advertisement in pixels. For example, for the standard 468 X 60 ad you would enter a value of 468
Height	Height of the advertisement in pixels. For example, for the standard 468 X 60 ad you would enter a value of 60
Optional Promotional Notes to Affiliates	Optional message to your affiliates. When your affiliates are browsing the creatives to display on their web site, these notes are presented along with the banner
Promotion Categories	Categorize this new banner by selecting the appropriate category
Program Groups	Categorize this new banner by selecting the appropriate Affiliate Program
Preview	You can preview banner here before posting it into the system.

Table - «Image» parameters


Parameter Name	Description
Image URL	<p>Enter the fully qualified URL of the image including the http://www.</p> <p>You can also use the  button to upload a new banner to the server</p>
ALT Text	Alternative Text will appear when the user hovers the mouse on top of an image.
Target Window	<p>Target Window lets you specify the window or frame where the banner will be loaded:</p> <ul style="list-style-type: none"> • _blank loads the linked file in a new, unnamed browser window • _parent loads the linked file in the parent frameset or window of the frame that contains the link. If the frame containing the link is not nested, the linked file loads into the full browser window • _self loads the linked file in the same frame or window as the link. This target is implied, so you generally don't need to specify it • _top loads the linked file in the full browser window, thereby removing all frames

Table - «Flash» parameters

Parameter Name	Description
Injection Type	<p>Injection Type may be one of the following:</p> <ul style="list-style-type: none"> • Standard – A question about plug-in installation will be displayed if the user's browser does not support flash. • Image – An with alternative content will be displayed if the user's browser does not support flash. Enter the full URL of the image into the Alt Image URL field
Flash full URL	This is the URL to the flash movie

Table - «Popup» parameters

Parameter Name	Description
Content Type	<p>Content Type may be one of the following:</p> <ul style="list-style-type: none"> Image – popup contains an image giving in Image URL Custom HTML – popup contains an html-code giving in Window HTML Content <p>In a Window HTML Content field you can use the following variables:</p> <ul style="list-style-type: none"> AffiliateProgramName – name of Affiliate Program HostURL – host URL TargetURL – link to the page giving in a Target URL field URLParameters – url-parameters such as Affiliate Programe ID and Affiliate ID
Image URL	The full URL of the image
Image Width	Width of the image in pixels
Image Height	Height of the image in pixels
Window Title	Title of “popup” window
Popup Type	<p>Choose one of the following::</p> <ul style="list-style-type: none"> PopUp – window will load over your current web page PopUnder – window will load under your current web page
Include Tool Bar	Defines whether or not the window will contain a toolbar
Include Status Bar	Defines whether or not the window will contain a status bar
Include Menu Bar	Defines whether or not the window will contain a menu bar
Include Scroll Bar	Defines whether or not the window will contain a scroll bars
Resizable Window	Defines whether the window is resizable
Popup Width	<p>Specifies the window width.</p> <p>Typically the width and height should be a few pixels larger than the image or content itself</p>
Popup Height	Specifies the window height.

Table - «Text» parameters

Parameter Name	Description
Content Type	Content Type may be one of the following: <ul style="list-style-type: none"> • Text Link – allows you to type text only • Custom HTML – opens an HTML editor where you can specify any html-code.
Link Text	The text that will be used to form the link
Target Window	Target Window lets you specify the window or frame where the banner will be loaded: <ul style="list-style-type: none"> • _blank loads the linked file in a new, unnamed browser window • _parent loads the linked file in the parent frameset or window of the frame that contains the link. If the frame containing the link is not nested, the linked file loads into the full browser window • _self loads the linked file in the same frame or window as the link. This target is implied, so you generally don't need to specify it • _top loads the linked file in the full browser window, thereby removing all frames

Table - «Email» parameters

Parameter Name	Description
Banner HTML	Email content in form of HTML-code. Your Affiliates can use email templates to send the emails promoting your Products and Affiliate Programs.
Available Variables	In a Banner HTML field you can use the following variables: <ul style="list-style-type: none"> • AffiliateProgramName – name of Affiliate Program • HostURL – host URL • TargetURL – link to the destination page • URLParameters – url-parameters such as Affiliate Program ID and Affiliate ID

Affiliate management and interaction

Summary:

- Managing Affiliate profiles
- Payment management
- Managing Referrals
- Managing Email Templates
- Reports
- Statistic Summary
- Signup for Affiliate Program
- Additional services

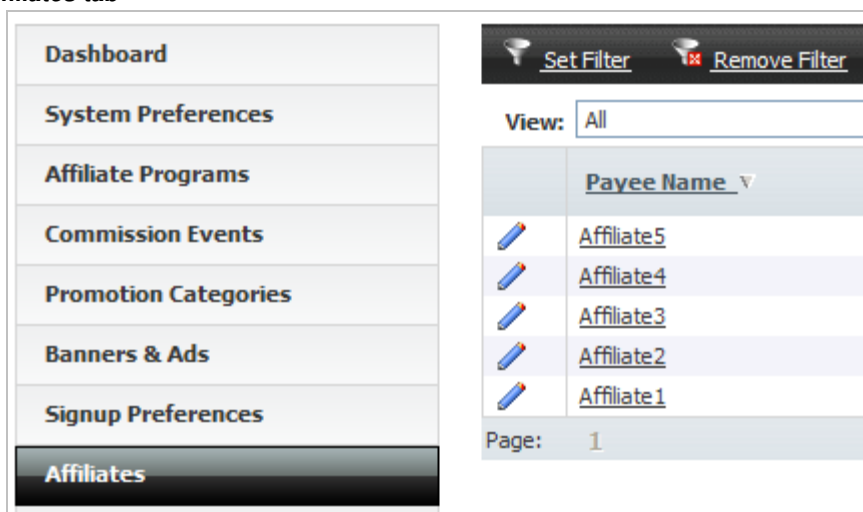
Managing Affiliate Profiles

The **Affiliates** page allows you to view a list of all affiliates who have already joined your programs.

To manage affiliate profiles go to **Affiliates** tab.


In most cases affiliates use the **Affiliate Signup Page** to signup themselves to your affiliate programs. However, you can add a new affiliate into the system or to edit their profiles manually.

PICTURE 23 - Affiliates tab



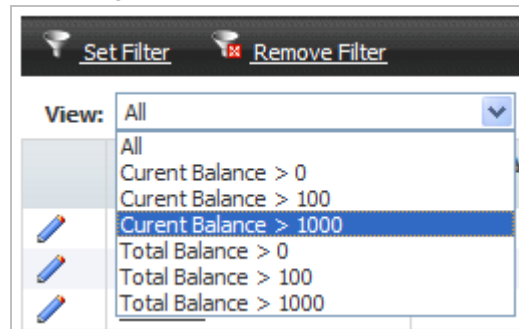
View/Edit Affiliates

To **view detailed information** you need to click an affiliate payee name in the table.

To **edit** affiliate profile you need to click  in the table

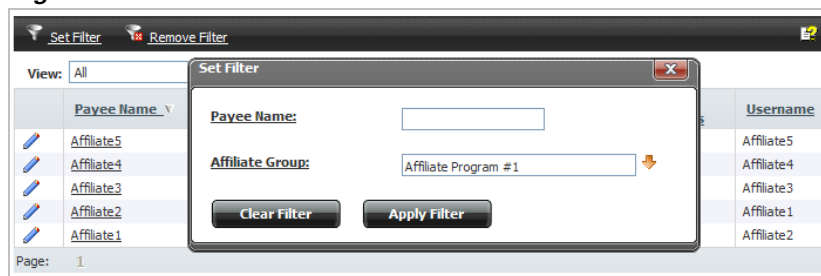
To **view** affiliates according to their current or total balance use the View dropdown list.

PICTURE 24 - Filtering Affiliates according to balance



To **search** and filter Affiliates you need to click **Set Filter**, fill out search parameters and click **Apply Filter**. To clear search results click **Remove Filter**.

PICTURE 25 - Filtering Affiliates



Affiliate Parameters

Affiliate parameters form

Parameter Name	Description
Program Groups	Affiliate Programs that an Affiliate is able to join
Contact Person	
First Name	First name of contact person
Last Name	Last name of contact person
Title	A title is a prefix or suffix added to someone's name to signify either veneration, an official position or a professional or academic qualification.
E-mail	Email address of contact person
Payee / Company Information	

Payee Name	Name of the Affiliate Company
Address	The street address. Postal address is required for sending checks to affiliates in the event of a sale(s).
Address 2	Second line of the street address
City	City
State/Province	State
Zip/Postal Code	Zip or postal code of the affiliate
Country	Country of the affiliate
Income Tax ID (EIN / SSN)	Identifying number used for tax purposes in the United States
VAT	Consumption tax (CT) levied on any value that is added to a product
Phone Number	Company phone number if available
Fax Number	Company fax number if available
Partner Link ID (pgid)	Unique affiliate ID. It is used in the banner link to identify the banner owner.
Earning Summary	
Last Payment	Date and amount of last payment
Accrued Since Last Payment	Accumulated amount of commission since last payment
Total YTD Earnings	Amount of commission earned since the beginning of current year
Total Lifetime Earnings	Total amount of commission earned since the Affiliate joined the Affiliate Program

Some affiliates prefer to have meaningful *affiliate pgid* in order to have meaningful and *short URL* (Ref.: [System preferences](#) chapter) referring to banners. To change *affiliate pgid* click on **Change** link in the **Partner Identification** section.

PICTURE 26 - Partner Link ID(pgid)

Partner Identification	
Partner Link ID (pgid)	<input type="text" value="8bf5e4e6-870b-4616-b107-578a0da81696"/> Change

NOTE: If you change an affiliate pgid all banners already placed by the Affiliate will become inoperative! Please be advised that after the change the Affiliate has to re-publish all ads (banners, links and etc). The Affiliate should open up the **Affiliate Console**, click **Creatives** then select a particular banner, take the **HTML code** and re-publish it again.

Payment management

Payment option allows you to compile affiliate commissions and maintain payment record once a payment has been made.

To manage payments you need to go to **Payments** tab.

PICTURE 27 - Payments tab

Dashboard

System Preferences

Affiliate Programs

Commission Events

Promotion Categories

Banners & Ads

Signup Preferences

Affiliates

Referrals

Payments







Add New Payment

Set Filter

Remove Filter

View:

Payments Due

	<u>Payment Number</u>	<u>Payment Due Date</u>	<u>Affiliate/Payee</u>
	000118	02/01/2010	Display Ads
	000117	12/11/2009	af3company
	000116	12/11/2009	af5company123
	000115	12/11/2009	af4company
	000114	12/11/2009	af2company 22
	000113	12/11/2009	af1company

Two ways to issue Payments

Multi-Tier Affiliate Manager provides two ways to issue the payments:













- **Automated Payments generation.** Multi-Tier Affiliate Manager generates new payments to Affiliates periodically. Payments will be generated due to accumulated amount of commission since last payment. Period and limit of accumulated commission are defined in program Payment Policy (Ref.: [Affiliate Program Overview](#) chapter, p. 22)

- **Manual Payments issue.** To issue a payment manually click Add New Payment.

