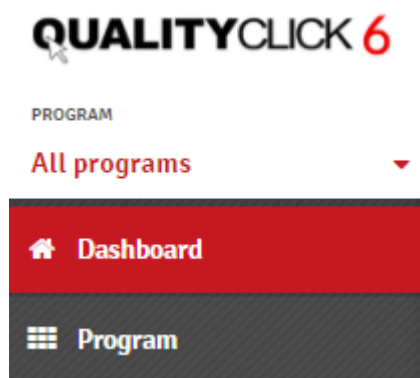# QUALITYCLICK

Affiliate Manual

Hello and welcome to the QualityClick documentation. This manual should help you by getting to know the affiliate area and lead you to optimal usage.

Program Menu

The program selector drop-down-menu is located left above all other menu entries. If you are active within multiple affiliate programs or campaigns, this menu helps you to change to another program or show statistics specific to one affiliate program.

Dashboard

Start page of the affiliate area. Shows you all important statistics and information.

Information

Here you find a general description of the affiliate program.

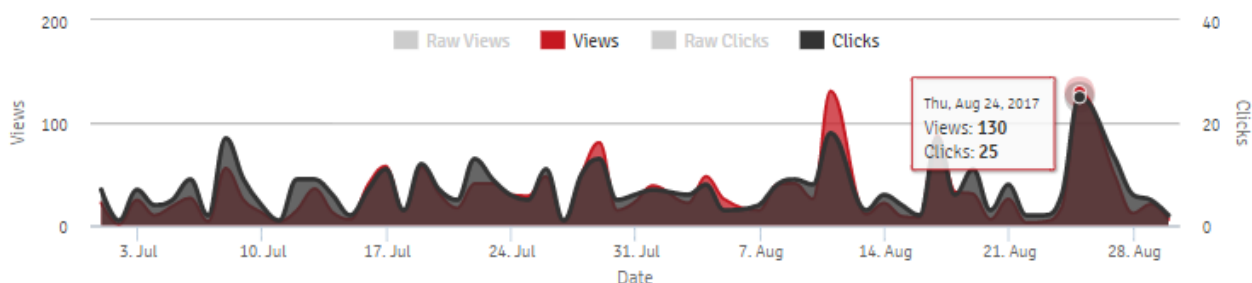On the right side you will find important key-figures at a glance:

The total number of open transactions and the total amount of commissions will be found on the right side. Beneath you will find todays and yesterdays figures regarding net-clicks, number of transactions and the amount of commission and revenue. The displayed account balance shows the total amount of all confirmed transactions not payed out yet.

If your merchant provides a referral program (optional) you can find the number of partners referred by you. A click on this number gives you the full list of your partners

If your affiliate-manager has activated VAT-payment for your account you will see this in the next line. (You can provide the corresponding tax information in "my account"). You can find your personal minimum payment amount below (also adjustable in "my account").

Please consider that there is also a global minimum payment amount defined by your merchant. Your personal minimum payment amount settings should be higher than the one oft he merchant.

Diagrams

You will find diagrams reflecting the number of gross-views, net-views, gross-clicks and net-clicks. The color areas in the graphical statistics legend are clickable and provide filters for the corresponding details. With mouse-over you can explore the values of certain time points. You can also mark areas in the diagram to filter certain periods of time. To reset the zoom of diagram use the button "Reset zoom".

Next Diagram shows you the number of transaction segmented by the status (also color areas as filters, mark areas for zoom) Beside you see commissions by status of the transactions (with the same filtering possibilities). Beneath you will find the (confirmed and payed) commissions segmented by campaigns

Adsearch

The adsearch function provides you quick access to creatives. You can use fulltext search or filter by program or size of the ad.

Program Overview

Here you see all all programms segmented by your participation. A click on the status provides you list of all campaigns you are active or gives you the opportunity to apply for unpromoted campaigns

Program

Application

The submenu application provides you access to the list of programs segmented by your participation. You will also find paused or suspended programs.

Information

The Summary provides you an overview regarding the key settings of the program and the results of your participation measured in clicks, views, transactions and commissions. You also have the opportunity to subscribe to the program-specific newsletters. In the second tab you will find general information regarding the program and the third tab shows your personal reports for this program. You can switch between programs by using the program-selector.

Ads and commissions

To see creatives first select a program (if not already selected). Then choose a category to see the creatives. Choose HTML or XHTML code and simply copy the code to paste it into your page.

