



# ***Multi-Tier Affiliate Manager for DNN*** (ver.1.26)

## **Affiliate's Manual**

Last Update: July 6, 2010

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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. Affiliates send traffic to the merchant site through affiliate links and the affiliate is rewarded each time a visitor converts to a sale or lead.

**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.

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.

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 affiliates through setting up and using of the Multi-Tier Affiliate Manager.

# What is Multi-tier Affiliate Manager?

DNN Multi-Tier Affiliate Manager is a web-based solution supporting online affiliate marketing.

DNN Multi-Tier Affiliate Manager allows recruiting, managing, and building a network of online affiliates that can help promote products and services throughout the Internet.

There are two types of users in Multi-Tier Affiliate Manager: *Affiliate Administrator* and *Affiliate Partners* or *Administrator* and *Affiliates*.

No installation is required for *Affiliates* because the DNN Multi-Tier Affiliate Manager is a web-based accessible through any browser. *Affiliates* can login to their accounts using their login and password.

DNN Multi-Tier Affiliate Manager consists of three modules:

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

Affiliates use **Affiliate Signup Form** and **Affiliate Console**.

Table - Multi-Tier Affiliate Manager Module Views

Module Name	User	Module Description
Affiliate Signup Form	Affiliates	Guides an Affiliate step-by-step through the automated signup process
Admin Console	Administrator	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	Affiliates	Allows affiliates to get access to advertising materials in order to place links on their websites and earn commissions. Affiliates also can invite new sub-affiliates and referrals. Affiliate Console provides real-time reporting about commission events, sub-affiliate performance and earned commission. Affiliate Console allows to modify affiliate profile including payments preferences and etc.

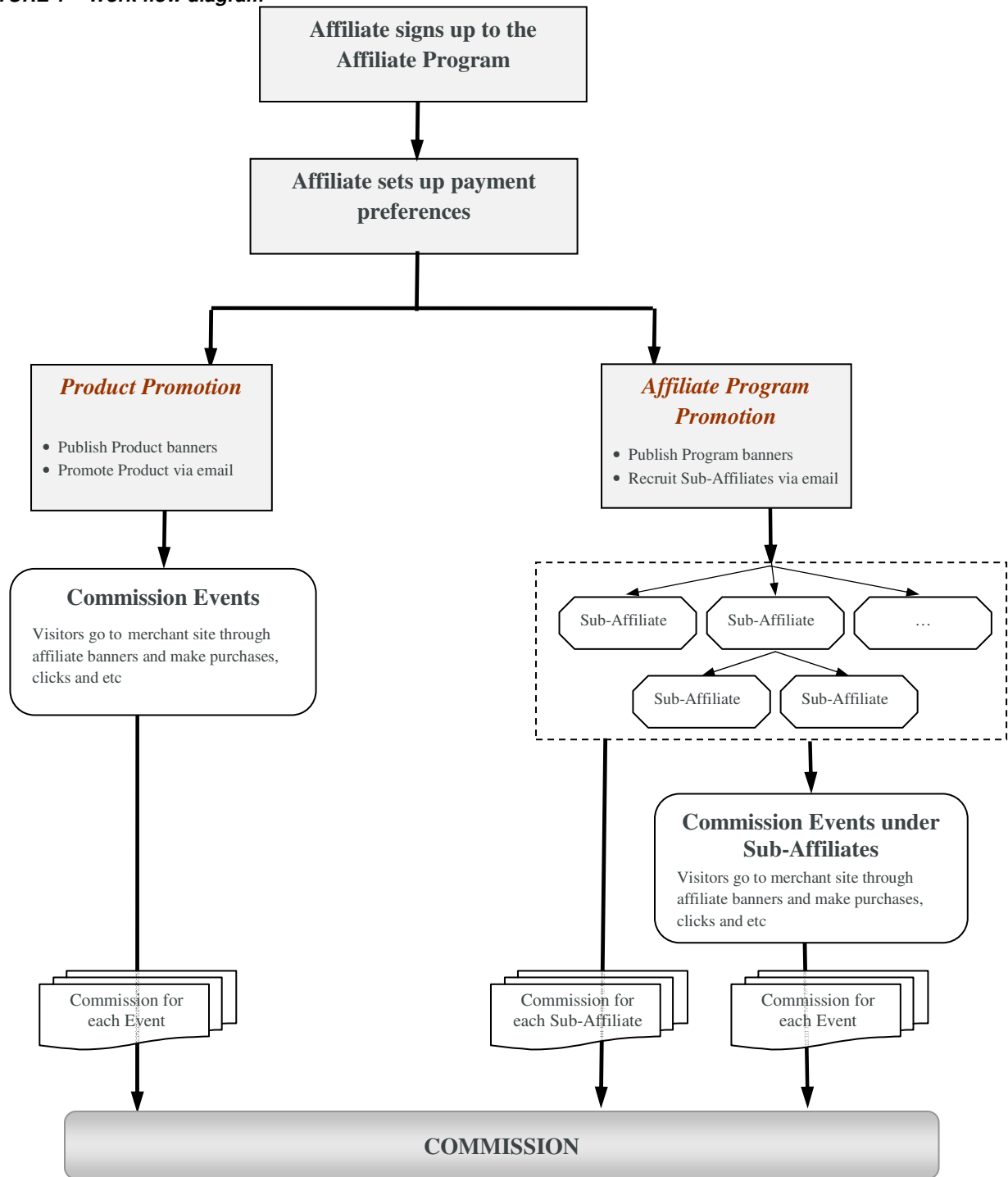
# Quick Start

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## Work Procedure

Workings with multi-tier Affiliate Program *Affiliates* go through standard steps:

PICTURE 1 – Work flow diagram



### Step 1. Register to the Affiliate Program

The module supports automated affiliate signup process. As soon as an *Affiliate* fill out Affiliate Signup Form with the name and mailing address this information will be automatically imported into system database and an affiliate receives a confirmation email with all program details and instructions. An

*Affiliate* also gets access to Affiliate Console with advertising materials (Ref.: [Affiliate Signup Form](#) chapter, p.11).

