



Speed Configuration Guide

for configuring Affiliate Program Plugin

▶ Affiliate Program

○ About the Plugin

The Plugin equips your website with a fully-fledged affiliate program providing all the necessary tools both for the Administrator and affiliate partners.

○ Purpose of the Plugin

The Plugin allows you to offer referral links and banners to your affiliates thus attracting more users to your site and contributing to an increase in the number of listing packages and membership plans purchased. The Plugin also helps promote your website in the search engines and generates extra traffic resulting in extra earnings through partner links. In return, just like in any other affiliate program, you will pay a commission to your affiliates.

○ How it works

After installing the Affiliate Plugin, you may start by setting commission rates, which you are willing to pay for submitted listings, membership plans purchased and other referrals' actions eligible for a commission. You may also add a range of banners which partners may choose from and add to their websites. After initial configuration, the affiliate program is all set and open for users to register and become your affiliates, and once they do, they are expected to add their personal links or banner codes to their websites, blogs or articles. Visitors who land on your website by following the affiliate links are called referrals, and each of them is assigned a unique ID, which tracks him down to his affiliate. The referrals' actions on the website such as registration, adding a listing or purchase of a membership plan earn an affiliate a commission, which is paid to him within a period set by the Administrator.

○ Installing and configuring the Plugin

1. To install the Plugin go to Admin Panel > Plugins > click More plugins > Find the Affiliate Program > Click Install.

The Plugin will create all necessary pages and add extra settings to the Basic Settings Section in admin panel, which you'll have to manage after installation of the Plugin.

2. You can find basic settings of the Plugin in Admin Panel > Configurations > Affiliate. Here you may enable or disable the module, set a payment period, within which affiliate earnings are paid out to partners and define a number of table rows in partners' interface.



It is important that you outline Agreement for your affiliate program on a special page, which you may find in Admin Panel > Content > Pages > Affiliate Program Agreement.

3. You also need to decide on affiliate's commission, which he earns when a referral adds a listing or purchases a membership plan. For this, go to Admin panel > Monetization > Listing plans > click Edit icon > Affiliate Commission, where you may choose a fixed rate or set a percentage of a plan price.

Price	<input type="text" value="12"/>	\$
Affiliate Commission	<input type="text" value="3"/>	fixed commission (USD) ▾
Featured	Settings:	<input type="text" value="fixed commission (USD)"/> <input type="text" value="% of the price"/>

4. To create banners for partners to choose from, so they could select and place them on their sites go to Admin panel > Plugins > Affiliate Program > Banners > Add a Banner

Banner name – banner title which will be visible to the partner.

Banner size – image size, we recommend that you specify the exact size of your banner.

Image – the banner's visual image

This is the last step of setting up the Plugin. The Plugin offers the following features for the Administrator:

◦ List of Events

The page displays your affiliate partners' activities, such as referred and registered users and purchased listing packages and membership plans. The information is presented in a user-friendly table where you may view each event in detail. The manager offers a range of criteria, based on which you may further narrow down the event details to a particular affiliate or a referral, time period, event type, and status. On this page, you may select and pay a commission to your partner; you may also deny a commission payment and mark an event as denied.

Date ▲	Plan	Event Type	Commission	Status
Mar 15, 2016	N/A	Visit	N/A	Pending
Mar 15, 2016	N/A	Visit	N/A	Pending
Mar 15, 2016	N/A	Visit	N/A	Pending
Mar 15, 2016	N/A	Visit	N/A	Pending
Mar 15, 2016	N/A	Visit	N/A	Pending
Mar 15, 2016	N/A	Sign-up	\$ 0.00	Pending
Mar 15, 2016	N/A	Visit	N/A	Pending
Mar 15, 2016	N/A	Sign-up	\$ 0.00	Payable
Mar 15, 2016	<u>Gold plan</u>	<u>Listing</u>	\$ 3.00	Paid



As of now, the Plugin doesn't support automatic payouts and all affiliate earnings will need to be paid manually. The manual payment procedure is pretty straightforward: you'll be notified once status of affiliate earnings changes to payable. Depending on a payment gateway that an affiliate selected for payouts you'll have to transfer all payable earnings to him. After sending the money go to admin panel and check all paid earnings in the grid, scroll to the bottom and select 'mark as paid' from a dropdown and click OK button, which will bring up a pop-up window highlighting payment details for selected transactions. Status of such transactions will change to 'Paid' in the grid.

o Banners

You may use this page to add banners, which will be displayed in the list of available banners in the front end.