NOTE:

- **Automated Payments** may not be issued immediately once period or limit of accumulated commission is reached because Automated Payment Events are triggered on the periodic basis. The module has a Scheduler that checks Automated Payment **Order Tables** every 60 minutes.
- You can configure Scheduler to run at different frequency by going to DNN Menu: **Host >> Schedule** (see picture below)

PICTURE 28 – Scheduler

Host » Schedule					
Schedule					
Type	Enabled	Frequency	Retry Time Lapse	Next Start	
 DotNetNuke.Entities.Users.PurgeUsersOnline, DOTNETNUKE		Every 1 Minute	Every 5 Minutes		History
 DotNetNuke.Services.Log.SiteLog.PurgeSiteLog, DOTNETNUKE		Every 1 Day	Every 2 Hours		History
 DotNetNuke.Services.Scheduling.PurgeScheduleHistory, DOTNETNUKE	<input checked="" type="checkbox"/>	Every 1 Day	Every 2 Days	6/13/2010 8:16:27 PM	History
 DotNetNuke.Services.Log.EventLog.PurgeLogBuffer, DOTNETNUKE		Every 1 Minute	Every 5 Minutes		History
 DotNetNuke.Services.Log.EventLog.SendLogNotifications, DOTNETNUKE		Every 5 Minutes	Every 10 Minutes		History
 DotNetNuke.Services.Search.SearchEngineScheduler, DOTNETNUKE	<input checked="" type="checkbox"/>	Every 30 Minutes	Every 60 Minutes	6/13/2010 8:30:17 PM	History
 DotNetNuke.Modules.Admin.ResourceInstaller.InstallResources, DOTNETNUKE		Every 30 Minutes	Every 60 Minutes		History
 DotNetNuke.Services.FileSystem.SynchronizeFileSystem, DOTNETNUKE		Every 1 Hour	Every 2 Hours		History
 DotNetNuke.Services.Cache.PurgeCache, DOTNETNUKE		Every 2 Hours	Every 30 Minutes		History
 BSWeb.MultiTier.Scheduler,BSWeb.MultiTierAffiliate	<input checked="" type="checkbox"/>	Every 60 Minutes	n/a	6/13/2010 8:18:02 PM	History
 BSWeb.MultiTier.SchedulerECommerce,BSWeb.MultiTierAffiliate	<input checked="" type="checkbox"/>	Every 60 Minutes	n/a	6/13/2010 8:18:02 PM	History
 BSWeb.MultiTier.SchedulerStatistics,BSWeb.MultiTierAffiliate	<input checked="" type="checkbox"/>	Every 60 Minutes	n/a	6/13/2010 8:18:02 PM	History

Update/Search Payments

To maintain payment records in the system you need to update payment information manually after you have made a payment. Information will be updated automatically if only you have made a PayPal payment.

To **update** payment you need to click  in the table.

To **search and filter** existing Payments you need to do the following:

- To **filter** Payments by Payment Status, Payment Due Date or Payment Type click **View** dropdown list
- To **sort** payments click the column headings
- To perform advanced search you need to click **Set Filter**, fill out search parameters and click **Apply Filter**. To clear search results click **Remove Filter**

PICTURE 29 - Advanced Payment search

The screenshot displays the 'Administrative Console' for the DNN Multi-Tier Affiliate Manager. On the left is a sidebar with navigation links: Dashboard, System Preferences, Affiliate Programs, Commission Events, Promotion Categories, Banners & Ads, Signup Preferences, Affiliates, Referrals, **Payments**, Reports, Email Templates, Console Preferences, and Message Board. Below these are shortcuts for 'Invite Affiliate' and 'Add Referral'.

The main area shows a table of payments with columns: Payment Number, Payment Due Date, Affiliate/Payee, and Amount Due. The table lists 12 payments, with the last 8 visible on the page. A 'Set Filter' dialog box is open on the right, allowing users to filter payments by Affiliate/Payee, Affiliate Program, Payment Number, Payment Due Date, Amount Due, Payment Status, Money Disbursed On, Payment Type, and Check # / Transaction ID. The dialog includes 'Clear Filter' and 'Apply Filter' buttons.

Payment Number	Payment Due Date	Affiliate/Payee	Amount Due
000012	03/12/2010	PAS Tech	34.00 USD
000009	02/01/2010	PAS Tech	41.00 USD
000010	02/01/2010	RealtyM	32.00 USD
000011	02/01/2010	STP Systems	20.00 USD
000001	11/27/2009	PAS Tech	9.00 USD
000004	11/27/2009	RealtyM	19.00 USD
000005	11/27/2009	STP Systems	18.00 USD
000006	11/27/2009	PAS Tech	17.00 USD
000007	11/27/2009	RealtyM	12.00 USD
000008	11/27/2009	STP Systems	20.00 USD

Payment Parameters

Table - Payment Parameter

Parameter Name	Description
Affiliate/Payee	Payment will be calculated for selected Affiliate
Affiliate Program	Payment will be calculated for selected Affiliate Program
Payment Period	Period of time is needed to calculate payment amount
Amount Due	Accrued amount is calculated automatically. To change the payment period click Recalculate .
Payment Type	Payment Type indicated by Affiliate, for example, by check, PayPal and etc
Check # / Transaction ID	A unique ID given by the payment system
Money Disbursed On	Actual date of payment
Payment Number	Payment Number in the Multi-Tier Affiliate Manager

Payment Status

The current status of the payment. Payment status may be one of the following:

- **Due** – Payment was issued, but is not paid yet
- **Sent** – Payment was issued, but is not paid yet

Payment Due Date

The date and time payment was issued

Managing referrals

Referrals are potential customers referred by **Affiliates**. An **Affiliate** may get commission for a referral once a merchant approves a referral and does business with referral.

To manage referrals go to **Referrals** tabs allowing you to maintain a list of your potential customers, track business activities with them and affiliates who referred them.

PICTURE 30 - Referrals tab

Dashboard

System Preferences

Affiliate Programs

Commission Events

Promotion Categories

Banners & Ads

Signup Preferences

Affiliates

Referrals

Upload New Referral

Set Filter

Remove Filter

View:

Show All

Record: 1 To 50

	Uploaded	Referral Name	Contacted	Meeting Set
	03/20/2010	Referral5	Yes	Yes
	03/20/2010	Referral2	Yes	Yes
	03/20/2010	Referral3	Yes	Yes
	03/20/2010	Referral1	Yes	Yes
	03/20/2010	Referral4	Yes	Yes

Page: 1

Referral activity statuses

There are three referral activity statuses:

- **Contacted.** Uses to indicate that potential client has been contacted
- **Meeting Set.** Uses to indicate that meeting with potential client has been set
- **Business Completed.** Uses to indicate that purchase or other business is completed

Affiliates find and upload new referrals into the system then advertiser approves a referral record working with potential customers.

As soon as you contacted potential customer, had an appointment and completed business you may pay commission to Affiliate that referred a customer.

In order to pay commission you need to select **Affiliate Program** and **Commission Event** defining commission amount for the Affiliate. If none of commission events correspond to provided service you need to select '**Custom commission**' event, set **Commission amount** and **Purchase Price**.


View/Add/Edit Referrals

In most cases affiliates find and upload new referrals into the system. However, you can add a new referral into the system or to edit referral profiles manually.

To **view** detailed information you need to click a referral name in the table.

To **edit** referral profile you need to click  in the table.

To **add** a new referral you need to click **Upload New Referral**.

To **delete** a referral you need to click .

To **search** and filter Referrals you need to do the following:

- To **filter** Referrals by business activity set value in the **View** dropdown list
- To **sort** products click the column headings
- To perform **advanced search** you need to click **Set Filter**, fill out search parameters and click **Apply Filter**. To clear search results click **Remove Filter**

Referral Parameters

Table - Referral Details

Parameter Name	Description
First Name	Contact person first name
Last Name	Contact person last name
Company	Company name
Title	A title is a prefix or suffix added to someone's name to signify either veneration, an official position or a professional or academic qualification.
Address	Postal address
Phone #	Phone number if available

Email	Referral email address
Description of Service	Description of service
Credit Affiliate	Affiliate who referred this referral
<i>Activity Log</i>	
Lead Contacted	Set 'Yes' if the referral was contacted
Meeting/Appointment	Set 'Yes' if meeting or appointment was made
Business Completed	<p>Uses to indicate that purchase or other business is completed.</p> <p>Select Affiliate Program and Commission Event defining commission amount for the Affiliate.</p> <p>Select 'Custom commission' event, set Commission amount and Purchase Price if none of others commission events correspond to provided service.</p>
Comments	Optional fields that can be used to track additional information about each referral

Reports

Reports allow you monitor the performance of your Affiliates and overall Affiliate Program.

To build reports go to **Reports** tab.

Groups of reports

There are two groups of reports:

- **Events** - Displays the total number of Sales, Clicks, registrations and others visitor actions. Report can be built by selected Affiliate, action and period of time.
- **Payment** - Displays a summary of payments created during a specified period. Report can be built by selected Affiliate, Payment Type, Payment Amount, Payment Status, Actual Payment Date and Payment Due Date.

PICTURE 31 - Reports tab

Report Group(s)	Description	
Events	Admin Console - Events Details	Add Report
Payments	Admin Console - Payments	Add Report

Create/Edit/Open reports

To **create** a new report you need to click **Add Report**, set its parameters including **Report Name** and click **Save**.

NOTE: Parameters may be located on several separate pages. To navigate use the following buttons:

- **Next** – go to the next page
- **First** – go to the first page
- **Back** – go to the previous page

PICTURE 32 - Creating of a new report

Events: New Report

Cancel Save Run

Report Name:

Next >

Affiliates:

<input type="checkbox"/>	Select All
<input checked="" type="checkbox"/>	Display Ads

Created report will be added to a list of reports.

To **edit** report parameters click  **Settings**.


PICTURE 33 - List of reports






Report Group(s)	Description	
Events	Admin Console - Events Details	 Add Report
Display Ads Events		 Settings
Payments	Admin Console - Payments	 Add Report

There is a toolbar on the report edit window with following options:

- **Cancel** – go back to the list of reports
- **Save** – save report parameters
- **Save As** – save current report as a new report
- **Delete** – delete current report
- **Run** – generate report

PICTURE 34 - Toolbar on the report edit window

Events: Display Ads Events 

 Cancel  Save  Save As  Delete  Run

Report Name:

To **open a report** you need to click on the report name in the list. Report will be opened in the new window. Sample report is shown on the picture below:

PICTURE 35 - Sample report

The screenshot shows the 'Events Report' interface. At the top is a toolbar with 'Settings', 'Excel', and 'Html' buttons, labeled with a red '1'. Below the toolbar is a summary section labeled 'Events Report' with a red '2' next to it. This section contains the following text: 'Affiliates: Display Ads, Advertising Bureau, Affiliate 4, Affiliate 6, Affil', 'Event Date From: 01.01.2009', 'Event Date To: 03.20.2010', and 'Event Code: Bonus System Event (n/a), Bonus System Event (n/a), c', 'Custom Price (Affiliate Program #1), New Registration (Affiliate Pro', 'Program #2), Newsletter Subscription (Affiliate Program #2)'. Below the summary is a navigation bar with links '1 2 3 4' and a red '3' next to it. The main part of the interface is a table with columns 'TransactID', 'EventCode', 'EventType', and 'EventCommission1'. The 'EventType' column has a sorting arrow and is labeled with a red '4'. The table contains the following data:

TransactID	EventCode	EventType	EventCommission1
	-101	Bonus System Event	200
	-101	Bonus System Event	200
CATALookK1	9	CATALookK Order Paid	1.2
	11	Custom Price	20
	11	Custom Price	0
	11	Custom Price	0
	11	Custom Price	0

1 Report Toolbar

Includes the following options:

- **Settings** –go to report edit window
- **Excel** – import into Excel
- **Html** –import into HTML

2 Report Parameters**3 Navigation Pages****4 Sorting via column headings click****Report Parameters**

Table - Events report parameters

Parameter	Description
-----------	-------------

Affiliates	Report will include selected affiliates.
Event Name	Report will include selected events.
Event Date From	Report will include events since this date
Event Date To	Report will include events up to this date

Table - Payments report parameters

Parameter	Description
Affiliates	Report will include selected affiliates.
Transaction ID	A unique payment ID given by the payment system.
Payment Number	Payment number in the Multi-Tier Affiliate Manager
Payment Type	Payment type, for example, by check, PayPal and etc
Payment Status	Payment status is either Payment Due or Payment Sent
Payment Amount From	Report will include payments that are greater or equal than this amount
Payment Amount To	Report will include payments that are less or equal than this amount
Money Disbursed From	Report will include payments made since this date
Money Disbursed To	Report will include payments made up to this date
Payment Due Date From	Report will include payments created since this date
Payment Due Date To	Report will include payments created up to this date

Managing Email Templates

Email Templates allow the affiliates and administrator receive instant automated notification if a sale has been made, payment have been made, new affiliate signed up and etc.