## Step 2. Set up payment preferences

Before you start working make sure that your affiliate profile and **Payment Preferences** are set. **Payment Preferences** will be used to send you earned commission. The name and mailing address provided in affiliate profile will be what appears on commission check (Ref.: [Payment Preferences](#) chapter, p.12).

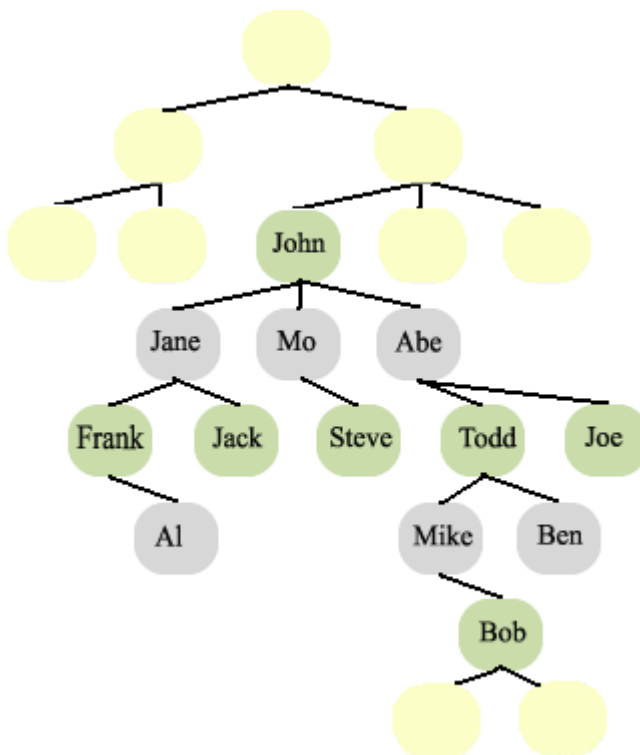
## Step 3. Promote Product and/or Affiliate Program

3.1.Promote Product. *Affiliates* should just select a particular banner, take the provided HTML code and publish it on their websites or blog. Code includes pre-embedded unique *Affiliate ID* that will provide tracking visitors coming from your website. The module supports different types of advertising materials you can choose from: links, banners, product images, flash banners and email templates. As soon as an *Affiliate* place a banner on the web site banner begins sending traffic to advertiser way and making money for affiliate (Ref.: [Creatives](#) chapter, p. 19). *Affiliates* may register potential customers and get commission for referred customers (Ref.: [Referrals](#) chapter, p. 21). Affiliate will receive instant automated email if some commission event has been made (new visitor, new registration and etc) and a commission have been earned (Ref.: [Notification](#) chapter, p.27). To measure your promoting efforts and advertising material effectiveness you can use built-in reports. *Affiliates* can not just see how many new visitors and sales they have made they can also see which of the powerful advertising tools are working better for them. (Ref.: [Reports](#) chapter, p.23).

3.2.Promote Affiliate Program. *Affiliates* may take advantage of **Multi-tier Affiliate Program** and build network of **Sub-Affiliates** therefore affiliates are not only rewarded for sales, but also for subscribing new affiliates and for each sale made under sub-affiliates.

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.



**PICTURE 2 – Work multi-tier diagram**

The module provides several ways to recruit new *Sub-Affiliates*:

- Publish banner or text link on your website or other websites (facebook, partner's websites and etc) that link to **Affiliate Signup Form** and include built-in invitation code (Ref.: [Promotion Types](#) chapter, p.19 )
- Send an email to potential affiliates including a link to **Affiliate Signup Form** with built-in invitation codes (Ref.: [Creative Types](#) chapter, p. 19)
- Give to potential affiliates a link to **Affiliate Signup Form** and give them an invitation code. You can find invitation codes on the **Dashboard**.

*Affiliates* receive instant automated email if a commission have been earned (Ref.: Notification'chapter, p.27). To measure your sub-affiliates performance you can use built-in reports (Ref.: [Reports](#) chapter, p.23)

