

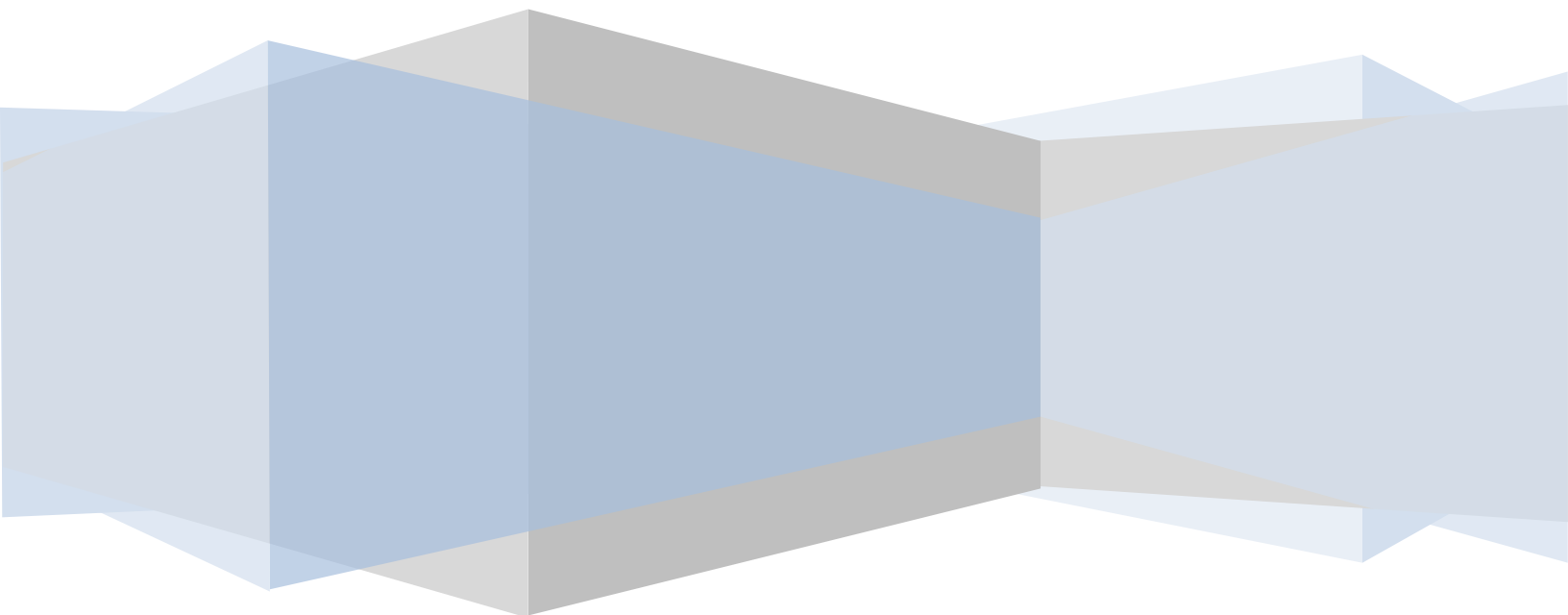
Written by Aji Issac when he was heading DA web marketing team

# Affiliate Management Platform

## Algorithm, Schema and Explanation –v1.0

[This document will help our clients understand various sections of affiliate management platform. This is a very simple model.]

**Aji Issac**  
**Leader, Web Marketing**  
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## Important Terms used:

1. Affiliate partners – Users/People who join us as an affiliate.
2. Affiliate management system – The system/application/platform that is used for managing the affiliate partners and their transactions.
3. Writing the documentation as the website owner, who will be running the affiliate program. “Us” refers to the website owner.
4. In Programming, we are using some conventions, all Tables are referred as Tbl, all fields as Fld, Words are separated with Upper case (one can separate it with \_ also).

## Section 1: affiliate SignUP

We will have a section under the website, say example.com/affiliates/, which will help us getting more affiliates partners. It will have 6 tabs (Tabs or any form of navigation like left menu or right menu)

1. Home – Which will take you back to the main website /affiliates/
2. How it works?
3. Why us?
4. Demo
5. Join Us
6. Discussions
7. Other links on top [Login (will change to log out once logged it) | Join Us (same at #5) | Contact]

(Each page is explained in detail below)

### Page 1: /affiliates/index.html (or index.php)

Here we will have small description and sales content to draw more affiliate partners to the system.