To manage your email templates go to **Email Templates** tab.

PICTURE 36 - Email Templates tab

Dashboard

System Preferences

Affiliate Programs

Commission Events

Promotion Categories

Banners & Ads

Signup Preferences

Affiliates

Referrals

Payments

Reports

Email Templates

Email Templates

	Template Name	Recipient
Edit	Program Signup	Affiliate Partner
Edit	Program Signup Admin	Administrator
Edit	Payment Confirmation	Affiliate Partner
Edit	Payment Due	Administrator
Edit	Event Occurrence	Affiliate Partner
Edit	Partner Termination	Affiliate Partner
Edit	Partner Termination Admin	Administrator
Edit	Payment Sent Partner Default	Affiliate Partner

To **edit** email templates click **Edit**.

To reset a default values of email subject and email content click  [Revert to Default](#).

To save changes in email templates click **Update**.

Types of Email Templates

Table - Email templates

Parameter	Description
Program Signup	Affiliate Partner receives this email as a signup confirmation
Program Signup Admin	This email notifies Program Administrator about new Partner signup
Payment Confirmation	This email notifies Affiliate Partner that they have earned the commission
Payment Due	This email notifies Program Administrator that Partner has earned the commission
Event Occurrence	This email notifies Affiliate Partner about specific event

	occurrence
Partner Termination	This email notifies Affiliate Partner that their participation in the program has been discontinued
Partner Termination Admin	This email notifies Program Administrator about termination of the Partner
Payment Sent Partner Default	This email notifies Affiliate Partner that they have been sent the commission money

Email Template Parameters

Table - Email template parameters

Parameter	Description
Template Name	Short template name
Recipient	Group of recipients
Template Description	Template description
Email Subject	Email Subject that can be edited by Administrator .
Available Variables	Available Variables used in the Email Subject and Message Body. For example, { { AffiliateProgramNames } }
Message Body	Email content that can be edited by Administrator . To edit Message body you can use one of the text editor: <ul style="list-style-type: none"> • Basic Text Box • Reach Text Editor

Statistic Summary

You can find general summarized information about your promotional activities and results including total traffic and sale events on the **Dashboard** tab.

PICTURE 37 - Dashboard tab

Dashboard	General statistics
System Preferences	Number of affiliate programs: 3
Affiliate Programs	Total affiliates number : 20
Commission Events	
Promotion Categories	
Banners & Ads	
Signup Preferences	
Affiliates	
Referrals	
Payments	
Reports	
Email Templates	

	Total	YTD	Last 30 Days
Total Traffic/Clicks	61	61	0
Total Registrations	16	16	0
Total Sale Events	161	161	0
Total Referrals / Leads	17	17	0
Revenue	804.00 USD	804.00 USD	0.00 USD
Commissions	11,583.17 USD	11,583.17 USD	0.00 USD

Payments
Number of pending payments: 28
Pending payments total : 2,301.92 USD
Total Accrued Commissions: 11,468.47 USD

Table - Multi-Tier Affiliate Manager Statistics

Parameter	Description
<i>General Statistics</i>	
Number of affiliate programs	Total number of affiliate programs in the system
Total affiliates number	Total affiliates number in the system
Total Traffic/Clicks	Total number of visitors
Total Registrations	Total number of registration
Total Sale Events	Total number of sales
Total Referrals / Leads	Total number of referrals in the system
Revenue	Total earned revenue
Commissions	Total earned commission
<i>Payments</i>	
Number of pending payments	Number of paid payments
Pending payments total	Paid amount of payments

Total Accrued Commissions	Total accrued amount of commissions.
<i>Invitation Codes</i>	Invitation Code is a unique Affiliate Program ID used to subscribe 1 st - tier Affiliate to a program.
<i>Programs</i>	Affiliate Program Statistics

Signup for Affiliate Program

Ways to invite new affiliates

There are several ways to invite new affiliates to participate in your Affiliate program:

1. Publish banner or text link on your website or other websites (affiliate directories, facebook, partner's websites and etc) that link to **Affiliate Assign Form** and include built-in invitation code.
2. Send an email to potential affiliates including a link to **Affiliate Assign Form** with built-in invitation codes.
3. Create and publish an invitation page on your website with a button or text link that refer to **Affiliate Assign Form** and have built-in invitation code
4. Give to potential affiliates a link to **Affiliate Assign Form** and give them an invitation code. You can find invitation codes on the **Dashboard**.

Affiliate Signup Form

Affiliate Signup Form allows to signup new affiliates for your Affiliate Programs.

Default signup page will be displayed once an Affiliate links to the **Affiliate Signup Form**. To customize this default signup page go to the **Signup Preferences** tab and select the options you want to appear on the form (Signup [Form Preferences](#) chapter, p. 19).

As soon as a new affiliate fill out this signup form with the name and mailing address this information will be automatically imported into system database and an affiliate will get access to **Affiliate Console** with advertising materials. The name and mailing address affiliate provided here will be what appears on commission check.

PICTURE 38 - Affiliate Signup Form

Affiliate Signup

Contact Person

First Name:

affiliateadmin

Last Name:

affiliateadmin

Title:

E-mail: *

demo@stpsystems.com

Invitation Code: *

Payee / Company Information

Payee Name: *

affiliateadmin

Address: *

Address 2:

City: *

State/Province: *

Select ▼

Zip/Postal Code: *

Country: *

United States of America ▼

Income Tax ID (EIN / SSN): *

VAT:

Phone Number: *

Fax Number:

Next

Additional services

Announcements

Affiliates receive instant automated notification if the specific events are occurred; affiliates have earned the commission or have been sent the commission money. But you can also send a message to your affiliates manually. For example, you may want to announce new products or changes in commission calculation.

Announcement option allows you to create messages that will be displayed to your affiliates.

To **display** a listing of announcements go to **Message Board**.

PICTURE 39 - Message Board

	Creation Date ▾	Text
	10/13/2009 2:23 PM	Program 2 - Dear Affiliate P on 10/13/2009 for violation
	10/13/2009 2:23 PM	Program 1, 2 - Dear Affiliate Administrator on 10/13/200 Manager

Page: 1

To **add** a new messages click on **Add New Message**, set its parameters and click on **Save**.

Table - Announcement parameters

Parameter	Description
Message Text	Insert the content of the announcement.
Program Groups	Select an Affiliate Program to inform its participants.

To **edit** Announcement you need to click .

To **delete** Announcement you need to click .

Shortcuts

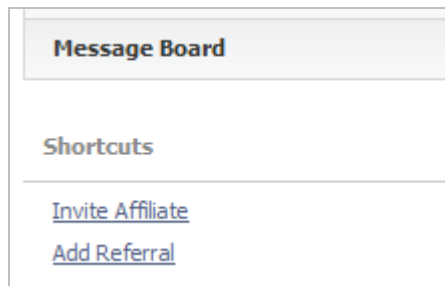
Shortcuts provide fast one-click access to some often used operations.

Shortcuts include the following operations:

- **Invite Affiliate** – Invites new Affiliates using email banner (Ref.: [Ways to invite new affiliates](#) chapter, p. 57)
- **Add Referral** – quick manual adding a new referral.

You can see Shortcuts on the left hand side on the bottom of the page.

PICTURE 40 - Shortcuts menu



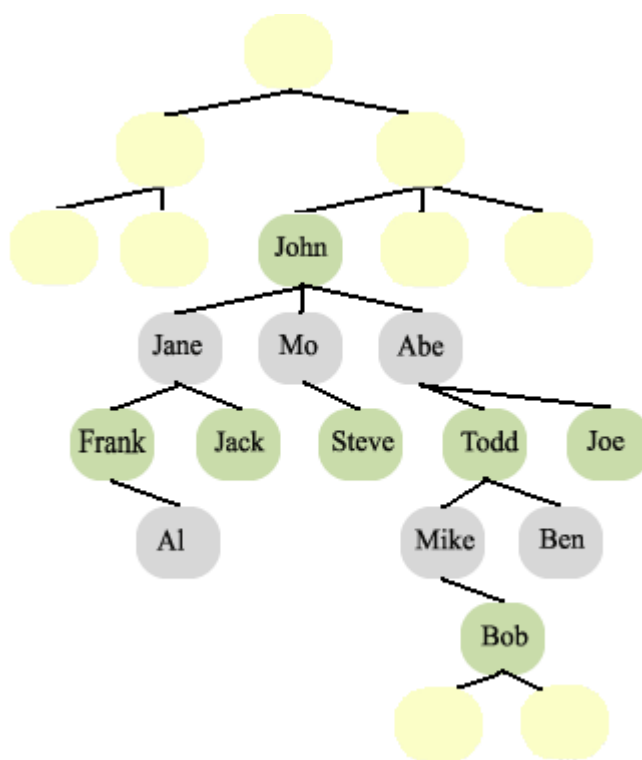
HOW TO

Take Advantage of Multi-Tier Affiliate System

As an example, suppose Joe joins your affiliate program shows some of your products and begins earning commissions on sales at the Tier 1 level. Now suppose Joe also shows a link encouraging his web visitors to join your affiliate program. Jennifer comes along, follows the link and joins your affiliate program. Jennifer is now registered as a Tier 1 affiliate for sales that come directly from her site and is placed under Joe's second tier.