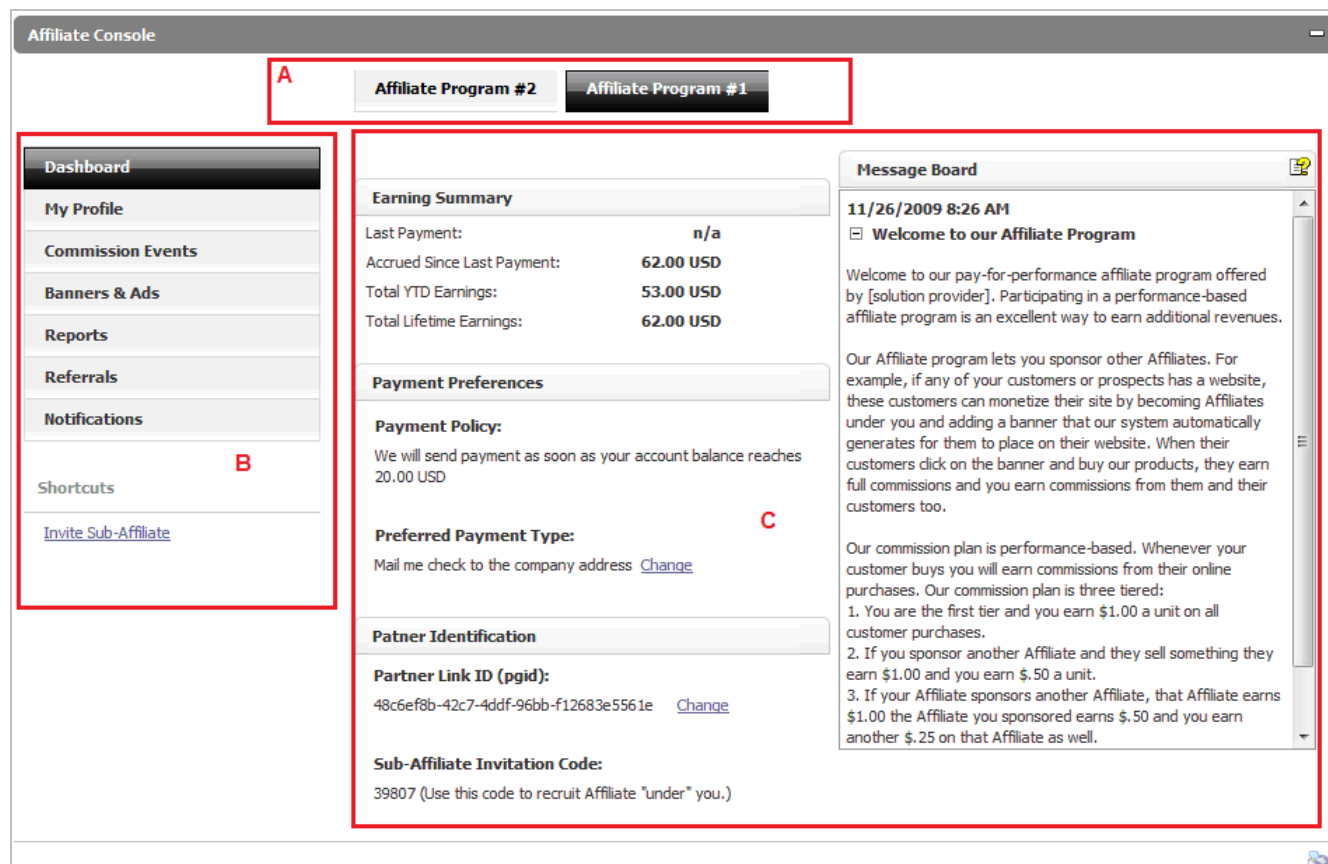
#### Step 4. Get earned commission

*Affiliates* receive commission payments via preferred method of payment (Ref.: Payment Preferences chapter, p. 12) and as often as it is defined in program **Payment Policy** (Ref.: Summary on a Dashboard chapter, p. 15). Most merchants set a minimum payout such as \$50 to avoid printing checks for a low amount. *Affiliates* who earned less than the payout amount will continue to accrue commissions until they meet the minimum payout.

## User interface

The **Affiliate Console** has a user-friendly web interface. Application layout is shown on the picture below.

**PICTURE 3 - Affiliate interface**



### A Program Section

Allows to display all information by Affiliate Program if affiliate is a participant of more than one program.

### B Navigation Pane

Provides access to all available options of the module. It contains the following tabs:

- **Dashboard** - contains general summarized information and message board
- **My Profile** – contains affiliate information and payment preferences
- **Commission Events** – displays particular visitor actions (i.e. signs up for the newsletter, purchases and etc.) that bring commission to affiliates
- **Creatives** – contains advertising materials
- **Reports** – allows you to monitor promoting efforts

- **Referrals** – allows you to maintain a list of potential customers
- **Notifications** – allows you to configure automated notification option
- **Shortcuts** - provides fast one-click access to some often used operations

## **C** View Pane

Contains information depending on selection on **Navigation Pane** and **Program Section**.

**NOTE:** You should select an Affiliate Program in the **Program Section** before any operation such as creating a banner, adding referral, inviting sub-affiliate, editing profile information and etc.

# Affiliate Signup Form

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

An Affiliate should fill out the form and at the end of a signup process he receives a confirmation email with all program details and instructions.

**NOTE:** Fields marked with symbol «\*» are required.

**PICTURE 4 - Affiliate Signup Form**

Contact Person	
First Name:	<input type="text" value="John"/>
Last Name:	<input type="text" value="Wires"/>
Title:	<input type="text" value="Dr."/>
E-mail: *	<input type="text" value="wires@test.ts"/>
Invitation Code: *	<input type="text" value="1122233355566"/>
Payee / Company Information	
Payee Name: *	<input type="text" value="MedLab"/>
Address: *	<input type="text" value="11333 Rain rd"/>
Address 2:	<input type="text"/>
City: *	<input type="text" value="Chicago"/>
State/Province: *	<input type="text" value="Illinois"/>
Zip/Postal Code: *	<input type="text" value="86114"/>
Country: *	<input type="text" value="United States of America"/>
Income Tax ID (EIN / SSN): *	<input type="text" value="34-44-3434"/>
VAT:	<input type="text"/>
Phone Number: *	<input type="text" value="816-267-0816"/>
Fax Number:	<input type="text" value="816-267-0816"/>

## Affiliate Parameters

Table - Affiliate parameters

Parameter	Description
<i>Contact Person</i>	
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
<i>Payee / Company Information</i>	
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
<i>Partner Identification</i>	
Partner Link ID (pgid)	Unique affiliate ID. It is used in the banner link to identify the banner owner.
Sub-Affiliate Invitation Code	Invitation Code is a unique Affiliate Program ID used to subscribe 2d- tier Affiliate to a program.

## Payment Preferences

Payment preferences determines the way you would like to receive earned commission payments This is crucial to set payment preferences since they will be used to send earned commission to *Affiliate*.