Productdata-Feed

If your merchant provides product datafeeds you can get the URL for this feed as CSV oder XML download.

SubIDs

SubID are parameters you can add to the creatives code in order to give you the possibility to mark your projects/pages/marketing actions and get detailed reports per subid. The subid can consist of max. 255 aplphanumerical charakters. Permitted characters are non-capital letters, digits, underscore and dash.

If using parameter-tracking (go.cgi?.......) simply add the subid-parameter by using "&subid=….". Parameters are separated by „&". The sequence of the parameters has now influence.

For example using the subid „123" will result in the following link:
http://partner.shop.com/go.cgi?pid=27&wmid=22&cpid=11**&subid=123**&prid=3&target=default

If Anchortracking is used, insert the subid in front of the "C" parameter starting with an "S" (capital letters)

without SubID: http://www.shop.de/produkt.html#Q23C42
with   SubID: http://www.shop.de/produkt.html#Q23**S123**C42

Commissions

Shows a list of all current commissions. You can export them by using the CSV export button.

Generate Deeplinks

You can generate a deeplink to any product-landingpage with your tracking informations. Copy the target-URL into the corresponding field. Adding a subid or linktext is optional. Output comes as a textlink. To implement the deeplink to a banner or newsletter use the URL after <a href="…

Conversion-Tracking

You can enter your personal conversion tracking code per program (e.g. for google adwords) here (if activated by your merchant).

The conversion trackingcode is played together with the trackingcode on the order confirmation-page when a new transaction of your PartnerID arrives. The Code will be executed on a secure (https) page, so your conversion trackingcode should also start with https.

As placeholders you can use:

<% tid %>   for the order-id

<% produkt %> for the commission product

<% umsatz %>   for the shopping cart value

Reporting

Transactions

The reporting for transactions segments into open, confirmed, canceled and paid transactions and gives you the corresponding values of day, month and defined period. Use 📅 and ➖ to specify your period. A click on the status opens a list with corresponding transactions.

Transactions with adjunct leads you to an transaction list with extended datafields. You can filter it by time, product(-group), or confirmation-date. You´ll get additional informations if you click a line in the transactionlist (e.g. the click-Timestamp).

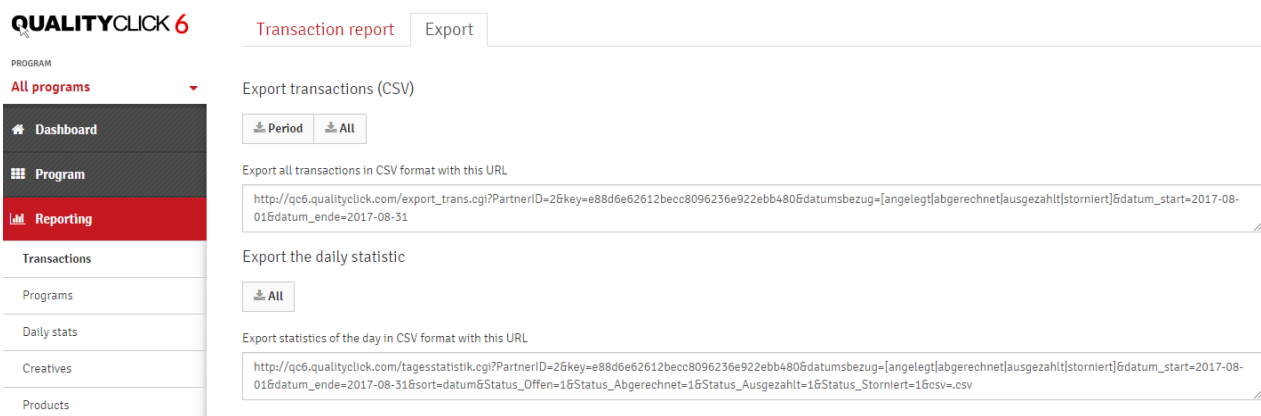Click on „show" to see the table, click on download to get the CSV-file.

NET slave

Tab „Export": Partner CSV API

„Export of all transactions in CSV-format" creates a file with corresponding data, that enables you to automatically import them into your backend. The output-file is in the same language as the affiliate-account. Each line in the csv-file represents one transaction. Export always delivers transactions for all campaigns/programs with the corresponding status.