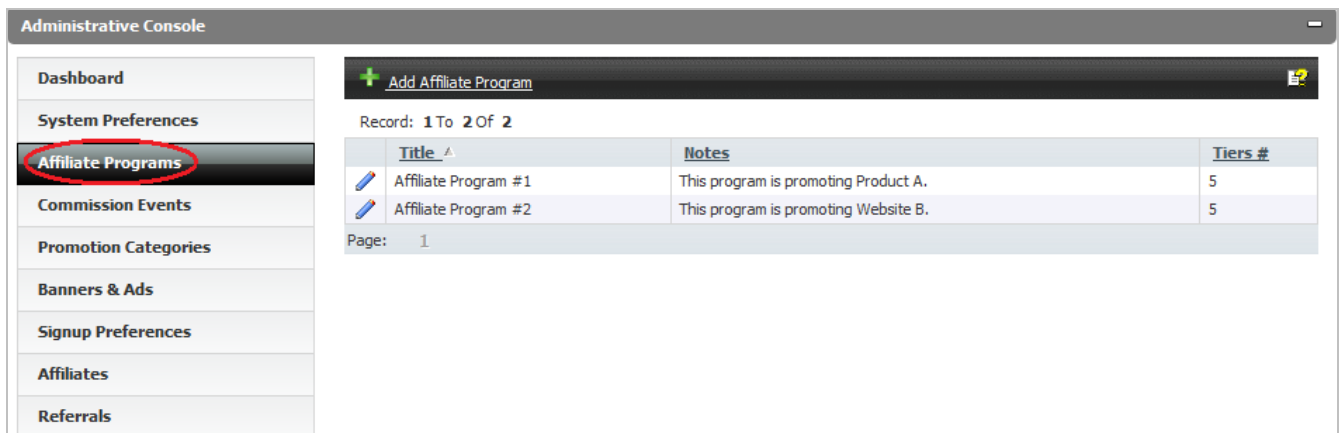
Now if Harry goes to Jennifer's site, clicks on a product link and makes a purchase, Jennifer earns Tier 1 commissions for the sale and Joe earns Tier 2 commissions as a result of Jennifer's sale.

DNN Multi-Tier Affiliate Manager supports with up to 5 tiers affiliate program. The diagram below shows an example. In the example below, if Bob makes a sale, he earns Tier 1 Commissions on the sale, Mike earns Tier 2 commissions, Todd earns Tier 3 commissions, Abe earns Tier 4 commissions and John earns Tier 5 commissions. If Todd makes a sale, he earns Tier 1 commissions, Abe earns Tier 2 commissions, John earns Tier 3 commissions.



Setup New Affiliate Program

Step 1: Go to 'Affiliate Program' tab



Administrative Console

Dashboard

System Preferences

Affiliate Programs

Commission Events

Promotion Categories

Banners & Ads

Signup Preferences

Affiliates

Referrals

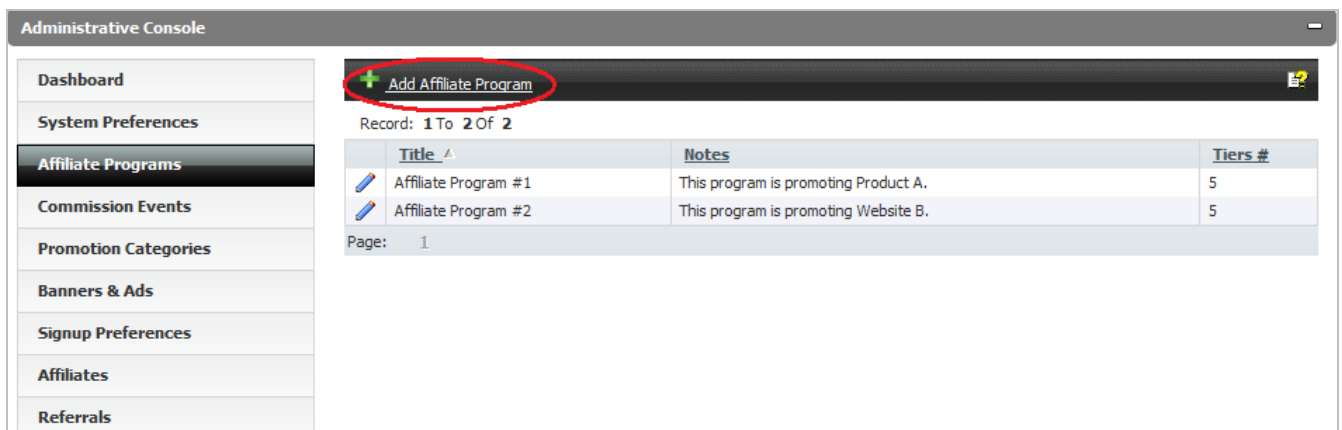
[+ Add Affiliate Program](#)

Record: 1 To 2 Of 2

	Title ^	Notes	Tiers #
	Affiliate Program #1	This program is promoting Product A.	5
	Affiliate Program #2	This program is promoting Website B.	5

Page: 1

Step 2: Click 'Add Affiliate Program'



Administrative Console

Dashboard

System Preferences

Affiliate Programs

Commission Events

Promotion Categories

Banners & Ads

Signup Preferences

Affiliates

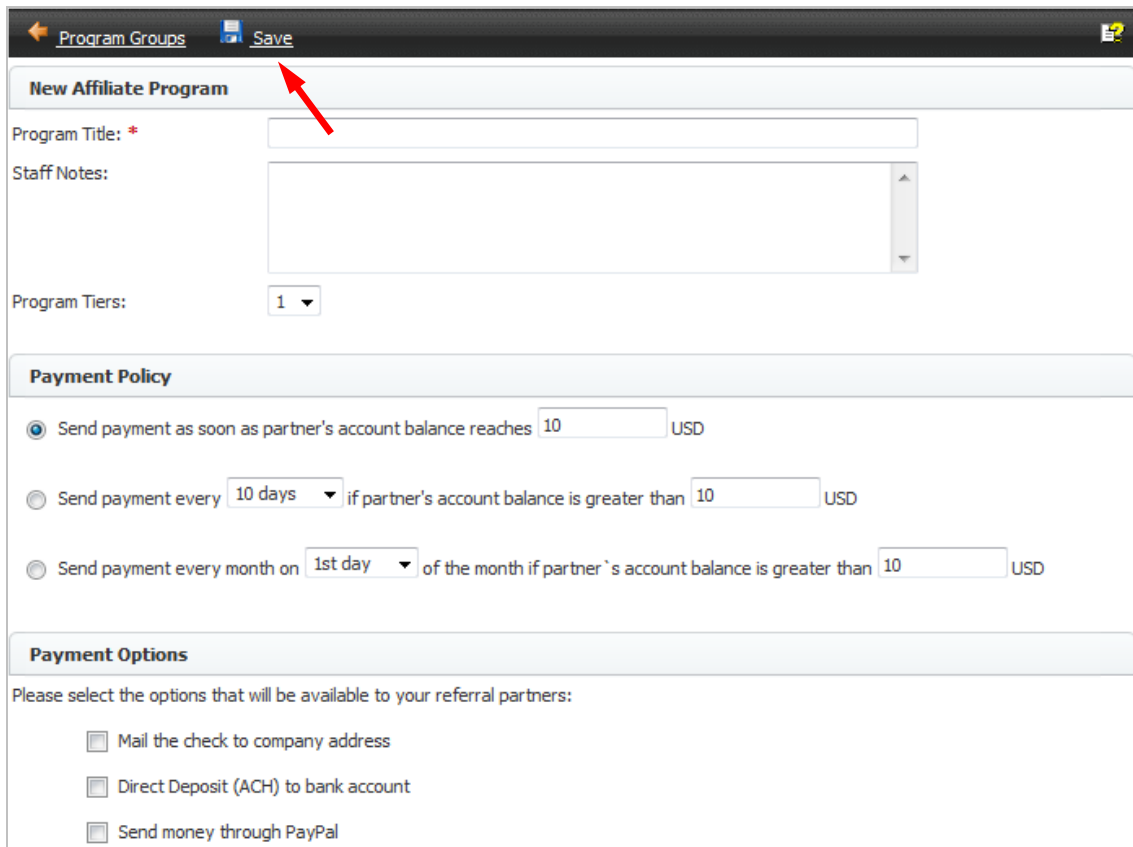
Referrals

[+ Add Affiliate Program](#)

Record: 1 To 2 Of 2

	Title ^	Notes	Tiers #
	Affiliate Program #1	This program is promoting Product A.	5
	Affiliate Program #2	This program is promoting Website B.	5

Page: 1

Step 3: Fill out the form and click Save

Program Groups **Save**

New Affiliate Program

Program Title: *

Staff Notes:

Program Tiers:

Payment Policy

☒ Send payment as soon as partner's account balance reaches USD

☐ Send payment every if partner's account balance is greater than USD

☐ Send payment every month on of the month if partner's account balance is greater than USD

Payment Options

Please select the options that will be available to your referral partners:

☐ Mail the check to company address

☐ Direct Deposit (ACH) to bank account

☐ Send money through PayPal

Step 4: Add new Creatives for new Affiliate Program

Administrative Console

+ Create New

View: All Record: 1 To 10 Of 10

	Name	Width	Height	Type	Notes	
	Product A - Banner #001	304	160	Product	This is 304x160 banner that promotes Product A	
	Affiliate Program - Banner #035	304	170	Program	This banner promotes our Affiliate Program. Use it to recruit Affiliates	
	Product A - Flash #001	565	120	Product	This flash banner promotes Product A	
	Affiliate Program - Flash #035	565	120	Program	This flash banner promotes our Affiliate Program. Use it to recruit Affiliates	
	Product A - Popup #001	290	170	Product	This popup ad promotes Product A	
	Affiliate Program - Popup #035	380	190	Program	This popup ad promotes our Affiliate Program. Use it to recruit Affiliates	
	Product A - Link #001	0	0	Product	This hyperlink promotes Product A	
	Affiliate Program - Link #035	0	0	Program	This hyperlink promotes our Affiliate Program. Use it to recruit Affiliates	
	Product A - Email #001	0	0	Product	This email promotes Product A	
	Affiliate Program #1 - Email #035	0	0	Program	This email promotes our Affiliate Program. Use it to recruit Affiliates	

Page: 1

Left Sidebar:

- Dashboard
- System Preferences
- Affiliate Programs
- Commission Events
- Promotion Categories
- Banners & Ads**
 - Category 1
 - Category 2
 - All Categories
 - Image
 - Flash
 - Popup
 - Text
 - Email
- Signup Preferences
- Affiliates
- Referrals
- Payments