There may be several methods of payments:

- Mail check to company address
- Direct deposit (ACH) to bank account

- Send money through PayPal
- Send money through AlertPay

You should choose one preferred method of payments and set its parameters if necessary. You can change your payment method later at any time later.

The name and mailing address provided in affiliate profile will be what appears on commission check.

You can apply the same payment preferences for all available Affiliate Program by checking **Apply same settings for all available Affiliate Program** checkbox.

**Payment preferences** tab in addition to payment settings contains *Affiliate Program Payment Policy*. Affiliate Program Payment Policy includes terms on which the affiliate will be rewarded for the traffic sent to the merchant's web site

**PICTURE 5 - Payment Preferences**

The screenshot displays the 'Payment Preferences' interface for an affiliate program. On the left is a sidebar menu with options: Dashboard, My Profile, Commission Events, Banners & Ads, Reports, Referrals, Notifications, and Shortcuts. The main area has a top navigation bar with 'Main' and 'Payment Preferences' tabs. Below this, the 'Payment Preferences' section includes a 'Program Group' dropdown menu currently showing 'Affiliate Program #2'. A checkbox labeled 'Apply same settings for all available Affiliate Programs' is present. The primary question is 'How would you like to receive commission payment: \*', with three radio button options: 'Mail me check to the company address', 'Deposit money by ACH to the company bank account' (which is selected), and 'Send me money through PayPal'. For the ACH option, there are input fields for 'Bank Routing Number: \*', 'Account Number: \*', and a dropdown for 'Account Type: \*' set to 'Checking'. Below this is a section titled 'Affiliate Program Payment Policy' containing a scrollable text area with the following text: 'SAMPLE AFFILIATE PROGRAM AGREEMENT. This agreement is a binding, legal contract between you, the Affiliate and our business, the Company. The Affiliate Program is administered through our Company pursuant to the policies at our Company Web site, as well as this agreement. Commissions will be paid by Company as outlined on our Company Web site. Company reserves the right to change the price of Company's products and commission percentages for products without notice.'

## Summary on a Dashboard

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

Promotion activities are grouped by Affiliate Programs.

Announcements from Administrator are displayed on the right hand-side on the **Message Board**.

**PICTURE 6 - Dashboard tab**

**Table - Multi-Tier Affiliate Manager Statistics**

Parameters	Description
<i>Earning Summary</i>	
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
<i>Payment Preferences</i>	
Affiliate Program Payment Policy	Terms on which the affiliate will be rewarded for the traffic sent to the merchant's web site
Preferred Payment Type	The way you would like to receive earned commission payments, for example by check, PayPal and etc
<i>Partner Identification</i>	
Partner Link ID (pgid)	Unique affiliate ID. It is used in the banner link to identify the banner owner.
Sub-Affiliate Invitation Code	Invitation Code is a unique Affiliate Program ID used to subscribe 2d- tier Affiliate to a program.

## My Profile

To edit your profile information and payment preferences you need to go to **My Profile** tab, set parameters and click **Save**.

You can customize your settings for different Affiliates Program. For example, you may choose different contact person for different Affiliate programs. Select **Affiliate Program** on the top of window and set parameters.



**PICTURE 7 – My Profile tab**

**Affiliate Program #2** **Affiliate Program #1**

[Save](#)

**Main** **Payment Preferences**

**Contact Person**

First Name: affiliate

Last Name: affiliate

Title:

E-mail: \* demo@stpsystems.com

**Payee / Company Information**

Payee Name: \* PAS Tech

Address: \* address

Address 2:

City: \* Chicago

State/Province: \* Illinois

Zip/Postal Code: \* 60060

Country: \* United States of America

Income Tax ID (EIN / SSN): \* 123456

VAT:

Phone Number: \* 435-123-3456

Fax Number:

**Partner Identification**

Partner Link ID (pgid) 48c6ef8b-42c7-4ddf-96bb-f12683e5561e [Change](#)

Sub-Affiliate Invitation Code 39807

Some affiliates prefer to have meaningful affiliate **pgid** in order to have meaningful and short URL referring to affiliate pages. To change affiliate **pgid** click on **Change** link in the **Partner Identification** section.

**PICTURE 8 - Partner Link ID(pgid)**

**Partner Identification**

Partner Link ID (pgid) 8bf5e4e6-870b-4616-b107-578a0da81696 [Change](#)

**NOTE:** If you change an Affiliate ID 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.

# Commission Events

Multi-Tier Affiliate Manager Module uses **Commission Events** to track visitor activity and assign commissions to the respective Affiliates.

Commission events are some particular visitor actions (i.e. signs up for the newsletter, purchases and etc.) that bring commission to affiliates.

To **view a list of events** and affiliate commission for events go to **Commission Events** page as shown on the picture below. Events are classified by Affiliate Programs and you can choose an Affiliate Program on the top.

**PICTURE 9- Commission Events**

**Affiliate Console**

Affiliate Program #2 | Affiliate Program #1

Record: 1 To 5 Of 5

Event Code	Event Name	Event Description
8	standart event	standart event
4	New Visitor	This event is generated when newly referred person visits our site
5	New Registration	This event occurs when visitor registers (creates account) on our website
6	Custom Commission	This event occurs when Administrator assigns custom commission for specific performance
10	CATALook.netStore Order Paid	This event occurs when customer's order is paid.

Page: 1

Shortcuts

[Invite Sub-Affiliate](#)

To **view** detailed event information and specified commission amount you need to click .