After your merchant processes an order-validation you will receive transactions with the same Transaction-ID but with changed status. Possible Status are: open, confirmed, cancelled, und paid.

The adaption of the CSV output is possible by modifying the URL:

PartnerID   fixed value for your affiliate account

key   is your identification key. If you change your password at the affiliate-area the key for the CSV exports also change

datum_start   defines the starttime of the table. Insert the starttime with format „dd.mm.yyyy" or „yyyy-mm-dd" after „&datum_start=".

datum_ende   defines the endpoint oft he table. Insert endtime with format „dd.mm.yyyy" or „yyyy-mm-dd" after „&datum_ende".

datumsbezug   Date-relation: defines whether the dates are in relation to the creation-date (default) or the date were the transaction was confirmed, cancelled or payd. The values in square-brackets shows you options.

                 To change date-relations, insert value after „&datumsbezug=". Possible values are: „angelegt" (creation-date), „abgerechnet" (confirmation-date) , „ausgezahlt" (payment-date) or „storniert" (cancellation-date)

Example-request for transactions cancelled in the corresponding period:
/export_trans.cgi?PartnerID=1&key=81629b684f86d7659696f31310bbeed4&datumsbezug=storniert&datum_start=14.09.2016&datum_ende=14.10.2016

Daily statistics

Daily statistics shows you a table with important figures per day:

- Unique views and clicks
- Number of transactions
- Revenue
- Commissions
- EPC (Earnings per click)
- CR (Conversion rate)

In the bottomline you will find average values for EPC and CR.

Creatives

QUALITYCLICK 6

Ad stats
2017-08-01 - 2017-08-31

| 2017-08-01 — 2017-08-31 | | Creation date ▾ | ☑ Open ☑ Confirmed ☑ Paid ☐ Canceled | 👁 Show 📄 CSV export |

Totals	889	197	14	~ 1,844.40 EUR	~ 126.54 EUR	ø 0.64 EUR	ø 7.11%
					Loss of accuracy due to conversion effects		

Advertising material ▲	Unique views	Unique clicks	Transactions	Volume	Commission	EPC	CR
Deeplink (0)	0	3	0	0.00 EUR	0.00 EUR	0.00 EUR	0.00% ⓘ
Test	3	1	0	0.00 EUR	0.00 EUR	0.00 EUR	0.00% ⓘ
Video Testkampagne	2	1	0	0.00 EUR	0.00 EUR	0.00 EUR	0.00% ⓘ
Zamundo Kekse	11	1	0	0.00 EUR	0.00 EUR	0.00 EUR	0.00% ⓘ
Toasty	8	2	1	147.00 EUR	0.01 EUR	0.01 EUR	50.00% ⓘ
Mondfahrt	3	1	1	65.30 EUR	6.53 EUR	0.00 EUR	0.00% ⓘ
ttest1	6	1	0	0.00 EUR	0.00 EUR	0.00 EUR	0.00% ⓘ
ttest2	10	2	0	0.00 EUR	0.00 EUR	0.00 EUR	0.00% ⓘ
	1	1	0	0.00 EUR	0.00 EUR	0.00 EUR	0.00% ⓘ
Geld verdienen im Internet - sofort starten - 13	41	4	0	0.00 EUR	0.00 EUR	0.00 EUR	0.00% ⓘ
Willst Du Geld im Internet verdienen? - 17	5	1	0	0.00 EUR	0.00 EUR	0.00 EUR	0.00% ⓘ
Geld verdienen im Internet - 21	10	1	0	0.00 EUR	0.00 EUR	0.00 EUR	0.00% ⓘ
Mit dem PC Geld verdienen - 24	12	3	0	0.00 EUR	0.00 EUR	0.00 EUR	0.00% ⓘ

In this section you´ll find all relevant information regarding the performance of your creatives. We sum up all views within 15 minutes together an eliminate views from the same ip to unique-views, same with clicks. The delay for clicks and views are typically approx. 1 hour, transactions are in realtime without delays. EPC is Earnings per click and means the sum of commissions divided by no. of net-clicks. CR means Conversion rate and is calculated with No. of Transactions divided by no. of (net-)clicks. At the end of each line you get a preview of the corresponding Banner/Text creative.

