

Affiliate Software

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Home

Affiliates have reporting and tools necessary to help them successfully promote a product or service.

This is the very first page you will view after you log into your account. Keep in mind that all of the affiliate pages can be customized.

In this area, you can check your daily stats in the quick view section. The data includes; impressions, clicks, sales, revenue, and click-through rate. For a report of a different date range, you can select a span report where you can specify date ranges. Commission reports are also accessed in this area.

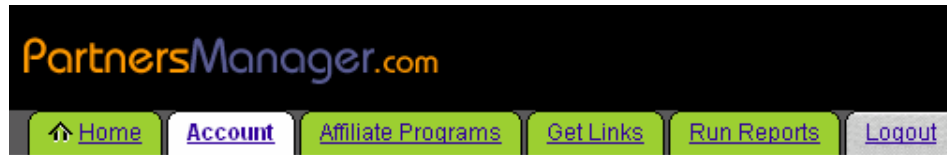
The screenshot shows the PartnersManager.com interface. At the top right, it displays 'Affiliate: Duncan Ferguson' and 'Approved for August: \$ 0.00 Transactions'. The main navigation bar includes links for Home, Account, Affiliate Programs, Get Links, Run Reports, and Logout. The 'Affiliate Programs' section contains a table with columns for URL, Program, Links, Sale, Lead, and Click. The 'Statistics' section shows data for '18 August 2003', including Programs, Impressions, Clicks, Leads, Sales, Sub Affiliates Sales, CTR%, CRR%, CRS%, and Commissions. The 'Advanced Reports' section features a 'Custom Reports' form with date pickers for 'From' and 'To' (set to 01 Aug 2003 and 31 Aug 2003), a dropdown for 'All Programs', and a 'View' button. Red annotations highlight the 'View' button and the date pickers.

First, select your Report Type from the drop-down menu.

Select the Beginning and Ending periods, and click the "View" button. Your report appears above.

Account

In the Account section, you can verify or change your name, address, e-mail, and web site URL information. You can also enter the minimum payout amount, and change your password here.



Click the "Account" link at the top of the page.

Account		Edit	
First Name:	Duncan	Site Name:	USA Bank
Last Name:	Ferguson	Site URL:	http://www.google.com
Company:	Google	Bank Name:	USA Bank
Address:	Miami	Bank Account:	123123123133---
Phone:	3455 6767	Payable to:	Duncan Ferguson
City:	Miami	GST Number:	--
Country:	USA	Minimum check:	\$ 500
Email:	info@top.com	Receive mail on order:	yes

The "Account Information" window appears. You can type in your information, or check it's accuracy here.

Select "Minimum Payout" from the drop-down box.

Change your password here, if you desire.

Account			
*First Name:	<input type="text" value="Duncan"/>	*Site Name:	<input type="text" value="USA Bank"/>
*Last Name:	<input type="text" value="Ferguson"/>	*Site URL:	<input type="text" value="http://www.google.com"/>
Company:	<input type="text" value="Google"/>	Bank Name:	<input type="text" value="USA Bank"/>
*Address:	<input type="text" value="Miami"/>	Bank Account:	1231: - <input type="text"/> - <input type="text"/> - <input type="text"/>
Phone:	<input type="text" value="3455 6767"/>	Payable to:	<input type="text" value="Duncan Ferguson"/>
*City:	<input type="text" value="Miami"/>	GST Number:	<input type="text"/> - <input type="text"/> - <input type="text"/>
*Country:	<input type="text" value="USA"/>	Minimum check:	\$ 500 <input type="button" value="v"/>
*Email:	<input type="text" value="info@top.com"/>	Don't send emails to me:	<input type="checkbox"/>

Change Password	
Old Password:	<input type="text"/>
New Password:	<input type="text"/>
Repeat New:	<input type="text"/>

[Affiliate Programs](#)