**PICTURE 10 - Commission Event details**

**Affiliate Console**

Affiliate Program #2 | Affiliate Program #1

[Commission Events](#)

**New Visitor Event Type**

Event Code: 4  
 Event Name: New Visitor  
 Event Description: This event is generated when newly referred person visits our site  
 Event Price Type: Fixed Commission (Flat Rate)

**Commission Amounts**

Tier 1:	17.00 USD
Tier 2:	11.00 USD
Tier 3:	8.00 USD
Tier 4:	6.00 USD
Tier 5:	4.00 USD

Shortcuts

[Invite Sub-Affiliate](#)

# Creatives

**Creative** is a form of online advertising that is redirecting visitor to the merchant site.

As soon as an affiliates place a creative on their website a creative begins sending visitors to advertiser way and making money for affiliates. **Commission** will be earned once a visitor makes a **Commission Event** such as purchase, click, sign up for news letter and etc.

Multi-Tier Affiliate Manager allows affiliates easily to copy the provided HTML code and publish it on their websites or blogs. Code includes unique affiliate ID that will provide tracking visitors coming from your website.

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## Creative Types

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

- **Image** – product image
- **Flash** – flash video advertisement
- **Popup** – advertisement on the popup window
- **Text** – text link
- **Email** – email content in form of HTML-code; affiliates can use email templates to send the emails promoting Products or Affiliate Programs

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## Promotion Types

There are two basic promotion types:

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

Affiliates can earn commissions on not only for their sales, but also for subscribing new sub-affiliates for the Affiliate Program and for each sale made under sub-affiliates.

**PICTURE 11 - Product promotion banner and Program Promotion banner**

## View Creatives

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

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

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

**PICTURE 12 - Creative Page**

Affiliate Program #2
Affiliate Program #1

- Dashboard
- My Profile
- Commission Events
- Banners & Ads**
- Category 1
- Category 2
- All Categories
  - Image
  - Flash
  - Popup
  - Text
  - Email
- Reports
- Referrals
- Notifications
- Shortcuts
- [Invite Sub-Affiliate](#)


View: Program Promotion ▼
Record: 1 To 5 Of 5

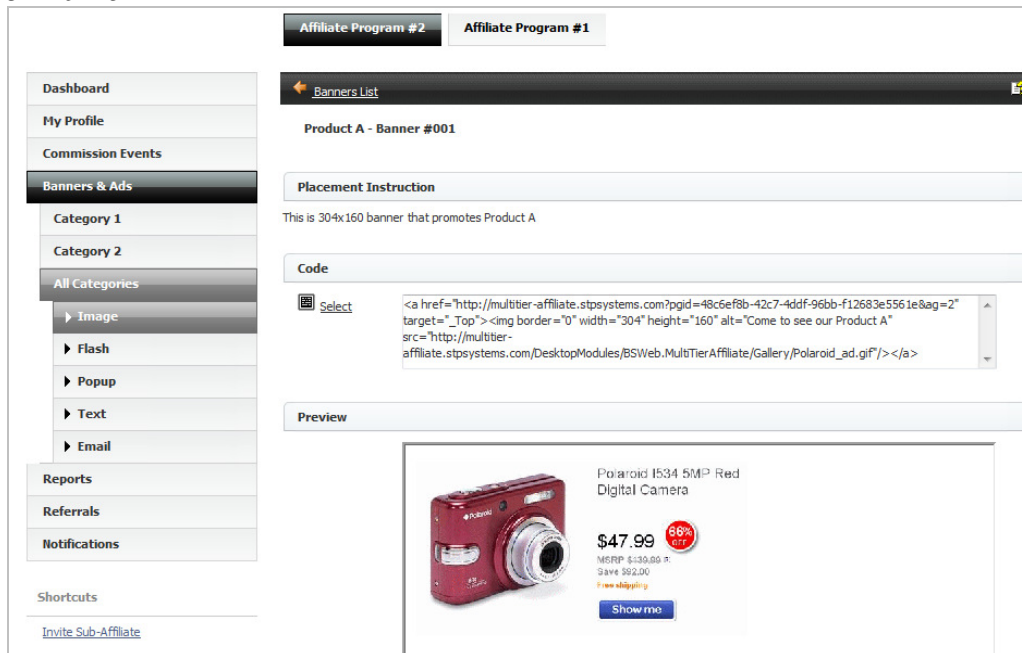
Name	Width	Height	Type	Notes
Affiliate Program - Banner #035	304	170	Program	This banner promotes our Affiliate Program. Use it to recruit Affiliates
Affiliate Program - Flash #035	565	120	Program	This flash banner promotes our Affiliate Program. Use it to recruit Affiliates
Affiliate Program - Popup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

Page: 1

## Place a banner on your website

To **place a banner** you need to do the following:

1. Select the **Creative** tab.
2. Click on  next to a banner
3. Copy a link from the **Code** field
4. Paste a link on your website

**PICTURE 13 - Banner**


The screenshot displays the 'Banners & Ads' section of the DNN Multi-Tier Affiliate Manager. On the left is a sidebar menu with options: Dashboard, My Profile, Commission Events, Banners & Ads (selected), Category 1, Category 2, All Categories, Image (selected), Flash, Popup, Text, Email, Reports, Referrals, Notifications, Shortcuts, and Invite Sub-Affiliate. The main content area is titled 'Banners List' and shows 'Product A - Banner #001'. It includes a 'Placement Instruction' box stating 'This is 304x160 banner that promotes Product A'. Below this is a 'Code' field with a 'Select' button and a text area containing the following HTML code:

```
<a href="http://multitier-affiliate.stpsystems.com?pgid=48c6ef8b-42c7-4ddf-96bb-f12683e5561e&ag=2" target="_Top">  </a>
```

At the bottom is a 'Preview' section showing a red Polaroid 1534 5MP Digital Camera with a price of \$47.99, a 68% off discount, and a 'Show me' button.

## Referrals

*Referrals* are potential customers referred by *Affiliates*. An *Affiliate* 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 potential customers and track business activities with them.