#### Signup form

Name:

EmailID:

Phone number:

Website:

(Submit)

Some testimonials or stories

Some more sections as per the requirement.

### Page 2, 3, 5: How it works? Why us? "Join us" will have similar template

We will have the description on "how it works" (or why us? For "why us" page)	Left Menu remains same as above...
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### Page 4: Demo

Provide the demo of Affiliate C-Panel, Email id - <a href="mailto:demo@example.com">demo@example.com</a> Password - demo  Link to Login page	Left Menu remains same as above...
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### Page 6: This is a forum where the affiliates can interact Under Pseudo Name.

## Section 2: Affiliate Signup & Setup through CPanel (This will be the same page where an affiliate will land after login)

This is only visible after login. The above tabs will change to the new tabs. This will have 5 sections

1. Reports
2. Get Affiliate code
3. Payment Details
4. Account Settings
5. Support

### Page 1: Reports

(This section needs to be customized as per the policies we want to put in, Example: Either we can pay a fixed amount per sales, or we can pay %of sales amount.). This page will contain the summary of all the things an affiliate partner will like to see:

#### Summary

1. Drop Down "Today", "Yesterday", "Last 7 days", "Last 30 days", "All time" (by default for last selected option)
2. Total visitors
3. Total Leads
4. In Progress (Some leads may take time to get converted)
5. Bad Leads
6. Total Sales

#### Earnings:

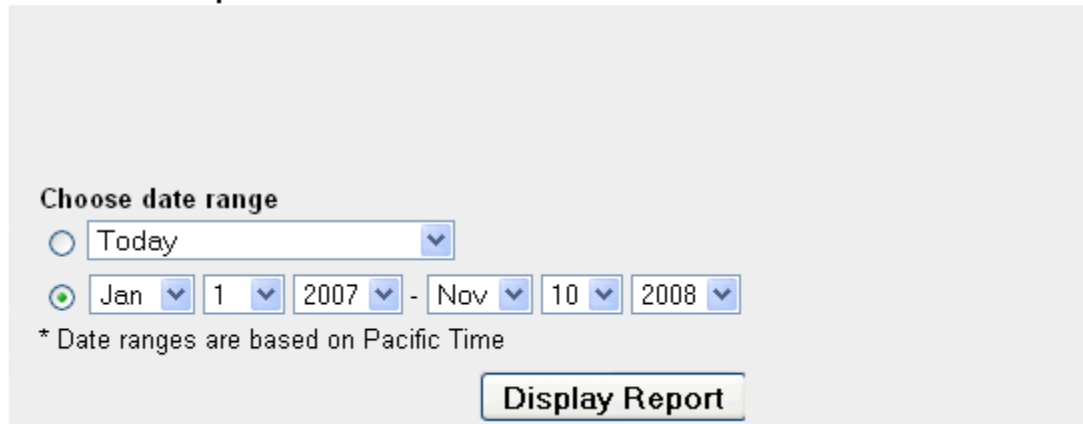


Amount due from last payment: \$ (This needs to be taken care of really well with proper integration with backend process)

### **Announcement and other important sections:**

There will be link called advance reports, clicking on the advance report will take you to a page that will look like:

#### **Advanced Reports**



The screenshot shows a form titled "Advanced Reports" with a section for "Choose date range". It features two radio buttons: "Today" (unselected) and "Jan 1 2007 - Nov 10 2008" (selected). Below the radio buttons is a note: "\* Date ranges are based on Pacific Time". At the bottom of the form is a "Display Report" button.

Based on the selection, we should be able to show the required results.

### **Page 2: Get affiliate code:**

This section will have three sub sections:

- **Get Text ads:** A text box where they are provided various anchor texts and the proper link. If possible, provide a section where they can create one ad of their choice.  
Example: `<a href="http://www.example.com/contactus/index.php?affid=345">Small company? IT Problems? See how other smaller companies are managing their IT.</a>`
- **Get Image/Banner ads:** Provide some banners with various dimensions and create the code for it and make it available within a text area.
- **Ask for specific ads:** Allow people to request for specific requirements. This can lead to the forum page, where they can request for specific ads.

