Advanced Sub-Affiliate Tracking

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SECTION 1: Explanation
If you have your own affiliate network and would like to take advantage of it by creating what is called a "sub-affiliate" link, we've made it easy for you. By using sub-affiliate links, your affiliates deliver traffic to our website and when those visitors become customers, you get a commission in our affiliate program and you get a report showing which of your affiliates generated the sale.

SECTION2: Linking
Take any linking URL you find in our affiliate program and add sub_id=XXX to end of it. Replace the XXX with the actual affiliate ID number in your affiliate program. Repeat this process for all your affiliates.

SECTION 3: Simple Tracking
This method will simply display the sub-affiliate's ID number in your commission records and reports. You can then manually compensate them accordingly. On each of your commission records and reports, will be listed the "sub_id". This is the ID number passed in from the URL in Section 2 (above).

Section 4: Advanced Tracking
This method automates the sub-affiliate commissioning process for you. By using this method, you can enter the tracking URL to your affiliate program and at the time of commissioning, we'll call your tracking pixel for you as well. This will automatically generate a commission in your affiliate program, for your affiliate.

Section 5: Advanced Tracking Variables
We have a few tokens for you to use when calling your tracking pixel. Simply append your tracking pixel with the correct token needed to generate a commission in your affiliate program.

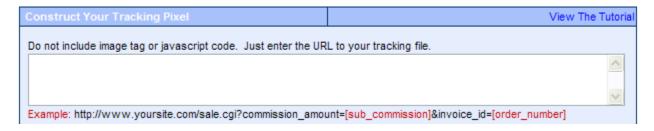| What percentage of your commission do you want to pay to your affiliates? (calculated for you)		6%	
Available Tokens			
Sub-Affiliate ID	[sub_affiliate]	Order Number	[order_number]
Your Commission Amount	[commission]	Sub-Affiliate Commission Amount	[sub_commission]
Customer IP Address	[customer_ip]	Referring URL	[referring_url]

The percentage to pay your affiliate is a commission amount we'll calculate for you based on your commission amount in our system. We'll then pass it to you using the [sub_commission] variable. For example, if you want to pay your affiliates 10% of your commission amount, set this to 10%. If your commission amount in our system is $20.00, the token value of [sub_commission] would be $2.00 and will be passed to you automatically.

[sub_affiliate]   This is your affiliate's ID number passed in the link (see Section 2 above).
[order_number]   This is the order number from our cart system.
[commission]   This is your commission amount in our affiliate program.
[sub_commission]   This is your sub-affiliate's commission amount calculated for you.
[customer_ip]   This is our customer's IP address.
[referring_url]   This is the referring URL the customer came from (if available).

Section 6: Constructing Your Tracking Pixel

When constructing your tracking pixel, use the available tokens to pass whatever information your affiliate program needs to create a commission.

Construct Your Tracking Pixel	View The Tutorial

Do not include image tag or javascript code. Just enter the URL to your tracking file.

Example: http://www.yoursite.com/sale.cgi?commission_amount=[sub_commission]&invoice_id=[order_number]

Take the tracking pixel from your affiliate program and place it into this box. Use the provided tokens (from Section 5 above) and alter the pixel to meet your affiliate programs requirements.

Check to see if your affiliate program will accept the commission amount for the affiliate or whether or not it needs to be the sale amount. If you can send in the commission amount, use the [sub_commission] variable. If you have to send in the sale amount, use the [commission] token and your affiliate program will need to calculate the commission based itself, from your commission amount in our system.

Section 7: Advanced Tracking Example

In this example, we're going to use iDevAffiliate Version 6 as the affiliate tracking system. This is only because we're most familiar with the variables available in their system.

A standard tracking link from the iDevAffiliate 6 system looks like this.
http://www.yoursite.com/affiliates/sale.php?profile=72198&idev_saleamt=ABC&idev_ordernum=XYZ

We happen to know the follow variables are also available to pass into the iDevAffiliate 6 system.

affiliate_id   This forces this affiliate ID to get commission credit and overrides existing tracking logs.
ip_address   This performs a lookup of this IP address and overrides existing tracking logs.
idev_commission   This forces the commission amount to be this value rather than calculating from the sale amount.

Knowing we can force both the affiliate ID and the commission amount, we'll structure our tracking pixel like this.
http://www.yoursite.com/affiliates/sale.php?profile=72198&affiliate_id=[sub_affiliate]&idev_commission=[sub_commission]

We've removed the sale amount variable and replaced it with the actual commission amount variable. If your affiliate program won't allow a commission amount and requires the sale amount, simply use the [commission] token instead.

You can test your tracking pixel using the **Test My Pixel** function. Once you have it working properly and it's generating a commission in your system, click the **Enable** link and you're all set.

Construct Your Tracking Pixel	Status: Disabled	Enable	Test My Pixel	Remove	View The Tutorial

Do not include image tag or javascript code. Just enter the URL to your tracking file.

```
http://www.mysite.com/affiliates/sale.php?saleamount=[sub_commission]
```

If you need further help constructing your tracking pixel, please consult your affiliate software provider.