There are three referral activity statuses:

- Contacted
- Meeting Set
- Business Completed

*Affiliate* gets a commission as soon as a merchant contacted potential customer, had an appointment, completed business with referral and set 'Business Completed' status.

**PICTURE 14 - Referrals tab**

The screenshot shows the 'Affiliate Console' interface. On the left is a sidebar menu with options: Dashboard, My Profile, Commission Events, Banners & Ads, Reports, **Referrals** (highlighted), and Notifications. Below the menu is a 'Shortcuts' section with a link 'Invite Sub-Affiliate'. The main content area has two tabs: 'Affiliate Program #2' (selected) and 'Affiliate Program #1'. Below the tabs is a toolbar with '+ Upload New Referral', 'Set Filter', and 'Remove Filter'. A 'View: Show All' dropdown and 'Record: 1 To 3 Of 3' are also present. The main table displays referral data:

	Uploaded	Referral Name	Contacted	Meeting Set	Business Completed	Reward
	04/07/2010	hh	No	No	Yes	10.00 USD
	02/01/2010	asl	Yes	Yes	Yes	17.00 USD
	12/04/2009	asd	No	No	Yes	17.00 USD

Below the table, it says 'Page: 1'.

## Add a Referral

In most cases *Affiliates* find and upload new referrals into the system. Then advertiser approves a referral record and work with potential customers.

To **add** a new referral you need to the following:

1. Find a potential customer
2. Upload new referral into the system using **Upload New Referral**
3. New record has to be approved or rejected by Administrator
4. *Affiliate* may commission once '**Business Completed**' status set

Table - Referral Details

Parameter	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	Uses to indicate that purchase or other business is completed..
Comments	Optional fields that can be used to track additional information about each referral

## View Referrals

To **view** detailed information you need to click on  next to a referral.

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**

**NOTE:** Once a referral was approved by administrator the affiliate can't edit or delete the referral.

## Reports

Reports allow you monitor promoting efforts, advertising material effectiveness and sub-affiliate advertising performance.

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

## Groups of reports

There are four 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.
- **My partners**. Displays a summary of sub-affiliates performance during a specified period. Report can be built by selected action and period of time.
- **Partner commission**. Displays amount of earned commission by selected sub-affiliates. Report can be built by selected Sub-Affiliate, actions and period of time.

**PICTURE 15 - Reports tab**

**Affiliate Console**

**Affiliate Program #2** **Affiliate Program #1**

**Choose Report**

Report Group(s)	Description	
<b>Payments</b>	Affiliate Console - Payments	+ Add Report
<a href="#">Payments 03/30/2010-04/12/2010</a>		Settings
<b>Events</b>		+ Add Report
<b>My Partners</b>		+ Add Report
<b>Partner Commissions</b>		+ 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 16 - Creating of a new report**

Events: New Report

Cancel Save Run

Report Name: Display Ads Events

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 17 - List of reports**

Report Group(s)	Description	
Events	Admin Console - Events Details	 Add Report
<a href="#">Display Ads Events</a>		 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 18 - Toolbar on the report edit window**

Events: Display Ads Events

Cancel Save Save As Delete Run

Report Name: Display Ads Events

To **open a report** you need to click on the report name in the list. Report will be opened in the new window.

## 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 <b>Payment Due</b> or <b>Payment Sent</b>
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

## Notification

Notification option allows you receive instant automated email if some commission event has been made and you earned a commission: a sale has been made; new visitor has come and etc.

Affiliates anyway receive instant automated notification if affiliates have been sent the commission money.

To configure your notification option you need to go to **Notification** tab, check an appropriate checkbox and click **Save**.

**PICTURE 19 - Notification tab**

Event Type	Event Description	Event Price	Email Subscription
New Visitor	This event is generated when newly referred person visits our site	7.00 USD	<input type="checkbox"/> Email me immediately upon occurrence
New Registration	This event occurs when visitor registers (creates account) on our website	0.00 USD	<input type="checkbox"/> Email me immediately upon occurrence
Custom Commission	This event occurs when Administrator assigns custom commission for specific performance	0.00 USD	<input type="checkbox"/> Email me immediately upon occurrence
Product Purchase	This event is raised for every purchase in the system	20.00 USD	<input type="checkbox"/> Email me immediately upon occurrence
CATALook.netStore Order Paid	This event occurs when customer's order is paid.	0.00%	<input type="checkbox"/> Email me immediately upon occurrence

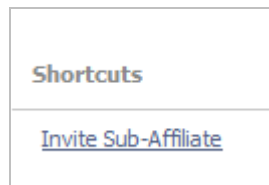
## Shortcuts

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

Shortcuts include **Invite Affiliate** link. This link allows you to get quick access to email banner tab. To invite new *Sub-Affiliates* you may send an email to potential affiliates including a link to **Affiliate Signup Form** with built-in invitation codes (Ref.: [Work Procedure](#) chapter, p. 6)

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

***PICTURE 20 - Shortcuts menu***



# HOW TO

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## Take Advantage of Multi-Tier Affiliate System

DNN Multi-Tier Affiliate Manager supports multi-tier affiliate tracking with up to 5 Tiers. With a multi-tier affiliate tracking system, not only are affiliates rewarded for sending direct sales to advertising website, they also get rewarded for encouraging other affiliates to join affiliate program. As an example, supposed:

1. John joins your affiliate marketing program and begins earning commissions as a tier 1 affiliate.
2. John tells his friend Jane who has a related web site about your affiliate program. He provides Jane with a link to join your affiliate program. This link is produced by Affiliate Wiz when John logs into his account. This link identifies his unique AffiliateID so he will get credit for referring Jane.
3. Jane follows John's link and joins your affiliate program. Jane now earns Tier 1 commissions on all sales made directly from her site. John earns tier 1 commissions on all sales from his site and also earns tier 2 commissions on all sales from Jane's web site.
4. Now suppose Frank comes along and joins your affiliate program after being referred by Jane. Jane will earn Tier 2 commissions on all of Franks sales, and John will earn Tier 3 commissions on Franks sales.