Banners

DETAILS

1 Title: Small Banner
Banner Size: 800x200 px
Image:



```
<a href="http://trials.flynax.com/david/?aff=6&b=2" title=
</a>
```

Copy and paste the code to any page of your site

o Payouts

The manager contains a history of payments made to the affiliate partners. The Administrator may use this tool to trace the payout history and obtain an insight into commission details relating to each of the payout. The manager is equipped with a filtering option, which simplifies the search for you by narrowing it down to specific criteria.

- Affiliates

Displays a list of affiliate partners registered in the program.

- Starting page of the Affiliate program in front end

The link to the program page is added to the footer menu of your classifieds site. You may also add it to the main menu. The page outlines the Agreement of the affiliate program and allows new users to register or sign in, if users already have accounts. Users may also sign up for the program through a default registration page by selecting an affiliate account type. Registered affiliate users may log in the program through a default login form.

Affiliate

Welcome to our affiliate program!

Registration in our affiliate program is free. It doesn't require any technical skills or clicks. Its content and concept is similar to affiliate programs offered by other companies. You need to post a link or a banner on your site, which will send more traffic our way; we will pay you for each transaction closed by a registered user referred from your site.

How it works?

Once you register, you get your affiliate account along with useful tools such as an analytics dashboard indicating traffic sent from your website, commission stats, HTML banner codes, and a list of successful transactions completed by your referrals.

** You may further post a table highlighting commission rates for each of the actions*

User registration – **US \$1**

Listing added under Bronze package – **US \$2**

- Starting page for a logged in affiliate partner

The page presents a comprehensive account overview, where an affiliate may view statistics relating to site visits, registered referrals, completed transactions, earned and pending commissions. Stats are available for the entire period or a period since the latest payout to the affiliate. The key stats are duplicated in a diagram giving an affiliate a better visual understanding of differences in figures. The page also contains a unique affiliate account link code, which may be added to a website or an appropriate article.

Affiliate Stats

Your Referral Link:

```
<a title="Buy Package" href="http://trials.flynax.com/david/?aff=6">Buy Pac
```

Current Stats (from the last payout until now)

Visits:	9
Unique Visits:	4
Sign-ups:	2
Transactions:	3
Pending Earnings:	0
Payable Earnings:	\$ 3.00



Total Stats

Visits:	9
Unique Visits:	37
Sign-ups:	12
Transactions:	7
Earnings:	\$ 3.00



- Commissions

This page contains detailed information on affiliate's commissions. On this page, the affiliate partner may view commission status (whether it is available to be paid or not), date, commission transaction details, commission amount, and payout date.

Commissions

Event Date: Mar 15, 2016
 Commission: \$ 3.00
 1 Item: ? Posted Ad #3
 Payout date: Apr 14, 2016
 Status: Paid

- Payout history

The page contains a list of payments you made to a given affiliate account with information, such as deposit date, count of deals and a paid amount. The affiliate may also view payment details, such as a list of commissions and a referral's action, which earned an affiliate a commission. All of the payment details may be exported into a pdf file.

Payout Details

Payout Date: Mar 18, 2016
 Number of Deals: 1
 Amount: \$ 3.00

#	EVENT DATE	COMMISSION	ITEM
1	Mar 15, 2016	\$ 3.00	? Posted Ad #3

1. jay3rrr@yahoo.com

o Banner page

The page contains different banners added by the Administrator. Note that banners are missing by default. Each banner has its display parameters and an html source code for adding it to the affiliate site. On this page, the affiliate user may select the banner of the optimum size that would perfectly fit in a particular website ad space.

Banner Manager				
ID	Banner Title	Size	Clicks ▲	S
1	Large Banner	400 x 200px	0	A
2	Small Banner	800 x 200px	0	A


 page of 1 

 
 Restore Options

o Traffic log

The page provides information on incoming traffic from a given affiliate website. The data is presented in a table showing a referral's IP address, his geo location and also indicates whether the referral simply visited the site or later went through a registration.

Traffic Log

1	IP: 54.152.75.119	Date: Mar 15, 2016
	Country: N/A	Region/City: N/A
	Event Type: Visit	
<hr/>		
2	IP: 198.99.224.134	Date: Mar 15, 2016
	Country: N/A	Region/City: N/A
	Event Type: Visit	