Step 5: Add new Commission Event for new Affiliate Program

Administrative Console

+ Add New Event Type

View: Affiliate Program #1 Record: 1 To 5 Of 5

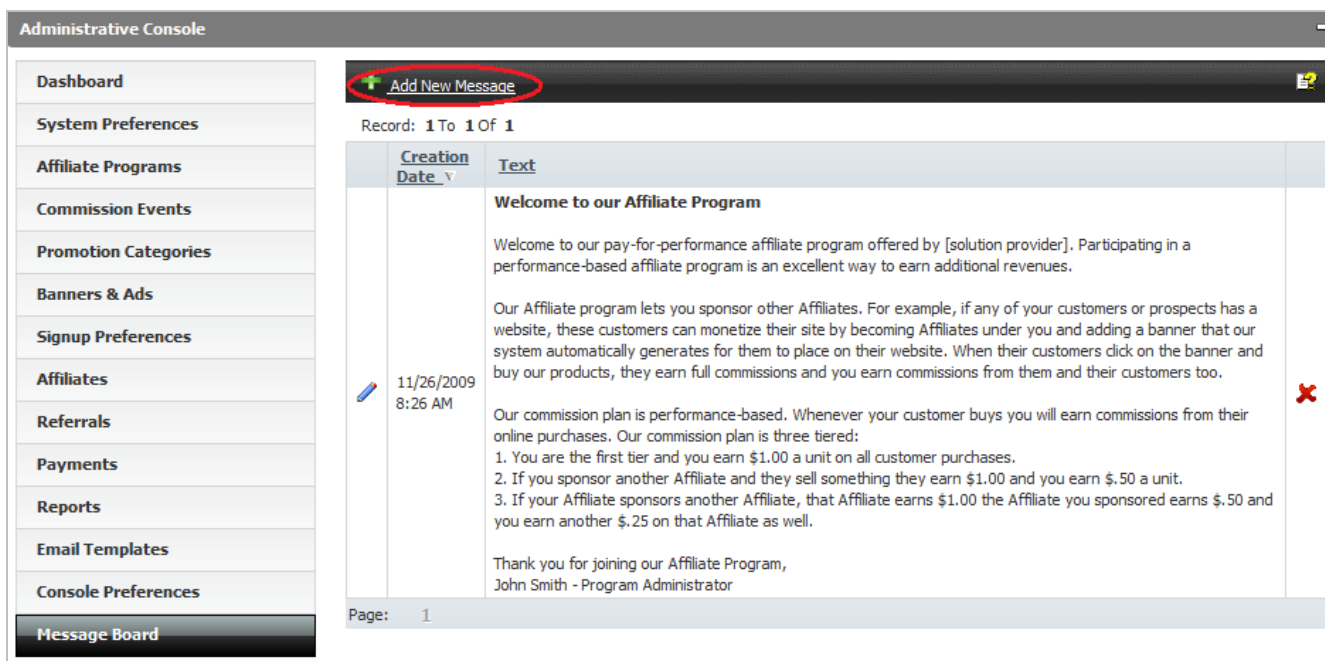
	Event Code	Event Name	Commission	Affiliate Program	Event Description	
	7	Product Purchase	Fixed Commission (Flat Rate)	Affiliate Program #1	This event is raised for every purchase in the system	
	1	New Visitor	Fixed Commission (Flat Rate)	Affiliate Program #1	This event is generated when newly referred person visits our site	
	2	New Registration	Fixed Commission (Flat Rate)	Affiliate Program #1	This event occurs when visitor registers (creates account) on our website	
	3	Custom Commission	Fixed Commission (Flat Rate)	Affiliate Program #1	This event occurs when Administrator assigns custom commission for specific performance	
	9	CATALook.netStore Order Paid	Percentage Commission (% of Purchase)	Affiliate Program #1	This event occurs when customer's order is paid.	

Page: 1

Left Sidebar:

- Dashboard
- System Preferences
- Affiliate Programs
- Commission Events**
- Promotion Categories
- Banners & Ads
- Signup Preferences
- Affiliates
- Referrals
- Payments
- Reports
- Email Templates
- Console Preferences
- Message Board

Step 6: Add a new message to inform your subscribed affiliate about new Affiliate Program



The screenshot shows the 'Administrative Console' interface. On the left is a sidebar menu with the following items: Dashboard, System Preferences, Affiliate Programs, Commission Events, Promotion Categories, Banners & Ads, Signup Preferences, Affiliates, Referrals, Payments, Reports, Email Templates, Console Preferences, and Message Board. The 'Message Board' item is highlighted. The main content area has a dark header bar with a green plus icon and the text 'Add New Message'. Below this, it says 'Record: 1 To 1 Of 1'. A table with two columns, 'Creation Date' and 'Text', contains one message entry. The 'Creation Date' is '11/26/2009 8:26 AM' and the 'Text' is a welcome message for the affiliate program. A red 'X' icon is visible on the right side of the message entry.

Creation Date	Text
11/26/2009 8:26 AM	<p>Welcome to our Affiliate Program</p> <p>Welcome to our pay-for-performance affiliate program offered by [solution provider]. Participating in a performance-based affiliate program is an excellent way to earn additional revenues.</p> <p>Our Affiliate program lets you sponsor other Affiliates. For example, if any of your customers or prospects has a website, these customers can monetize their site by becoming Affiliates under you and adding a banner that our system automatically generates for them to place on their website. When their customers click on the banner and buy our products, they earn full commissions and you earn commissions from them and their customers too.</p> <p>Our commission plan is performance-based. Whenever your customer buys you will earn commissions from their online purchases. Our commission plan is three tiered:</p> <ol style="list-style-type: none">1. You are the first tier and you earn \$1.00 a unit on all customer purchases.2. If you sponsor another Affiliate and they sell something they earn \$1.00 and you earn \$.50 a unit.3. If your Affiliate sponsors another Affiliate, that Affiliate earns \$1.00 the Affiliate you sponsored earns \$.50 and you earn another \$.25 on that Affiliate as well. <p>Thank you for joining our Affiliate Program, John Smith - Program Administrator</p>

Step 7: Publish an announcement or banner on your website or any other website about new Affiliate Program































Add New Creatives

Step 1: Go to 'Creatives' tab and select type of creatives you want to add

Administrative Console

[+ Create New](#)

View: All Record: 1 To 10 Of 10

	Name	Width	Height	Type	Notes	
 	Product A - Banner #001	304	160	Product	This is 304x160 banner that promotes Product A	
 	Affiliate Program - Banner #035	304	170	Program	This banner promotes our Affiliate Program. Use it to recruit Affiliates	
 	Product A - Flash #001	565	120	Product	This flash banner promotes Product A	
 	Affiliate Program - Flash #035	565	120	Program	This flash banner promotes our Affiliate Program. Use it to recruit Affiliates	
 	Product A - Popup #001	290	170	Product	This popup ad promotes Product A	
 	Affiliate Program - Popup #035	380	190	Program	This popup ad promotes our Affiliate Program. Use it to recruit Affiliates	
 	Product A - Link #001	0	0	Product	This hyperlink promotes Product A	
 	Affiliate Program - Link #035	0	0	Program	This hyperlink promotes our Affiliate Program. Use it to recruit Affiliates	
 	Product A - Email #001	0	0	Product	This email promotes Product A	
 	Affiliate Program #1 - Email #035	0	0	Program	This email promotes our Affiliate Program. Use it to recruit Affiliates	

Page: 1

Left sidebar menu:































- Dashboard
- System Preferences
- Affiliate Programs
- Commission Events
- Promotion Categories
- Banners & Ads**
 - Category 1
 - Category 2
 - All Categories
 - Image
 - Flash**
 - Popup
 - Text
 - Email
- Signup Preferences
- Affiliates
- Referrals
- Payments

Step 2: Click 'Create New'

Administrative Console

Create New

View: **All** Record: 1 To 10 Of 10

	Name	Width	Height	Type	Notes	
 	Product A - Banner #001	304	160	Product	This is 304x160 banner that promotes Product A	
 	Affiliate Program - Banner #035	304	170	Program	This banner promotes our Affiliate Program. Use it to recruit Affiliates	
 	Product A - Flash #001	565	120	Product	This flash banner promotes Product A	
 	Affiliate Program - Flash #035	565	120	Program	This flash banner promotes our Affiliate Program. Use it to recruit Affiliates	
 	Product A - Popup #001	290	170	Product	This popup ad promotes Product A	
 	Affiliate Program - Popup #035	380	190	Program	This popup ad promotes our Affiliate Program. Use it to recruit Affiliates	
 	Product A - Link #001	0	0	Product	This hyperlink promotes Product A	
 	Affiliate Program - Link #035	0	0	Program	This hyperlink promotes our Affiliate Program. Use it to recruit Affiliates	
 	Product A - Email #001	0	0	Product	This email promotes Product A	
 	Affiliate Program #1 - Email #035	0	0	Program	This email promotes our Affiliate Program. Use it to recruit Affiliates	

Page: 1

Dashboard

System Preferences

Affiliate Programs

Commission Events

Promotion Categories

Banners & Ads

Category 1

Category 2

All Categories

► **Image**

► **Flash**

► **Popup**

► **Text**

► **Email**

Signup Preferences

Affiliates

Referrals

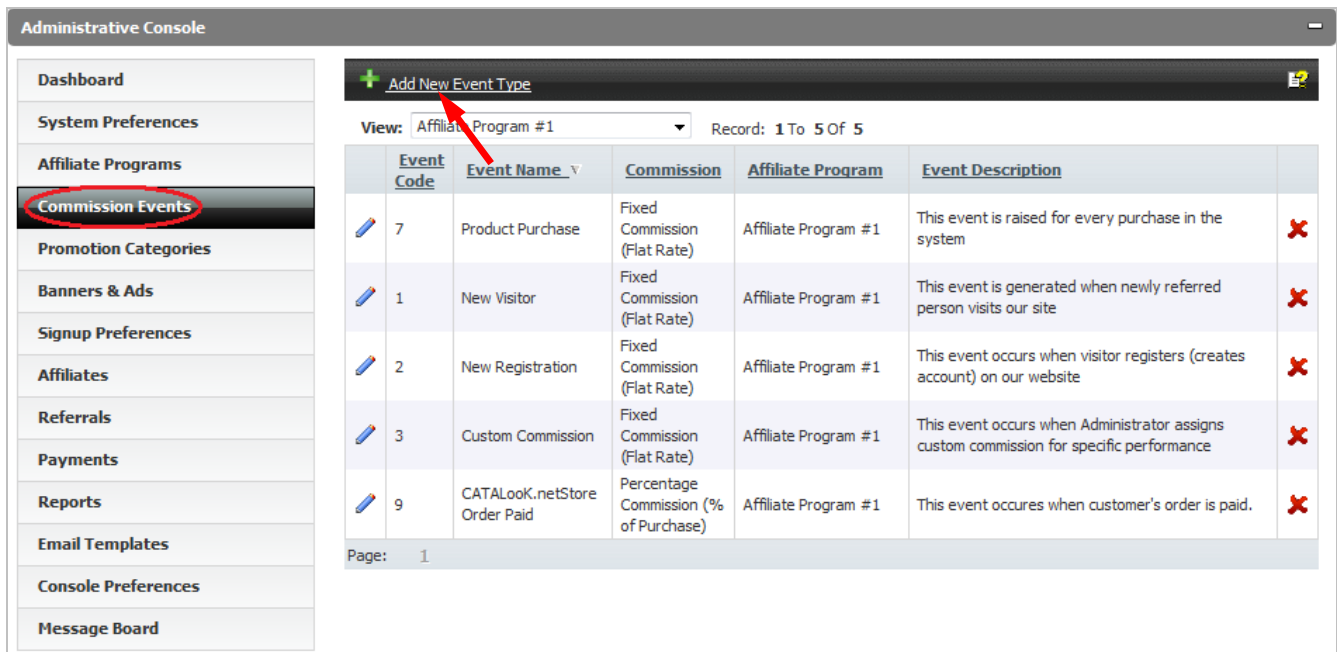
Step 3: Fill out the form, upload a creative and click Save

The screenshot shows the 'New' banner creation interface. At the top, there are navigation links: 'Banners List', 'Save' (highlighted with a red arrow), and 'Preview'. The form is divided into several sections:

- New**: The main form area with the following fields:
 - Promotion Type: A dropdown menu set to 'Product'.
 - Name: A text input field.
 - Injection Type: A dropdown menu set to 'Standard'.
 - Flash full URL: A text input field with an 'Upload/View' button next to it.
 - Target URL: A dropdown menu set to 'Home'.
 - Width: A text input field set to '0' with 'pixels' as a unit.
 - Height: A text input field set to '0' with 'pixels' as a unit.
 - Optional Promotional Notes to Affiliates: A large text area.
- Promotion Categories**: A section with two checkboxes, 'Category 1' and 'Category 2', both of which are checked. A red arrow points to the 'Category 1' checkbox.
- Program Groups**: A section with two checkboxes, 'Affiliate Program #1' and 'Affiliate Program #2', both of which are unchecked. A red arrow points to the 'Affiliate Program #1' checkbox.
- Preview**: A section at the bottom with a 'Refresh' button and a large empty box for the banner preview.