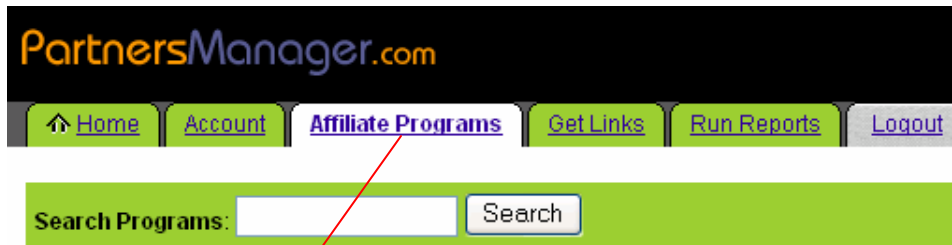
The programs area is where you will view your available program details. You can choose from different offerings and select the ads you wish to display.

Click– Merchant pays sum for unique clicks on his banners

Lead - Merchant pays sum for unique registrations or emails

Sale - Merchant pays sum for sale through his banners

You can also see whether or not a program offers automatic approval or requires manual review. After applying, the program will display a status of approved, not joined, or rejected.



Select the “Programs” link at the top of the page.

	URL ↕	Program ↕	Sale ↕	Lead ↕	Click ↕	Status	Action
<input type="checkbox"/>	http://www.netissat.bg	64	10 \$	1.25 \$	0.45 \$?	<input type="button" value="Pending"/>
<input type="checkbox"/>	http://www.twins-bg.com	68	0.3 \$	0.2 \$	0.1 \$	👤	<input type="button" value="Get Links"/>
<input type="checkbox"/>	http://www.gir.bg	60	20 \$	-	-	👤	<input type="button" value="Get Links"/>

The Program Description page appears. Each description box displays information about a program.

For each of your programs, you must join before getting links. Select all programs you want to join and click the “Join selected Programs” button.

Get Links



Select the “Get Links” link at the top off the page to get the HTML code.

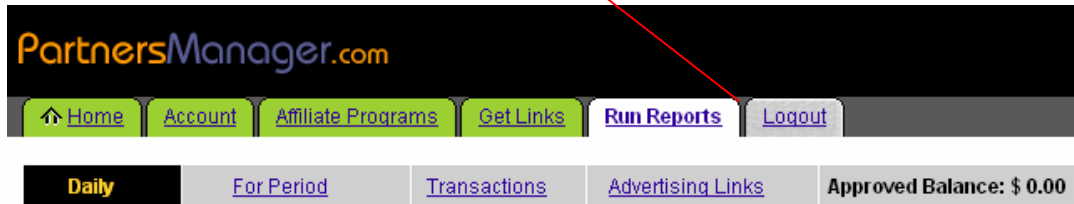
The “Advertisements” page appears. This section displays your ads for each program. To test you ad link, click here. To display the HTML code behind the ad, click the “Get HTML” button.

The HTML Link Code box appears. You can view it here, or edit it, and paste it into your ad page. *You don't need a lot of technical expertise to edit or paste your ad data. All you need is the ability to insert our HTML code into your webpages.*

Reports

Affiliates have reporting and tools necessary to help them successfully promote a product or service.

In the reports area, you can check your daily stats, report by date range , view transactions for custom period, links analysis report by date range.



Daily stats

Daily For Period Transactions Advertising Links Approved Balance: \$ 0.00

Statistics - 18 August 2003		
Program	All Programs	
Transactions	Number	Commissions
Impressions	0	-
Clicks	0 (0)	\$ 0.00
Leads	0	\$ 0.00
Sales	0	\$ 0.00
Sub Affiliates Sales	0	\$ 0.00
		\$ 0.00

Activity	
CTR%	0%
CRR%	0%
CRS%	0%

Calendar						
August 2003						
S	M	T	W	T	F	S
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						

You may choose the date on the calendar. The statistics are for the selected date.

