

Tracking Logs and Commission Crediting

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SECTION 1: Tracking Logs & Expiration

When a customer clicks on an affiliate link, a tracking log is created for that customer. The log is valid for the duration you define in your settings. While this customer has an open tracking log, a second tracking log cannot be created.

Example: You're set to the default 90 day tracking expiration. A customer clicks on an affiliate link then 12 days later clicks on another affiliate link. A second tracking log will not be created because this customer already has a valid tracking log.

If the 90 days expires and this same customer clicks on another affiliate link, a new tracking will be created. A customer cannot have more than 1 valid tracking log open at a time.

SECTION 2: Crediting Style

Since we know a customer can't have two active tracking logs at one time we ask ourselves, why does this feature exist?

Simple. It's an override function. If the customer has two tracking logs (1 active and 1 expired), you can choose who gets the credit ... even though the tracking log of the first affiliate to send the customer is expired.

Example with 1 Tracking Log

If it's active, the affiliate gets credit.

If it's expired, the affiliate does not get credit.

With only 1 tracking log, the crediting style is not needed and therefore ignored.

Example with 2 or More Tracking Logs

If one is active and one is expired, your crediting style will be used to determine credit.

If both are expired, no credit is given to either affiliate.

SECTION 3: General Notes

Note 1. Try to choose your tracking log expiration before you launch your affiliate program. Changing it later can produce unexpected results. For instance... you're set to 90 days and a customer clicks on an affiliate link. We've opened a tracking log with an IP log and issued them a cookie. Then let's say 30 days later you switch to 60 days instead and the customer makes a purchase on the 70th day. The IP log will have expired but the cookie that was issued is still valid (for the 90 days at the time it was issued). So in this case, a commission will come possibly when you weren't expecting it.

Note 2. These settings only apply to Pay-Per-Sale accounts. Pay-Per-Click accounts are only issued commissions for unique traffic delivered.