Add New Commission Event

Step 1: Go to 'Commission Events Creatives' tab and click Add New Event



Administrative Console

Dashboard

System Preferences

Affiliate Programs

Commission Events

Promotion Categories

Banners & Ads

Signup Preferences

Affiliates

Referrals

Payments

Reports

Email Templates

Console Preferences

Message Board

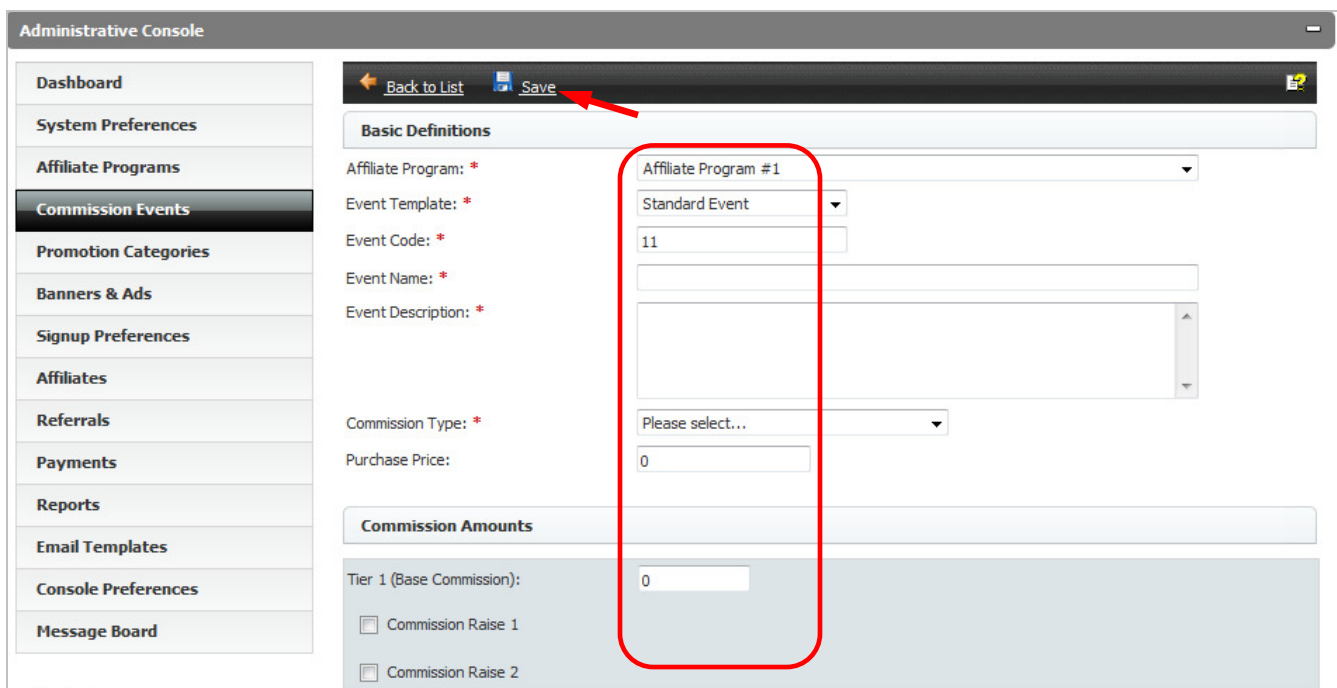
+ Add New Event Type

View: Affiliate Program #1 Record: 1 To 5 Of 5

Event Code	Event Name	Commission	Affiliate Program	Event Description
7	Product Purchase	Fixed Commission (Flat Rate)	Affiliate Program #1	This event is raised for every purchase in the system
1	New Visitor	Fixed Commission (Flat Rate)	Affiliate Program #1	This event is generated when newly referred person visits our site
2	New Registration	Fixed Commission (Flat Rate)	Affiliate Program #1	This event occurs when visitor registers (creates account) on our website
3	Custom Commission	Fixed Commission (Flat Rate)	Affiliate Program #1	This event occurs when Administrator assigns custom commission for specific performance
9	CATALook.netStore Order Paid	Percentage Commission (% of Purchase)	Affiliate Program #1	This event occurs when customer's order is paid.

Page: 1

Step 2: Set its parameters including 'Standard Event' in Event Template field and click Save



Administrative Console

Dashboard

System Preferences

Affiliate Programs

Commission Events

Promotion Categories

Banners & Ads

Signup Preferences

Affiliates

Referrals

Payments

Reports

Email Templates

Console Preferences

Message Board

Back to List **Save**

Basic Definitions

Affiliate Program: * Affiliate Program #1

Event Template: * Standard Event

Event Code: * 11

Event Name: *

Event Description: *

Commission Type: * Please select...

Purchase Price: 0

Commission Amounts

Tier 1 (Base Commission): 0

☐ Commission Raise 1


☐ Commission Raise 2

Step 3: Trigger the Event on your website using one of the options

Event Triggering Code


Sample Transaction ID

Image Code




```


```

 [Regenerate Code](#)

Javascript Code




```
var bsweb_f = function(){if(this.bsweb_f) return;var obj = this.bsweb_f = document.createElement
('iframe');obj.src = '/DesktopModules/BSWeb.MultiTierAffiliate/Dispatcher.aspx?
Action=AddEvent&EventCode=11&TransactID=&nocache=' + Math.random();obj.style.display
= 'none';document.getElementsByTagName('form')[0].appendChild(obj);};
```


 [Regenerate Code](#)

VB.NET Code

Show code for CURRENT Visitor / Logged-in DNN User



```
Try
BSWeb.MultiTier.Utils.AddEvent(BSWeb.MultiTier.EventAddingTypeEnum.DefaultEvent, "", 11)
Catch ex As Exception
End Try
```

 [Regenerate Code](#)

Pay Your Affiliate Partners

All information will be updated automatically once you made a PayPal payment. If you use another way to pay your affiliates to update payment information you should do the following:

Step 1: Go to 'Payment' tab

Administrative Console

Dashboard

System Preferences

Affiliate Programs

Commission Events

Promotion Categories

Banners & Ads

Signup Preferences

Affiliates

Referrals

Payments

Reports

Email Templates

Console Preferences

Message Board

Shortcuts

[Invite Affiliate](#)

+ Add New Payment Set Filter Remove Filter

View: All Payments Record: 1 To 10 Of 10

	Payment Number	Payment Due Date	Affiliate/Payee	Amount Due	Payment Status	Money Disbursed On	Payment Type	Check # / Transaction ID	Payment Period Start	Payment Period End
	000012	03/12/2010	PAS Tech	34.00 USD	Payment Due		By Check		11/27/2009	03/12/2010
	000009	02/01/2010	PAS Tech	41.00 USD	Payment Due	02/01/2010	By Check	cn347895b9845	11/27/2009	02/01/2010
	000010	02/01/2010	RealtyM	32.00 USD	Payment Due	02/01/2010	By Check	cm94837v5n84	11/27/2009	02/01/2010
	000011	02/01/2010	STP Systems	20.00 USD	Payment Due	02/01/2010	By Check	c93487v5n3498v57	11/27/2009	02/01/2010
	000001	11/27/2009	PAS Tech	9.00 USD	1	11/27/2009	By Check	n809985b7	11/27/2009	11/27/2009
	000004	11/27/2009	RealtyM	19.00 USD	1	11/27/2009	By Check	v45nb8945	11/27/2009	11/27/2009
	000005	11/27/2009	STP Systems	18.00 USD	1	11/27/2009	By Check	m923845n748930	11/27/2009	11/27/2009
	000006	11/27/2009	PAS Tech	17.00 USD	1	11/27/2009	By Check	45897vb54	11/27/2009	11/27/2009
	000007	11/27/2009	RealtyM	12.00 USD	1	11/27/2009	By Check	458n6g58	11/27/2009	11/27/2009
	000008	11/27/2009	STP Systems	20.00 USD	1	11/27/2009	By Check	vb8583475n	11/27/2009	11/27/2009

Page: 1

Step 2: Find the unpaid payments

Administrative Console

Dashboard

System Preferences

Affiliate Programs

Commission Events

Promotion Categories

Banners & Ads

Signup Preferences

Affiliates

Referrals

Payments

Reports

Email Templates

Console Preferences

Message Board

+ Add New Payment Set Filter Remove Filter

View: **Payments Due** Record: 1 To 4 Of 4

	Payment Number	Payment Due Date	Affiliate/Payee	Amount Due	Payment Status	Money Disbursed On	Payment Type	Check # / Transaction ID	Payment Period Start	Payment Period End
	000012	03/12/2010	PAS Tech	34.00 USD	Payment Due		By Check		11/27/2009	03/12/2010
	000009	02/01/2010	PAS Tech	41.00 USD	Payment Due	02/01/2010	By Check	cn347895b9845	11/27/2009	02/01/2010
	000010	02/01/2010	RealtyM	32.00 USD	Payment Due	02/01/2010	By Check	cm94837v5n84	11/27/2009	02/01/2010
	000011	02/01/2010	STP Systems	20.00 USD	Payment Due	02/01/2010	By Check	c93487v5n3498v57	11/27/2009	02/01/2010

Page: 1

Step 3: Select a payment.

Administrative Console

Dashboard

System Preferences

Affiliate Programs

Commission Events

Promotion Categories

Banners & Ads

Signup Preferences

Affiliates





Referrals

Payments

Reports

+ Add New Payment Set Filter Remove Filter

View: Payments Due Record: 1 To 4 Of 4

	Payment Number	Payment Due Date	Affiliate/Payee	Amount Due	Payment Status	Money Disbursed On	Payment Type	Check # / Transaction ID	Payment Period Start	Payment Period End
	000012	03/12/2010	PAS Tech	34.00 USD	Payment Due		By Check		11/27/2009	03/12/2010
	000009	02/01/2010	PAS Tech	41.00 USD	Payment Due	02/01/2010	By Check	cn347895b9845	11/27/2009	02/01/2010
	000010	02/01/2010	RealtyM	32.00 USD	Payment Due	02/01/2010	By Check	cm94837v5n84	11/27/2009	02/01/2010
	000011	02/01/2010	STP Systems	20.00 USD	Payment Due	02/01/2010	By Check	c93487v5n3498v57	11/27/2009	02/01/2010

Page: 1

Step 4: Fill out the form and click Update

Payments **Update**

Payment Details

Affiliate/Payee: * PAS Tech

Affiliate Program: * Affiliate Program #2

Payment Period: 11/27/2009 1:02:34 AM to 3/12/2010 9:46:34 AM

Amount Due: 34

Payment Type: By Check

Check # / Transaction ID: *

Money Disbursed On: *

Payment Number: 000012

Payment Status: Payment Due

Payment Due Date: 03/12/2010

Use Referrals

Step 1: Go to 'Referral' tab

Dashboard

System Preferences

Affiliate Programs

Commission Events

Promotion Categories

Creatives

Signup Preferences

Affiliates

Referrals

Payments

Reports

Upload New Referral

Set Filter

Remove Filter

View:

Show All

Record: 1 To 5 Of 5

	Uploaded	Referral Name	Contacted	Meeting Set	Business Completed	Reward	Partner	Program	
	04/19/2010	Axa Assist	No	No	No	0.00 USD	PAS Tech	Affiliate Program #2	
	04/07/2010	hh	No	No	Yes	10.00 USD	PAS Tech	Affiliate Program #2	
	02/01/2010	asl	Yes	Yes	Yes	17.00 USD	PAS Tech	Affiliate Program #2	
	02/01/2010	asl	Yes	Yes	Yes	20.00 USD	RealtyM	Affiliate Program #1	
	12/04/2009	asd	No	No	Yes	17.00 USD	PAS Tech	Affiliate Program #2	

Page: 1

Step 2: Filter not contacted referrals and select a particular referral

Dashboard

System Preferences

Affiliate Programs

Commission Events

Promotion Categories

Creatives

Signup Preferences

Affiliates

Referrals

Payments

Reports

Email Templates

Upload New Referral Set Filter Remove Filter

View: **Don't Show Contacted** Record: 1 To 3 Of 3

	Uploaded	Referral Name	Contacted	Meeting Set	Business Completed	Reward	Partner	Program	
	04/19/2010	Axa Assist	No	No	No	0.00 USD	PAS Tech	Affiliate Program #2	
	04/07/2010	hh	No	No	Yes	10.00 USD	PAS Tech	Affiliate Program #2	
	12/04/2009	asd	No	No	Yes	17.00 USD	PAS Tech	Affiliate Program #2	

Page: 1

Step 3: Contact selected referral, make an appointment using the contact information. Set activity status and click Update

Referrals Update Delete

Affiliate Partner: PAS Tech

Referral Details Partner Details

First Name: John

Last Name: Smith

Company: Axa Assist

Title: Dr.