For period

[Daily](#) | **For Period** | [Transactions](#) | [Advertising Links](#) | **Approved Balance: \$ 0.00**

Statistic for Custom Period

For Period		Program
From	01 Aug 2003	All Programs
To	31 Aug 2003	
<input type="button" value="View"/>		

Statistics
01 August 2003 - 31 August 2003

Transactions	Number	Commissions
Impressions	25	-
Clicks	9 (2)	\$ 0.20
Leads	0	\$ 0.00
Sales	4	\$ 77.00
Sub Affiliates Sales	1	\$ 12.00
Sub Affiliates	1	
Total		\$ 89.20

Statistics for custom date range.

Transactions Statistics

[Daily](#) | [For Period](#) | **Transactions** | [Advertising Links](#) | **Approved Balance: \$ 0.00**

Statistic for Custom Period

For Period		Program
From	01 Aug 2003	All Programs
To	31 Aug 2003	Transactions per page: 10

Settings

Sales: \$ 0.00
 Leads: \$ 0.00
 Clicks: \$ 0.00

6 Transaction(s) found

Type	Program	ID	Commission	Created	Updated	Status
sale	68	Hosting: http://www.google.com	\$11.00	08/14 6:32 PM	08/14 7:01 PM	Paid \$
sale	68	Hosting: http://www.twins-bg.com	\$10.00	08/14 6:28 PM	08/14 7:01 PM	Paid \$
sale	68	Domain: www.twins.bg	\$28.00	08/14 6:27 PM	08/14 7:01 PM	Paid \$
sale	68	Domain: www.twins.bg	\$28.00	08/14 5:25 PM	08/14 7:01 PM	Paid \$
click	68	55	\$0.10	08/14 4:31 PM	08/14 7:01 PM	Paid \$
click	68	54	\$0.10	08/13 7:06 PM	08/14 7:01 PM	Paid \$











Transactions: 1 - 6 From 6

Transaction history by custom date range.

Advertising Links Analysis

[Daily](#)
 [For Period](#)
 [Transactions](#)
 Advertising Links
 Approved Balance: \$ 0.00

Statistic for Custom Period			
For Period			Program
From	01	Aug	2003
To	31	Aug	2003
			All Programs
<input type="button" value="View"/>			

Advertising Link																			
Advertising Link ID: 2	Link: http://www.twins-bg.com																		
																			
<table border="1"> <thead> <tr> <th>Transactions</th> <th>Number</th> <th>Commissions</th> </tr> </thead> <tbody> <tr> <td>Impressions</td> <td>8</td> <td>-</td> </tr> <tr> <td>Clicks </td> <td>2 (2)</td> <td>\$ 0.20</td> </tr> <tr> <td>Leads </td> <td>0</td> <td>\$ 0.00</td> </tr> <tr> <td>Sales </td> <td>4</td> <td>\$ 77.00</td> </tr> <tr> <td colspan="2" style="text-align: right;">Total</td> <td>\$ 77.20</td> </tr> </tbody> </table>		Transactions	Number	Commissions	Impressions	8	-	Clicks 	2 (2)	\$ 0.20	Leads 	0	\$ 0.00	Sales 	4	\$ 77.00	Total		\$ 77.20
Transactions	Number	Commissions																	
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Leads 	0	\$ 0.00																	
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<table border="1"> <thead> <tr> <th>Activity</th> </tr> </thead> <tbody> <tr> <td>CTR% 25%</td> </tr> <tr> <td>CRR% 0%</td> </tr> <tr> <td>CRS% 200%</td> </tr> </tbody> </table>		Activity	CTR% 25%	CRR% 0%	CRS% 200%														
Activity																			
CTR% 25%																			
CRR% 0%																			
CRS% 200%																			

Links analysis report by date range.

APPENDIX

Constructing Meta Tags

Getting interest is a rule of website construction. You have to capture the searchers' interest long before they visit your site.

Remember, when they first see your URL, it is just one on the long list returned by a search engine. Why should they click on yours rather than the one listed above or below it?

Hopefully, because you have included some meta tags in your HTML code that show up on their list. Your first meta tag should be the Title of your page and should contain no more than 8 words. Your second meta tag should be the Description of what your page offers and should contain about 25 words.