Products

QUALITYCLICK 6

Products - Period: 2017-08-01 - 2017-08-31

| Please choose: Sub ID | 2017-08-01 — 2017-08-31 | Creation date ▾ | ☑ Open ☑ Confirmed ☑ Paid ☐ Canceled |

☐ Show inactive products

👁 Show

Report

Program	Product	Transactions	Volume	Commission	Clicks	Views
	Default	1	255.30 EUR	10.00 EUR	4	15
	Default	1	128.00 EUR	10.00 EUR	1	3
	Default	1	114.70 EUR	10.00 EUR	3	11
	Default	1	144.20 EUR	10.00 EUR	1	6
Demo	Default	1	142.60 EUR	10.00 EUR	2	7
	Default	1	149.90 EUR	10.00 EUR	3	10
	Default	1	236.90 EUR	10.00 EUR	2	8

Shows the segmentation of revenues and commissions to programs and commission-products. You can use the dropdown-menu to switch between programs. You can see inactive products by activating the corresponding checkbox. Use 📅 and ▬ to specify your period and the relation of the corresponding dates regarding creation, cancellation, confirmation and payment-date. You can also use the sub-id-filter.

SubIDs

QUALITYCLICK **6**

PROGRAM
All programs ▾

- 🏠 Dashboard
- ▦ Program
- 📊 Reporting
  - Transactions
  - Programs
  - Daily stats
  - Creatives
  - Products
  - Sub ID
  - Controlling
  - Referrer

Report: Sub ID
2017-08-01 - 2017-08-31

📅 2017-08-01 — 2017-08-31   📅 Creation date ▾   👁 Show   ⬇ CSV export

Sub ID	Unique views	Unique clicks	Transactions Open	Confirmed	Canceled	CR	Commission Open	Confirmed	Volume Open	Confirmed
	1	4	14	0	0	100.00%	126.54 EUR	0.00 EUR	1,844.40 EUR	0.00 EUR
Totals:	1	4	14	0	0	ø 350.00%	126.54 EUR	0.00 EUR	1,844.40 EUR	0.00 EUR

You can use your own SubIds in order to mark different websites, traffic sources, projects etc. by adding your SubID parameters (compare: → Program → Creatives…).

Controlling (optional)

QUALITYCLICK **6**   Controlling

PROGRAM
All programs ▾

- 🏠 Dashboard
- ▦ Program
- 📊 Reporting
  - Transactions
  - Programs
  - Daily stats
  - Creatives
  - Products
  - Sub ID
  - Controlling

⟳ 2017 ▾   🔀 All groups ▾   👁 Show

Legend - Unique views
- Unique clicks
- Number of confirmed transactions generated on this date
- Confirmed commissions
- Number of open transactions generated on this date
- Commissions of open transactions
- Total number Canceled
ⓘ Date refers to transaction creation date

ⓘ Loss of accuracy due to conversion effects

Gives you a detailed overview for the development of your activities. Each line represents a month (newest on top) and each day is represented by a single field containing the following information:

- Views
- Clicks
- No. of confirmed transactions this day
- Sum of commissions in Euro this day
- No. of open transactions created on this day
- Sum of commissions of the open transactions
- No. of cancellations (if blank then 0 cancelations)

First column shows the month with 2 values in percent. First is the rate of confirmed transactions, second the rate of cancelled transactions. Last column "sum" shows the results for the complete month.

Referer

Shows a list of your top-referers. You can filter this by program using the program dropdown menu.

Finance

Payments

In this area you can see all your credit notes, sales tax and fees (if applicable). Click on the number of the credit-note to see the corresponding PDF document. (You also get the current credit note via email on the payment-day). You can explore the involved transactions of your creditnote by clicking show transactions.

Please consider that creditnotes can also show negative commissions e.g. if a previously payed transaction was cancelled afterwards.

Affiliate account

The affiliate account is a list of all financially effective changes, in particular transaction confirmations and cancellations of transactions already confirmed or payed. But also manually generated bookings. The link behind the order number leads you to the corresponding transaction.

File upload

Here you can upload documents as an image file (for example, business certificates or other sales tax records) to make it available to your affiliate manager. To do this, click File Upload, select the file, and then click Start Action.

My Profile

Here you can change your personal data, activate statistics e-mails as well as make newsletter settings and change your contact data, websites and, of course, your bank and tax data as well as your password. In addition, you can activate access to the SOAP interface for transaction data (XML)

Support

Send us your feedback, suggestions and questions about the affiliate program here.

We wish you success!