Address: 11122 Rain Blvd Chicago IL 78776

Phone #: 8477777777

Email: test@test.ts

Description of service:

Credit Affiliate: PAS Tech

Activity Log

Lead Contacted: No

Meeting/Appointment: No

Business Completed: Affiliate Program: Affiliate Program #2

Assign Event: Please select...

Step 4: Once business is completed select Affiliate Program and Commission Event. If none of commission events correspond provided service you need to select 'Custom commission' event, set Commission amount and Purchase Price

Activity Log

Lead Contacted: Yes ▼

Meeting/Appointment: Yes ▼

Business Completed:

Affiliate Program:
Affiliate Program #2 ▼

Assign Event:
Custom Commission ▼

Commission:
500

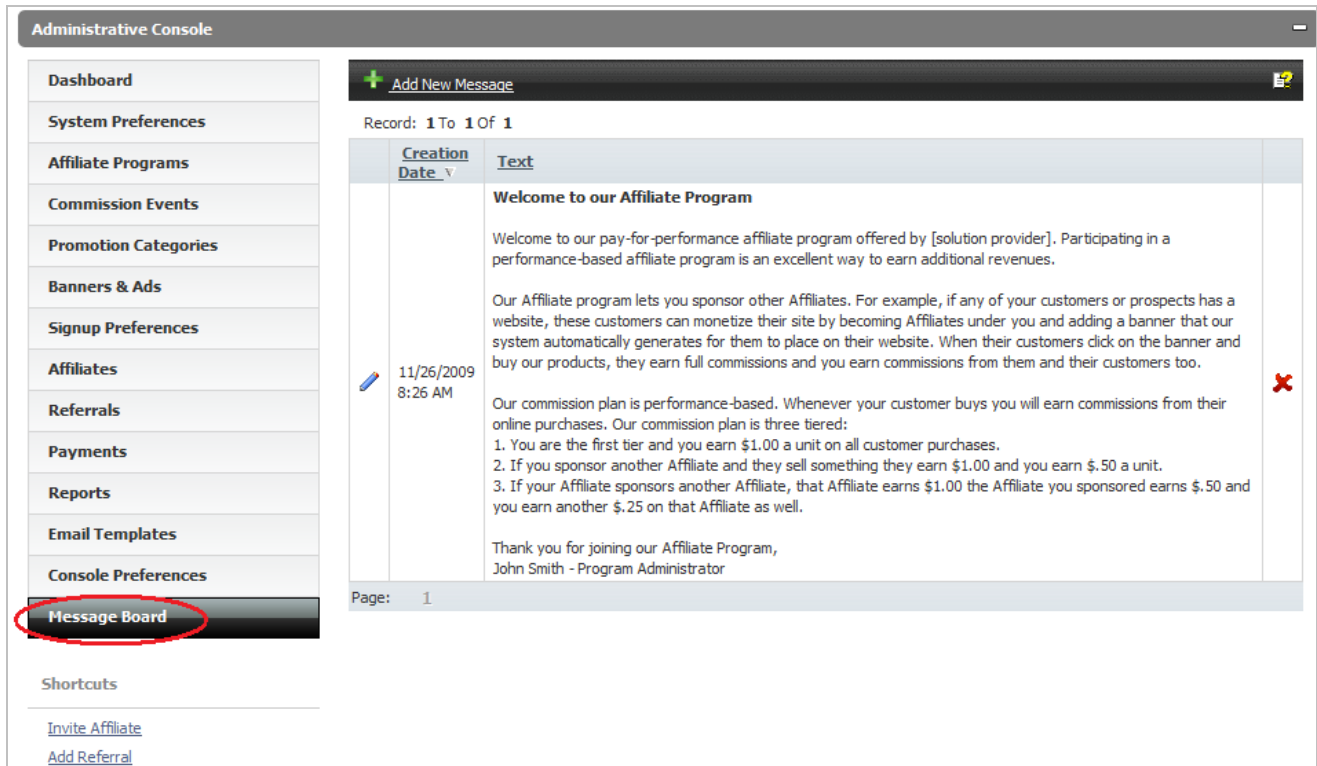
Purchase Price
5000

Comments: Participated in the International Berlin Forum

Send a Message to Affiliates

Affiliates receive instant automated notification if affiliates have earned the commission or they have been sent the commission money. But you can also send a message to your affiliates manually. For example, you may want to announce new products or changes in commission calculation.

Step 1: Go to 'Message Board' tab



The screenshot shows the 'Administrative Console' interface. On the left is a sidebar menu with various options. The 'Message Board' option is highlighted with a red circle. The main content area shows a table with one message. The message content is a welcome letter for an affiliate program, detailing the commission structure and thanking the user for joining.

Administrative Console

Message Board

[Add New Message](#)

Record: 1 To 1 Of 1

Creation Date	Text
11/26/2009 8:26 AM	<p>Welcome to our Affiliate Program</p> <p>Welcome to our pay-for-performance affiliate program offered by [solution provider]. Participating in a performance-based affiliate program is an excellent way to earn additional revenues.</p> <p>Our Affiliate program lets you sponsor other Affiliates. For example, if any of your customers or prospects has a website, these customers can monetize their site by becoming Affiliates under you and adding a banner that our system automatically generates for them to place on their website. When their customers click on the banner and buy our products, they earn full commissions and you earn commissions from them and their customers too.</p> <p>Our commission plan is performance-based. Whenever your customer buys you will earn commissions from their online purchases. Our commission plan is three tiered:</p> <ol style="list-style-type: none"> 1. You are the first tier and you earn \$1.00 a unit on all customer purchases. 2. If you sponsor another Affiliate and they sell something they earn \$1.00 and you earn \$.50 a unit. 3. If your Affiliate sponsors another Affiliate, that Affiliate earns \$1.00 the Affiliate you sponsored earns \$.50 and you earn another \$.25 on that Affiliate as well. <p>Thank you for joining our Affiliate Program, John Smith - Program Administrator</p>

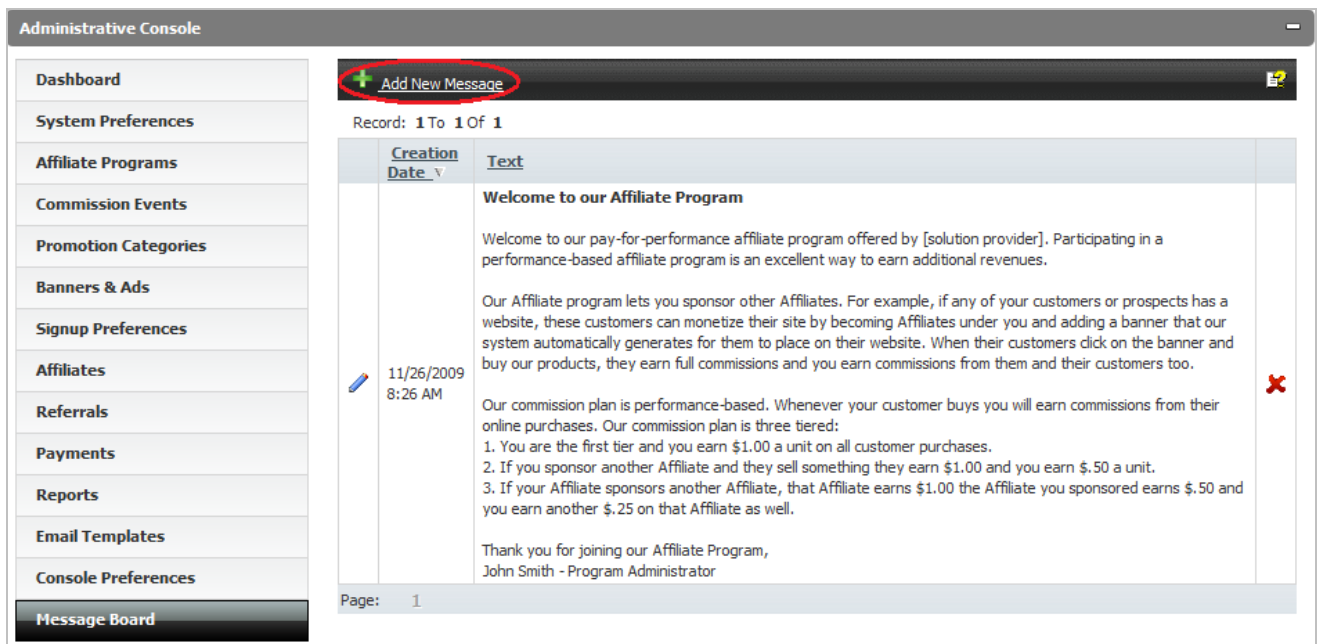
Page: 1

Shortcuts

[Invite Affiliate](#)

[Add Referral](#)

Step 2: Click 'New Message'



The screenshot shows the same 'Administrative Console' interface. In this view, the 'Add New Message' button in the top bar is highlighted with a red circle. The message board content remains the same as in the previous screenshot.

Administrative Console

Add New Message

Record: 1 To 1 Of 1

Creation Date	Text
11/26/2009 8:26 AM	<p>Welcome to our Affiliate Program</p> <p>Welcome to our pay-for-performance affiliate program offered by [solution provider]. Participating in a performance-based affiliate program is an excellent way to earn additional revenues.</p> <p>Our Affiliate program lets you sponsor other Affiliates. For example, if any of your customers or prospects has a website, these customers can monetize their site by becoming Affiliates under you and adding a banner that our system automatically generates for them to place on their website. When their customers click on the banner and buy our products, they earn full commissions and you earn commissions from them and their customers too.</p> <p>Our commission plan is performance-based. Whenever your customer buys you will earn commissions from their online purchases. Our commission plan is three tiered:</p> <ol style="list-style-type: none"> 1. You are the first tier and you earn \$1.00 a unit on all customer purchases. 2. If you sponsor another Affiliate and they sell something they earn \$1.00 and you earn \$.50 a unit. 3. If your Affiliate sponsors another Affiliate, that Affiliate earns \$1.00 the Affiliate you sponsored earns \$.50 and you earn another \$.25 on that Affiliate as well. <p>Thank you for joining our Affiliate Program, John Smith - Program Administrator</p>

Page: 1

Step 3: Write a message, select the recipients and click Save

The screenshot displays the 'Administrative Console' interface. On the left is a sidebar menu with the following items: Dashboard, System Preferences, Affiliate Programs, Commission Events, Promotion Categories, Banners & Ads, Signup Preferences, Affiliates, Referrals, Payments, Reports, Email Templates, Console Preferences, and Message Board (highlighted). The main content area is titled 'Commission Events' and contains a 'Save' button circled in red. Below this is a 'New Message' section with a 'Message Text: *' label and a text area containing 'Dear affi'. A red arrow points from the 'Message Text' label to the text area. Below the text area is a 'Program Groups' section with two checkboxes: 'Affiliate Program #1' and 'Affiliate Program #2'. A red arrow points from the 'Program Groups' label to the first checkbox.