The multi-tier system is a great way to earn money for affiliates and to promote product or service for advertiser.

## Publish a Creative

**Step 1: Go to 'Creatives' tab, select 'Product Promotion' in the View dropdown list and select a particular banner**

**Affiliate Console**

Affiliate Program #2    Affiliate Program #1

Dashboard  
My Profile  
Commission Events  
**Banners & Ads**  
Category 1  
Category 2  
All Categories  
  ▶ Image  
  ▶ Flash  
  ▶ Popup  
  ▶ Text  
  ▶ Email

View: **Product Promotion**    Record: 1 To 5 Of 5

Name	Width	Height	Type	Notes
Product A - Banner #001	304	160	Product	This is 304x160 banner that promotes Product A
Product A - Flash #001	565	120	Product	This flash banner promotes Product A
Product A - Popup #001	290	170	Product	This popup ad promotes Product A
Product A - Link #001	0	0	Product	This hyperlink promotes Product A
Product A - Email #001	0	0	Product	This email promotes Product A

Page: 1

**Step 2: Copy the provided HTML code. Use 'Select' button to select entire code**

**Affiliate Console**

Affiliate Program #2    Affiliate Program #1


← Banners List

Product A - Banner #001

Placement Instruction

This is 304x160 banner that promotes Product A

Code

 `<a href="http://multitier-affiliate.stpsystems.com?pgid=48c6ef8b-42c7-4ddf-96bb-f12683e5561e&ag=2" target="_top"></a>`

Preview

Polaroid 1534 5MP Red Digital Camera

**\$47.99** **66% OFF**

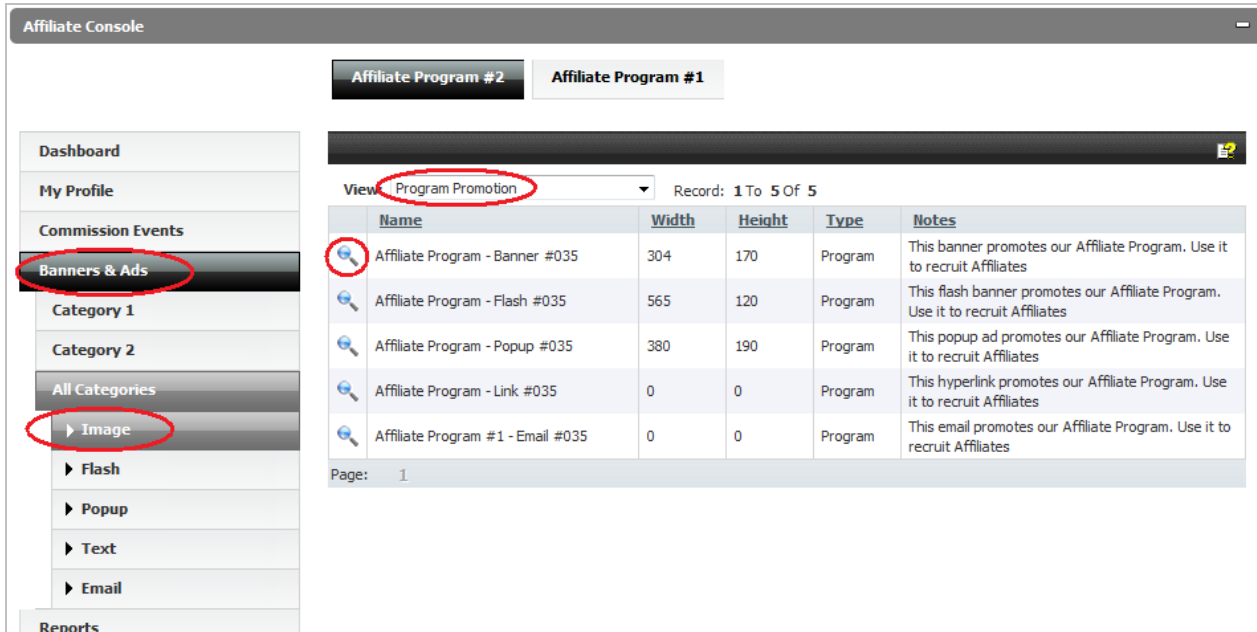
MSRP \$139.99  
Save \$92.00

[Show me](#)






**Step 3: Paste HTML code into your websites or blog**

## Recruit new sub-affiliate

**Step 1: Go to 'Creatives' tab, select 'Program Promotion' in the View dropdown list and select a particular banner**



The screenshot displays the 'Affiliate Console' interface. On the left sidebar, the 'Banners & Ads' section is expanded, and the 'Image' category is selected. The main content area shows a table of banners under the 'Program Promotion' view. The table has columns for Name, Width, Height, Type, and Notes. There are five banners listed, each with a magnifying glass icon in the first column. The 'Page' indicator shows 'Page: 1'.

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

**Step 2: Copy the provided HTML code. Use 'Select' button to select entire code**

The screenshot shows the 'Affiliate Console' interface. On the left is a sidebar with navigation links: Dashboard, My Profile, Commission Events, Banners & Ads (selected), Category 1, Category 2, All Categories, Image, Flash, Popup, Text, Email, Reports, Referrals, Notifications, and Shortcuts. The main content area is titled 'Affiliate Program - Banner #035'. It includes a 'Placement Instruction' section stating 'This banner promotes our Affiliate Program. Use it to recruit Affiliates'. Below this is a 'Code' section with a 'Select' button circled in red and a text area containing the following HTML code:

```
<a href="http://multitier-affiliate.stpsystems.com?InvitationCode=74003" target="_top"></a>
```

Below the code is a 'Preview' section showing a stack of money with the text 'Make Money with our Affiliate Program It's FREE to Join!'.

