



HOW TO Set Up & Administer An Affiliate Program

Revision 1.4



Miva Corporation
5060 Santa Fe Street
San Diego, CA 92109

Telephone: 858-490-2570

Telefax: 858-731-4200

<http://www.miva.com>

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HOW TO Set Up & Administer Affiliate Program

Introduction

Miva Merchant allows merchants to create affiliates that can be linked to their sites. Each affiliate logs in with a unique names, so when a shopper comes to the merchant's store through an affiliate, the affiliate's login name is included as part of the HTML link. The merchant can track visits, product purchases, and purchase amounts for each affiliate.

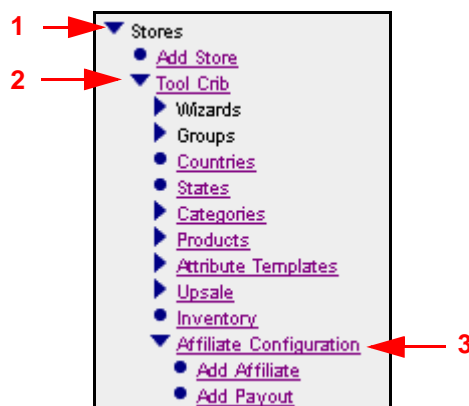
Affiliate Configuration

Affiliate Configuration let's you activate affiliates, set options for commissions, including the link text and image, lists current affiliates, payouts, enter Email data for affiliate and lost passwords, and header and footers for the affiliate pages.

To display Affiliates Configuration:

1. Click the triangle next to Stores.
2. Click the triangle next to the store's name.
3. Select the Affiliate Configuration link.

Note: Click on "Affiliate Configuration," not the triangle next to it.



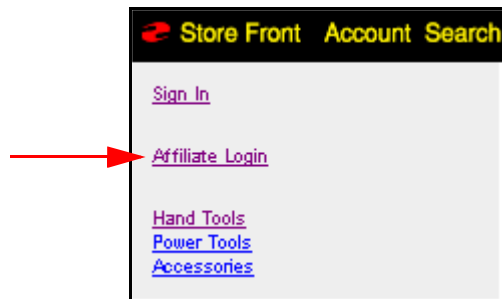
Options

The Options tab displays when you select the Affiliate Configuration link.

Options	Lost Password Email	Affiliates	Affiliate Email Notification	Payouts
MMUI Header & Footer	MMUI Affiliate Login			
<input checked="" type="checkbox"/> Activate Affiliate Program Default Application Status: <input type="text" value="Approved"/>				
Default Commission Per Referral (hit): <input type="text" value="0.0100"/>				
Default Commission Percent of Order: <input type="text" value="4.00"/> <input type="text" value="Entire Order"/>				
Default Commission Flat Fee Per Order: <input type="text" value="1.50"/>				
Payout Threshold: <input type="text" value="10.00"/>				
Link Image: <input type="text"/>				
Link Text: <input type="text" value="Link Text On Affiliate Site"/>				
Terms: <input type="text" value="terms and conditions"/>				

Set the Affiliate Options:

1. Check the Activate Affiliate Program to turn it on for your store.
A link will appear on your store's Main page under the category tree. (See "MMUI Affiliate Login" on page 8 about changing the login link.)



After affiliates are approved, they will need the link information to display on their website. After logging in, your affiliates should click the **Edit Affiliate Information for...** link on your Store Front.

On the right side of the page, under Commissions, the Link Text or the Image Link HTML (if you enter a Link Image) is used for the link on your affiliate's website. You should direct your affiliates to copy this information.

Note: Notice the .mvc extension if you are using Miva Merchant 4.14 or above.

4.14:
/merchant.mvc

Commissions:	
Application Status:	Approved
Commission:	0.0050 per referral \$5.00 per sale 5% per sale
Current Earnings:	\$0.00
Last Payment:	None
Payment Date:	None
Link URL:	http://127.0.0.1:8000/mm/merchant.mvc? Screen=SFNT&Store_Code=01&Affiliate=mary
Link Text:	Link Text for Affiliate Link Text for Affiliate

- Still in the Affiliate Configuration – Options tab, select the Default Application Status from the drop-down menu.
 - Approved The affiliates are automatically approved when they fill out the form. They start to receive payments immediately.
 - Pending The affiliates must be approved by the store administrator. The potential affiliate sees the hits and all records related to the program, but does not receive payment until they are approved.
 - Disabled There is no link displayed on the store front for this option.

The difference between selecting Disabled and unchecking Activate Affiliate Program is that previously signed up Affiliates continue to accumulate their commissions and receive payouts, but no new affiliates can sign up when Disabled is selected.