For search engines that recognize meta tags, your Title and Description are the only two pieces of information you can use to influence searchers at this stage. And this is where your site is most exposed to competition. So make your Title and Description meta tags compelling, conversational, meaningful, personal to the searcher and totally focused on what you are offering. Perhaps you can gain their interest by offering to solve a problem quickly, easily or inexpensively. Or by making them curious to learn more. **Your main aim, when constructing meta tags for this part of your site, is to make it sound interesting and worthy of a visit.**

Remember though, that not all search engines recognize meta tags. Some list the heading and first 25 words or so, of your page. So if you are submitting your site to non-meta tag users, adjust it to suit.

The META element allows for including information about the document not defined by other elements. It is used to supply generic meta information using name/value pairs. The CONTENT attribute is required, with either the HTTP-EQUIV or NAME attribute to identify the type of action or data identifier to be associated with it.

Example:

```
<META Name="description" Content="Home page for partnersmanager.com. Affiliate Software Manager.">
```

```
<META Name="keywords" Content=" affiliate software, affiliate programs manager">
```

```
<META NAME= "Last-Modified" CONTENT="8-26-03">
```

GLOSSARY

Application – A program or group of programs designed for end users. Applications software (also called end-user programs) includes database programs, word processors, and spreadsheets. Figuratively speaking, applications software sits on top of systems software because it is unable to run without the operating system and system utilities.

Cookie -- A message given to a Web browser by a Web server. The browser stores the message in a text file. The message is then sent back to the server each time the browser requests a page from the server.

The main purpose of cookies is to identify users and possibly prepare customized Web pages for them. When you enter a Web site using cookies, you may be asked to fill out a form providing such information as your name and interests. This information is packaged into a cookie and sent to your Web browser which stores it for later use. The next time you go to the same Web site, your browser will send the cookie to the Web server. The server can use this information to present you with custom Web pages. So, for example, instead of seeing just a generic welcome page you might see a welcome page with your name on it.

CSV – Also called a Comma Separated Variable file. A CSV file is basically a file where the data is separated by a comma, most often for use in MS Excel worksheets. Each file can contain up to 20,000 lines of data.

Default -- A value or setting that a device or program automatically selects if you do not specify a substitute. For example, word processors have default margins and default page lengths that you can override or reset.

E-Mail – Short for *electronic mail*, the transmission of messages over communications networks. The messages can be notes entered from the keyboard or electronic files stored on disk. Most mainframes, minicomputers, and computer networks have an e-mail system. Some electronic-mail systems are confined to a single computer system or network, but others have gateways to other computer systems, enabling users to send electronic mail anywhere in the world. Companies that are fully computerized make extensive use of e-mail because it is fast, flexible, and reliable. Most e-mail systems include a rudimentary text editor for composing messages, but many allow you to edit your messages using any editor you want. You then send the message to the recipient by specifying the recipient's address. You can also send the same message to several users at once. **This is called *broadcasting*.**

Export -- To format data in such a way that it can be used by another application. An application that can export data can create a file in a format that another application understands, enabling the two programs to share the same data. The two programs might be different types of word processors, or one could be a word processor while the other could be a database management system.

HTML -- Short for HyperText Markup Language, the authoring language used to create documents on the World Wide Web. HTML defines the structure and layout of a Web document by using a variety of tags and attributes. The correct structure for an HTML document starts with `<HTML><HEAD>(enter here what document is about)</HEAD><BODY>` and ends with `</BODY></HTML>`. All the information you'd like to include in your Web page fits in between the `<BODY>` and `</BODY>` tags.

There are hundreds of other tags used to format and layout the information in a Web page. For instance, `<P>` is used to make paragraphs and `<i> ... </i>` is used to italicize fonts. Tags are also used to specify hypertext links. These allow Web developers to direct users to other Web pages with only a click of the mouse on either an image or word(s).

Link – In hypertext systems, such as the World Wide Web, a link is a reference to another document. Such links are sometimes called hot links because they take you to other document when you click on them.

URL – Abbreviation of *Uniform Resource Locator*, the global address of documents and other resources on the World Wide Web. Example: www.partnersmanager.com.