

## Marketing Groups and Group Rights

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### SECTION 1: Marketing Groups

A marketing group can be a group specifically dedicated to a product on your website or it can be used to connect unlimited websites to your affiliate program. When you create a marketing group, you can set the incoming traffic page for the group. When an affiliate chooses a marketing item from this group (a banner, text link, etc.), visitors will be routed to the defined incoming traffic page set for that group.

#### Product Example

Group Name	Incoming Page URL
Baseball Cards	<a href="http://www.yoursite.com/baseball.html">http://www.yoursite.com/baseball.html</a>
Basketball Cards	<a href="http://www.yoursite.com/basketball.html">http://www.yoursite.com/basketball.html</a>

#### Website Example

Group Name	Incoming Page URL
Real Estate	<a href="http://www.myrealestatewebsite.com/">http://www.myrealestatewebsite.com/</a>
Home Loans	<a href="http://www.myhomeloanswebsite.com/">http://www.myhomeloanswebsite.com/</a>

Drill down even deeper if you want with a combination of the two.

#### Website & Product Group Example

Group Name	Incoming Page URL
Bicycles	<a href="http://www.bicycles.com/bicycles.html">http://www.bicycles.com/bicycles.html</a>
Bicycle Parts	<a href="http://www.bicycles.com/parts.html">http://www.bicycles.com/parts.html</a>
Wagons	<a href="http://www.wagons.com/wagons.html">http://www.wagons.com/wagons.html</a>

Once you have created all your marketing groups, simply upload and create all your marketing materials for each group and they will become available to your affiliates to choose from when they are getting their banners, links, etc.

### SECTION 2: Connect Unlimited Websites

Through the use of the above marketing group examples, you can connect unlimited websites to your one installation of iDevAffiliate. If each of your websites has its own shopping cart system, simply integrate each of these shopping carts with iDevAffiliate using the Shopping Cart Integration Wizard.

If you have multiple websites but only one central location for checkout, only this location needs integrated with iDevAffiliate.

### SECTION 3: Marketing Group Rights

If you'd like to hide certain marketing groups from a specific affiliate, you can do so on the **Marketing Groups Rights** page. You can do this before or after approving their account. To get to this page, click on **Manage Accounts** in the upper left corner of your admin center then click on **Group Rights** next to the affiliate you want to set rights for.

Note: If you disable all groups for an affiliate they will not see any marketing materials available in their control panel.