- Enter the Default Commission per Referral (hit), if any.
This is the default amount each affiliate is paid for each hit of an e-shopper referred to your site by an affiliate.
- Enter the Default Commission Percent of Order, if any, and select “Entire Order” or “Subtotal” from the drop-down list.
This is the default percent of the shopper’s order that each affiliate is paid. (The shopper who was referred to your site by an affiliate.) “Entire Order” is the total order, including shipping and tax. “Subtotal” is the basket total, which does not include shipping and tax.

5. Enter the Default Commission Flat Fee per Order.
This is the default amount the affiliate is paid, regardless of the order amount by the shopper who was referred to your site by an affiliate.
6. Enter Payout Threshold.
This is the total commission that must accumulate before the affiliate is paid.
7. Optionally, enter the Link Image.
This image displays on the affiliate's website and links to your store.
8. Optionally, enter the Link Text.
If you did not enter a Link Image, this text displays on the affiliate's website and links to your store. If you entered a Link Image, this Link Text becomes the ALT text for the image.
9. Optionally, enter the Terms.
The terms display on the sign-up form and the payout screen, explaining your Affiliate Program's terms and policies.

Lost Password Email

If an Affiliate forgets the password, Miva Merchant will automatically send it to that Affiliate. The From, Subject, and Header Text fields are already filled in by Miva Merchant. If you want to change them, be sure that the required fields (indicated by the bold text) contain data.

Affiliates

The list of your affiliates display when you click this tab.

Affiliate Configuration

[Options](#) [Lost Password Email](#) **Affiliates** [Affiliate Email Notification](#) [Payouts](#)
[MMUI Header & Footer](#) [MMUI Affiliate Login](#)

Search:

Display:

<input checked="" type="checkbox"/> Login	<input checked="" type="checkbox"/> Site Name	<input type="checkbox"/> Site URL
<input type="checkbox"/> Contact Name	<input type="checkbox"/> Company	<input type="checkbox"/> Email
<input type="checkbox"/> Phone	<input type="checkbox"/> Fax	<input type="checkbox"/> Address
<input type="checkbox"/> City	<input type="checkbox"/> State	<input type="checkbox"/> Zip
<input type="checkbox"/> Country	<input checked="" type="checkbox"/> Hits	<input type="checkbox"/> Percent
<input type="checkbox"/> Flat	<input type="checkbox"/> Balance	<input type="checkbox"/> Status
<input type="checkbox"/> Status Date	<input type="checkbox"/> Status By	

Remove
📄

<input checked="" type="checkbox"/> +	<input checked="" type="checkbox"/> -	Login	Site Name	Hits
---------------------------------------	---------------------------------------	--------------	------------------	-------------


<input type="checkbox"/>	MaryD	maryslamb	0.0000	📄	📄
<input type="checkbox"/>	Jimmy		50.0000	📄	📄

1-2

To view Affiliates data:

1. By **Display**, check the boxes next to the fields you want to display in the affiliates list. (Login, Site Name, Country, Hits, Percent, Flat are checked by default.)
2. To search by Date (in the format mmddyyyy), Amount, or Created By (user) enter it in the Search text box, then click the Search button.
3. To edit the viewable text for an affiliate entry, click the Edit Here button. Editable text boxes display around each of the text entries, allowing you to edit the text. Click Update after making your changes.
4. To display the Edit Affiliate page, click the Edit button. See [“Add/Edit Affiliate Tabs” on page 10.](#)

Note: In the Earnings tab for Edit Affiliate you can identify whether an affiliate’s payout has been processed, and whether it has been voided.

5. To add an affiliate, click the New Affiliate  button. See “Affiliates Tab” on [page 10](#).
6. To display more of the list of affiliates, change the number in the lower, right corner, then click Update.
Or, click the yellow triangle in the lower, right corner to display the next page.
7. To remove an affiliate, check the box next to that affiliate. To check all affiliates, click the + sign; to uncheck all affiliates, click the – minus sign.
8. Click Update to enter your changes.

Affiliate Email Notification

This Email notification is sent to the merchant when the affiliate is created, whether the application is pending or approved.

The Subject and Header fields are already filled in by Miva Merchant. If you want to change them, be sure that the required fields (indicated by the bold text) contain data.

To activate Email:

1. Check Activate New Affiliates Email.
2. Select the To and From.
3. Optionally, select CC.
4. Change the subject, if desired.
5. Optionally, change the Header text.