Language localization

Language localization is a process of translating software to different language.

To localize you need to translate recourse *.resx* files using translation-oriented text editor. We recommend using free [Resx Editor](#) which is distributed under GNU General Public License (GPL)

Localization instruction

Step 1

Go to portal root folder \DesktopModules\BSWeb.MultiTierAffiliate and find localization files corresponding to selected tab or page (see the tables below).

Step 2

Duplicate each localization file in it's respective folder and rename it adding target language key.

For example:

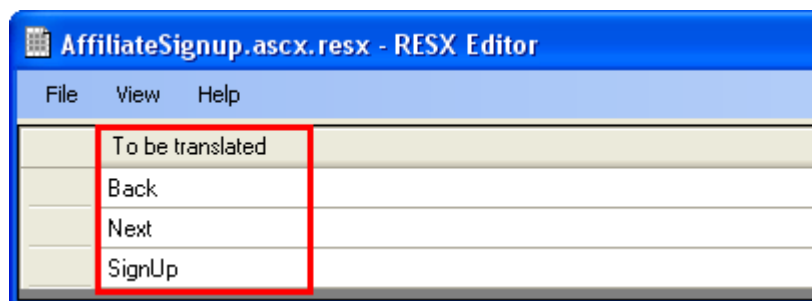
If you want to translate **Dashboard** tab to Russian then duplicate *AdminDashboard.ascx.resx* file and rename it to *AdminDashboard.ascx.ru-RU.resx*.

You can find list of language symbols in the Language Keys table below.

Step 4

Translate the localization file using any translation-oriented recourse editor like *ResxEditor*.

Start *ResxEditor*, open a localization file then translate text in the **To be translated** column and click 'Save file'.



Step 5

Go to the translated tab or page and make sure the localization went successfully.

Localization files for Admin Console

Most of localization files are located in *DesktopModules\BSWeb.MultiTierAffiliate* folder.

Tab/Page	Localization files
To all tabs	\Controls\AdminConsole\App_LocalResources\Main.ascx.resx \MetaData\App_LocalResources\Fields.ascx.resx \MetaData\App_LocalResources\Listboxes.ascx.resx \Controls\Common\App_LocalResources\Main.ascx.resx Portal folder\DesktopModules\BSWeb.Core\Controls\App_LocalResources\Main.ascx.resx Portal folder\DesktopModules\BSWeb.Core\Controls\App_LocalResources\FilterControl.ascx.resx
Dashboard	\Controls\AdminConsole\Dashboard\App_LocalResources\AdminDashboard.ascx.resx
System Preferences	\Controls\AdminConsole\App_LocalResources\GlobalSettings.ascx.resx
Affiliate Programs	\Controls\AdminConsole\App_LocalResources\EditAffiliateGroup.ascx.resx
Comission Events	\Controls\AdminConsole\App_LocalResources\EditEventType.ascx.resx
Promotion Categories	\Controls\AdminConsole\App_LocalResources\EditCategory.ascx.resx
Creatives	\Controls\AdminConsole\Banners\App_LocalResources\EditBannerControl.ascx.resx \Controls\AdminConsole\Banners\App_LocalResources\EditEmailBanner.ascx.resx \Controls\AdminConsole\Banners\App_LocalResources\EditFlashBanner.ascx.resx \Controls\AdminConsole\Banners\App_LocalResources\EditImageBanner.ascx.resx \Controls\AdminConsole\Banners\App_LocalResources\EditPopupBanner.ascx.resx \Controls\AdminConsole\Banners\App_LocalResources\EditTextBanner.ascx.resx \Controls\AdminConsole\Banners\App_LocalResources\Main.ascx.resx \Controls\Common\Banners\App_LocalResources\ViewBannerFrontControl.ascx.resx \Controls\Common\Banners\App_LocalResources\Main.ascx.resx \Controls\Common\App_LocalResources\GalleryControl.ascx.resx
Signup Preferences	\Controls\AdminConsole\App_LocalResources\SignupPagePreferences.ascx.resx

Affiliates	\Controls\AdminConsole\App_LocalResources\ViewAffiliate.ascx.resx \Controls\AdminConsole\App_LocalResources>EditAffiliate.ascx.resx \Controls\Common\App_LocalResources\AffiliateGeneralDetails.ascx.resx
Referrals	\Controls\Common\App_LocalResources>EditReferral.ascx.resx \Controls\Common\App_LocalResources\ReferralActivityControl.ascx.resx \Controls\Common\App_LocalResources\ReferralsViewAdmin.ascx.resx \Controls\Common\App_LocalResources\PartnerDetailsControl.ascx.resx
Payments	\Controls\AdminConsole\App_LocalResources>EditPayment.ascx.resx \Controls\AdminConsole\App_LocalResources\PaymentsView.ascx.resx
Reports	\Controls\Common\Reports\Controls\App_LocalResources>Main.ascx.resx \Controls\Common\Reports\Controls\App_LocalResources\ReportWizardControl.ascx.resx
Email Templates	\Controls\AdminConsole\App_LocalResources>EmailTemplatesControl.ascx.resx
Console Preferences	\Controls\AdminConsole\App_LocalResources\ConsolePreferencesControl.ascx.resx
Message Board	\Controls\AdminConsole\MessageBoard\App_LocalResources>EditMessage.ascx.resx \Controls\AdminConsole\MessageBoard\App_LocalResources>Main.ascx.resx
Navigation pane and ShortCuts	\App_LocalResources\AdminConsole.ascx.resx \Controls\Common\App_LocalResources\MarketingToolsMenu.ascx.resx
Publication pane	\Controls\Module\App_LocalResources\AffiliateLinkControl.ascx.resx

Localization files for Affiliate Console

All localization files are located in *DesktopModules\BSWeb.MultiTierAffiliate* folder.

Tab	Localization files
Dashboard	\Controls\AffiliateConsole\Dashboard\App_LocalResources\AffiliateMessageBoard.ascx.resx \Controls\AffiliateConsole\Dashboard\App_LocalResources\GeneralStatistics.ascx.resx
My Profile	\Controls\Common\App_LocalResources\AffiliateGeneralDetails.ascx.resx \Controls\AffiliateConsole\App_LocalResources>Main.ascx.resx \Controls\Common\App_LocalResources\PaymentPreferences.ascx.resx
Events	\Controls\AffiliateConsole\App_LocalResources\ViewEventType.ascx.resx

	\Controls\AffiliateConsole\App_LocalResources\Main.ascx.resx
Creatives	\Controls\Common\Banners\App_LocalResources\ViewBannerFrontControl.ascx.resx
	\Controls\Common\Banners\App_LocalResources\Main.ascx.resx
Reports	\Controls\Common\Reports\Controls\App_LocalResources\Main.ascx.resx
	\Controls\Common\Reports\Controls\App_LocalResources\ReportWizardControl.ascx.resx
Referrals	\Controls\Common\App_LocalResources\ReferralsView.ascx.resx
	\Controls\Common\App_LocalResources\Main.ascx.resx
	\MetaData\App_LocalResources\Fields.ascx.resx
Notifications	\Controls\AffiliateConsole\App_LocalResources\Main.ascx.resx
Navigation Pane	\App_LocalResources\AffiliateConsole.ascx.resx

Localization files for Affiliate SignUp Form

All localization files are located in *DesktopModules\BSWeb.MultiTierAffiliate* folder.

Tab	Localization files
Affiliate SignUp	\Controls\Common\App_LocalResources\AffiliateGeneralDetails.ascx.resx
	\App_LocalResources\AffiliateSignup.ascx.resx
	\Controls\Common\App_LocalResources\PaymentPreferences.ascx.resx

Language Keys

Arabic - Jordan (ar-JO)	Danish (dk-DK)	German - Austrian
Arabic - Lebanon (ar-LB)	Dutch - Belgium (nl-BE)	German - Germany
Arabic Saudi-Arabia (ra-SA)	Dutch (nl-NL)	German - Swiss
Bahasa Indonesia (id-ID)	English - Australia (en-AU)	Greek (el-GR)
Bulgarian (bg-BG)	English - Canada (en-CA)	Hebrew (he-IL)
Catalan (ca-ES)	English - New Zealand (en-NZ)	Hungarian (hu-HU)
Chinese - China (zh-CN)	English - United Kingdom (en-GB)	Italian (it-IT)
Chinese - Taiwan (zh-TW)	Farsi (fa-IR)	Japanese (ja-JP)
Croatian (hr-HR)	French - Canada	Korean (ko-KR)
Czech (cs-CZ)	French - France	Lithuanian (lt-LT)

Malayalam-India (ml-IN)

Norwegian (nb-NO)

Polish (pl-PL)

Portuguese - Brazil (pt-BR)

Portuguese - Portugal (pt-PT)

Russian (ru-RU)

Serbian (sr-SP-Latn)

Slovak - Slovakia (sk-SK)

Slovenian (sl-SI)

Spanish - Argentina (es-AR)

Spanish - Bolivia (es-BO)

Spanish - Chile (es-CL)

Spanish - Columbia (es-CO)

Spanish - Costa Rica (es-CR)

Spanish - Ecuador (es-EC)

Spanish - El Salvador (es-SV)

Spanish - Guatemala (es-GT)

Spanish - Honduras (es-HN)

Spanish - Mexico (es-MX)

Spanish - Nicaragua (es-NI)

Spanish - Panama (es-PA)

Spanish - Paraguay (es-PY)

Spanish - Peru (es-PE)

Spanish - Puerto Rico (es-PR)

Spanish - Republica
Dominicana (es-DO)

Spanish - Spain (es-ES)

Spanish - Uruguay (es-UY)

Spanish - Venezuela (es-VE)

Swedish - Sweden (sv-SE)

Thai (th-TH)

Turkish - Turkey (tr-TR)

Vietnamese (vi-VN)

Glossary

Affiliate Marketing

Internet-based marketing practice in which a business rewards one or more affiliates for each visitor or customer brought about by the affiliate's marketing efforts.

Affiliate Program

Affiliate Program is an Internet-based marketing practice in which a business rewards one or more affiliates for each visitor or customer brought about by the affiliate's marketing efforts.

Multi-tier programs

Multi-Tier affiliate programs are type of affiliate program that affiliates can earn commissions on not only for their sales, but also for the sales of affiliates they refer to the affiliate program.

Commission Events

Affiliate Manager Module uses Commission Events to track visitor activity and assign commissions to the respective Affiliates. The particular Event has to be raised when visitor makes the desired action (i.e. signs up for the newsletter, purchases a merchandise and etc.)