### **Page 3: Payment Details:**

It can be made simple, like when was the last payment done etc. How much is left to be paid etc. Also, have a section where they can request for payment.

### **Page 4: Account settings:**

It will have pages:

- Edit payment details



- Edit Login details
- Other sections if required.

### **Page 5: Support:**

It will explain various processes for getting support.

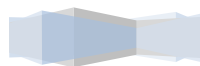
## **Section 3: Tracking program**

1. The visitors will visit our website using a link like <http://www.example.com/contact/index.php?affiliate-partner-channel-id=345>
2. Contact/index.php will set a cookie as ReferredFromAffiliatePartnerChannelID = 345 for this visitor. The database will update a visit for the visitor if the cookie is newly created (See Table TblAffiliatePartnerVisitorRawData) . If the cookie already existed then the visit won't be counted.
3. If the visitor signs up then during signup, the program will enter the ReferredFromAffiliateID as the source for the signup (See Table TblAffiliateLeadMapping). Then it will be counted as lead for the Affiliate Partner.
4. The backend (or some integration, it may be an automated process like online payment) will update the status as payment received or lead rejected.
5. Once the status of the lead is confirmed, we can pay a commission to Affiliate partner's account.

## **Section 4: How the whole system will work?**

1. An affiliate partner will signup with us using section 1.
2. After verifying the identity of the affiliate (either by automated way like email based authentication or by manual authentication), we will allow the users to login in to the system.
3. After login, the affiliate partner can get the code for his/her website.
4. Affiliate manager will paste the code provided on his/her website. (Process of installation is done)
5. Now the system will work as mentioned in "Section 3: Tracking program".
6. The money will keep accumulating in the account of affiliate partners.
7. Affiliate partners request for payment.
8. We pay them the amount and update the system that payment is made. The affiliate partners can confirm as is payment received. This is documented in the system.

A very simple affiliate program is done.



## Table Schema

### TblAffiliatePartnerDetails

- FldAffiliatePartnerUserID (Auto Generated, this is basically the user id )
- FldAffiliatePartnerEmailID (Int 11)
- FldAffiliatePartnerPassword (Varchar 255)
- FldAffiliatePartnerRegistrationTime (TimeStamp)
- FldAffiliatePartnerApproved (New, Approved,Rejected ... Varchar 60)
- FldAffiliatePartnerPaymentAddress
- FldAffiliatePartnerPhoneNumber1
- FldAffiliatePartnerPhoneNumber2
- FldAffiliatePartnerFaxNumber
- FldAffiliatePartnerAlternativeEmailID
- FldAffiliatePartnerNotes (Text)

TblAffiliatePartnerChannelTracking (this will allow a user to have more than one channel for detail tracking)

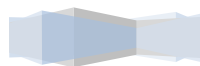
- FldAffiliatePartnerChannelID (Auto generated)
- FldAffiliatePartnerUserID (Foreign Key for TblAffiliatePartnerDetails)
- FldAffiliatePartnerChannelAdditionTime

### TblAffiliatePartnerVisitorRawData

- FldVisitorID (Auto Generated)
- FldAffiliatePartnerChannelID (Foreign Key for TblAffiliatePartnerChannelTracking)
- FldVisitorIP
- FldVisitorBrowserType
- FldVisitorOperatingSystem
- FldVisitorISP
- FldReferralPageURL
- FldTimeOfFirstVisit
- FldTimeOfLastVisit

### TblAffiliateLeadMapping

1. FldVisitorID
2. FldLeadID (This needs to come from internal system that tracks and logs the lead, it can be UserID, propertyID etc)
3. FldTimeOfSignup
4. FldTimeOfLastUpdate
5. FldLeadStatus
6. FldLeadNotes
7. FldMoneyEarned (This will help us change lead payment amount later)



#### TblAffiliatePaymentDetails

- FIPaymentID (Auto Generated)
- FldAffiliatePartnerUserID
- FldPaymentAmountInDollars
- FldPaymentTime
- FldPaymentNotes

In case of large affiliate partners and visits, one will have to come up with some more Meta Tables containing the reports in summary format.