Payouts

Affiliate Configuration





Options Lost Password Email Affiliates Affiliate Email Notification **Payouts**

MMUI Header & Footer MMUI Affiliate Login

All Processed **Unprocessed** Search: [Search Button]

Remove	Date	Time	Count	Amount	Created By	Voided?	Processed?
<input type="checkbox"/>	04/23/2001	14:36:57 Pacific Daylight Time	1	100.00	Elisa		

1-1 [Page Size: 10] [Refresh Button]

- Click the tab for the list you want to view:
 - All**: Displays both processed and unprocessed affiliate payouts.
 - Processed**: Displays only those payouts that have been processed.
 - Unprocessed**: Displays only payouts that have yet to be processed.
- To search by Date (in the format mmddyyyy), Amount, or Created By (user) enter it in the Search text box, then click the Search  button.
- To add a payout, click the New Payout  button. See [“Add Payout” on page 13](#).
- To mark payout as processed or to void it, click the Details  button. See [“Payout Details” on page 14](#).
- To display more of the list, change the number in the lower, right corner, and click Refresh .

Or, click the yellow triangle in the lower, right corner to display the next page.
- To remove an entry, check the Remove box in the line you want to delete. To check all displayed entries, click the + (plus) sign; to uncheck all displayed entries, click the – (minus) sign.
- Click Update to enter changes.


MMUI Header & Footer

Enter the text you want displayed at the top and bottom of the affiliate pages.

- **Affiliate Login Header and Footer**
Displays on the page when an existing affiliate logs in.
- **Add Affiliate Header and Footer**
Displays on the Add New Affiliate page, when a prospective affiliate first signs up.
- **Edit Affiliate Header and Footer**
Displays on the Edit Affiliate page, when an affiliate needs to update their data.

MMUI Affiliate Login

Provides a link on your store front for affiliates, before and after logging in. These fields are similar to the links provided to customers to log in and to edit their existing information.

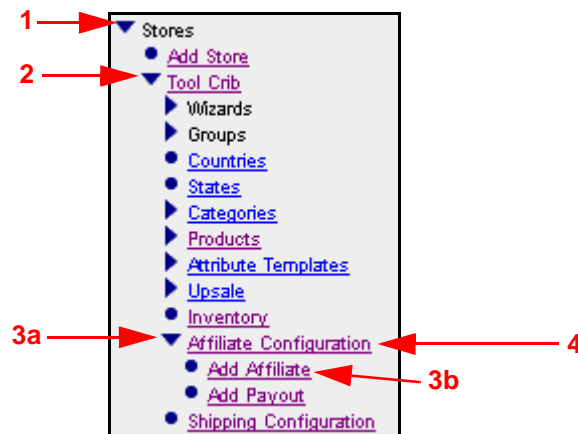
Affiliate Configuration 				
Options	Lost Password Email	Affiliates	Affiliate Email Notification	Payouts
MMUI Header & Footer	MMUI Affiliate Login			
	<input type="checkbox"/> Display Affiliate Login			
Affiliate Login Link:	<input type="text" value="Affiliate Login"/>			
*Affiliate Account Link:	<input type="text" value="Edit Affiliate Information for %affiliate_login%"/>			
*Available Tokens: %affiliate_site_name% The Affiliate's Site Name				
%affiliate_login% The Affiliate's Login				

- **new in 4.13:** Display Affiliate Login
Check box to display the Affiliate Login link above the category tree.
- **Affiliate Login Link**
Text for the link that appears on the store front before the affiliate logs in. This link displays the Affiliate Login page. You can change this text to include any text or HTML.
- **Affiliate Account Link**
Text for the link that appears on the store front after an affiliate has logged in. This link displays the Edit Affiliate Information page. You can change this text to include any text or HTML. Tokens you can use for the Affiliate's Login and Site Name are defined at the bottom of the form.

Add or Edit Affiliate

You can create an affiliate in the Miva Merchant Administration interface, and a prospective affiliate can enter data on a page in your store to create a new affiliate.

1. Click the triangle next to Stores.
2. Click the triangle next to the store's name.
3. To add an affiliate:
 - a. Click the triangle next to Affiliate Configuration.
 - b. Select the Add Affiliate link.
 - c. See [“Add/Edit Affiliate Tabs” on page 10](#).
4. To edit an existing affiliate, select the Affiliate Configuration link. See [“Affiliates Tab” on page 10](#).