**Step 3: Paste HTML code into your websites or blog**

---

**Know how much money I earned****Step 1: Go to the 'Report' tab and click 'Add Report' next to 'Payments'**

The screenshot shows the 'Affiliate Console' interface with the 'Reports' tab selected in the sidebar. The main content area is titled 'Choose Report'. It contains a table with the following data:

Report Group(s)	Description	
Payments	Affiliate Console - Payments	<a href="#">Add Report</a>
<a href="#">Payments 03/30/2010-04/12/2010</a>		<a href="#">Settings</a>
Events		<a href="#">Add Report</a>
<a href="#">Events 12/01/2009-12/31/2009</a>		<a href="#">Settings</a>
My Partners		<a href="#">Add Report</a>
<a href="#">My partners 11/01/2009-12/31/2009</a>		<a href="#">Settings</a>
Partner Commissions		<a href="#">Add Report</a>
<a href="#">RealtyM 12/01/2009-12/01/2009</a>		<a href="#">Settings</a>

The 'Add Report' button next to 'Payments' is circled in red.



**Step 2: Set 'Acquiring' Payment Status and Payment Due Dates. Insert a report name and click 'Save'**

The screenshot shows a web form for setting payment status and due dates. At the top, there are three buttons: 'Cancel', 'Save', and 'Run'. The 'Save' button is circled in red. Below the buttons, the 'Report Name' field is populated with 'Accruing Commission 12/01/2009-12/31/2009'. The 'Payment Number' field is empty, with a red arrow pointing to it. The 'Transaction ID' field is empty. The 'Payment Status' dropdown menu is set to 'Accruing', with a red arrow pointing to it. The 'Payment Type' dropdown menu is set to 'All'. The 'Payment Amount From' and 'Payment Amount To' fields are empty. The 'Money Disbursed From' and 'Money Disbursed To' fields are empty, each with a small calendar icon. The 'Payment Due Date From' field is set to '01.12.2009', with a red arrow pointing to it. The 'Payment Due Date To' field is set to '31.12.2009', with a red arrow pointing to it.

Cancel Save Run

Report Name: Accruing Commission 12/01/2009-12/31/2009

Payment Number:

Transaction ID:

Payment Status: Accruing

Payment Type: All

Payment Amount From:

Payment Amount To:

Money Disbursed From:

Money Disbursed To:

Payment Due Date From: 01.12.2009

Payment Due Date To: 31.12.2009

### Step 3: Click a report name in order to open a report'

**Affiliate Console**

**Affiliate Program #2** **Affiliate Program #1**

**Choose Report**

Report Group(s)	Description	
<b>Payments</b>	Affiliate Console - Payments	+ Add Report
<a href="#">Payments 03/30/2010-04/12/2010</a>		Settings
<a href="#">Accruing Commission 12/01/2009-12/31/2009</a>		Settings
<b>Events</b>		+ Add Report
<a href="#">Events 12/01/2009-12/31/2009</a>		Settings
<b>My Partners</b>		+ Add Report
<a href="#">My partners 11/01/2009-12/31/2009</a>		Settings
<b>Partner Commissions</b>		+ Add Report
<a href="#">RealtyM 12/01/2009-12/01/2009</a>		Settings

### Step 4: Look through the report

## Add new Referral

### Step 1: Go to 'Referral' tab and click 'Upload New Referral'

**Affiliate Console**

**Affiliate Program #2** **Affiliate Program #1**

**Referrals**

+ Upload New Referral Set Filter Remove Filter

View: Show All Record: 1 To 3 Of 3

	Uploaded	Referral Name	Contacted	Meeting Set	Business Completed	Reward
	04/07/2010	hh	No	No	Yes	10.00 USD
	02/01/2010	asl	Yes	Yes	Yes	17.00 USD
	12/04/2009	asd	No	No	Yes	17.00 USD

Page: 1

## Step 2: Fill out the form and click 'Update'

Affiliate Console

Affiliate Program #2    Affiliate Program #1

Referrals **Update** Delete

Activity Log

Referral Details

First Name: John

Last Name: Smith

Company: Dr.

Title: Axa Assist

Address: 11122 Rain Blvd

Phone #:

Email:

Description of service:

## Step 3: Affiliate may get commission once 'Business Completed' status set

Affiliate Console

Affiliate Program #2    Affiliate Program #1

Upload New Referral Set Filter Remove Filter

View: Show All Record: 1 To 4 Of 4

	Uploaded	Referral Name	Contacted	Meeting Set	Business Completed	Reward
	04/19/2010	Axa Assist	No	No	No	0.00 USD
	04/07/2010	hh	No	No	Yes	10.00 USD
	02/01/2010	asl	Yes	Yes	Yes	17.00 USD
	12/04/2009	asd	No	No	Yes	17.00 USD

Page: 1

# 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.

## Advertiser

The person selling the goods or service; also known as the merchant. The advertiser or merchant pays affiliates for sending traffic to the merchant's web site after a product or service is purchased.

## Affiliate

A Web site owner that earns a commission or finders-fee for referring clicks, leads, or sales to a merchant.

## 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 their sales, but also the sales of affiliates they refer to the affiliate program.

## Commission

Income an affiliate earns for generating a sale, lead or click-through to a merchant's web site. Sometimes it is called a referral fee, a finder's fee or a bounty.

## 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.)