Affiliates Tab

1. Select the Affiliates tab at the top of the form.

Affiliate Configuration

Options [Lost Password Email](#) **Affiliates** [Affiliate Email Notification](#) [Payouts](#)
[MMUI Header & Footer](#) [MMUI Affiliate Login](#)

Search:

Display:

<input checked="" type="checkbox"/> Login	<input checked="" type="checkbox"/> Site Name	<input type="checkbox"/> Site URL
<input type="checkbox"/> Contact Name	<input type="checkbox"/> Company	<input type="checkbox"/> Email
<input type="checkbox"/> Phone	<input type="checkbox"/> Fax	<input type="checkbox"/> Address
<input type="checkbox"/> City	<input type="checkbox"/> State	<input type="checkbox"/> Zip
<input type="checkbox"/> Country	<input checked="" type="checkbox"/> Hits	<input type="checkbox"/> Percent
<input type="checkbox"/> Flat	<input type="checkbox"/> Balance	<input type="checkbox"/> Status
<input type="checkbox"/> Status Date	<input type="checkbox"/> Status By	

Remove	Login	Site Name	Hits	
<input type="checkbox"/>	MaryD	maryslamb	0.0000	
<input type="checkbox"/>	Jimmy		50.0000	

1-2 10

2. Click the Edit button in the row of the affiliate you want to change. See [“Add/Edit Affiliate Tabs”](#) on page 10.

Add/Edit Affiliate Tabs

Identification Tab

- Login
The name the affiliate uses to log in.
- Lost Password Email
The Email address to which the password will be sent when requested by the affiliate.
- Password and Confirm Password
The password the affiliate uses to log in.
- Application Status

The status you (store administrator, or user with privileges) selects for this affiliate.

- Pending The affiliate accumulates earnings, but no payout can be made while the application is pending.
- Approved The affiliate accumulates earnings and payouts can be made.
- Rejected The affiliate has not been approved.

Info Tab

The website and physical location information for this affiliate.

- Site Name
The name of the affiliate's site.
- Site URL
The URL of the affiliate's site.
- The remaining fields are similar to the ones for a customer's information.

Commission Tab

When you add a new affiliate, the default entries from the Affiliate Configuration, Options tab are read. If you want a unique commission for this affiliate, enter it in the following fields:

- Commission Per Referral
The amount per hit this affiliate receives.
- Commission Percent of Order
The percent per completed, invoiced Order this affiliate receives.
- Commission Flat Fee per Order
The flat amount per completed, invoiced Order this affiliate receives.
- Balance (displays in Edit Affiliate)
The current balance for this affiliate.
- Payout (This Affiliate Only)
If this affiliate's earnings have met or exceeded the Payout Threshold, this link displays under Balance. Click the link if you want to pay only this affiliate.

Mailing Lists (new in 4.13)

The mailing lists to which this affiliate has subscribed are shown on this tab. You can manually unassign an affiliate from lists here. And, although you can also assign an affiliate to lists, you might want to let them sign up or subscribe for themselves.


Earnings (displays in Edit Affiliate)


Displays the earnings information of each commission type for your affiliate.

- Date & Time
Date and time of referral (hit) or order.

- IP Address
Customer IP address sent via affiliate.
- Type
Identifies the type of transaction: Referral, Commission-flat, Commission-pct, or Payout.
- Order ID
The ID for the order resulting from the e-shopper sent by this affiliate.
- Order Amt
The amount of the order resulting from the e-shopper sent by this affiliate.
- Earned
The amount this affiliate earned as a result of this transaction.
- Void
If this entry is void or invalid.
- Void Reason
Why this entry has been made invalid.
- Voided By
The user who voided this entry.

Add Adjustment

1. In the Earnings tab, click the  Add Adjustment button.
The Add Adjustment form displays.

Add Adjustment For Affiliate: mary 

Transaction

Date: 05/21/2001
 Time: 15:42:10 Pacific Daylight Time
 Type: Adjustment
 Order ID:
 Order Amt:
Earned:
 Void
 Void Reason:
 Voided By:
 Adjusted Reason:
 Adjusted By: elisa

2. If you are making the adjustment in relation to an order, enter the Order ID and Order Amt (Amount).

3. Enter the amount earned from the transaction.
4. If you are stopping this payout, check Void and enter the reason.
5. Otherwise, enter the Adjusted Reason.
6. Click Update.


Add Payout

Ways to add a new payout:

- In the Administration Interface menu, under “Affiliate Configuration” click “Add Payout.”
- In the Affiliate Configuration Payouts form, click the “New Payout” button.

The Add Payout form displays. If there is at least one payout to make, the Continue button displays.

- **Payout Threshold**
The amount of commission that must accumulate before a payout is made to an affiliate.
- **Payee Count**
The number of affiliates requiring a payout.
- **Payout Amount**
The total amount to be paid to all affiliates.

Add Payout 	
Payout Threshold:	25.00
Payee Count:	1
Payout Amount:	50.00
<input type="button" value="Continue"/> <input type="button" value="Reset"/>	


1. Click Continue to see the Payout Details form. See [“Payout Details” on page 14.](#)

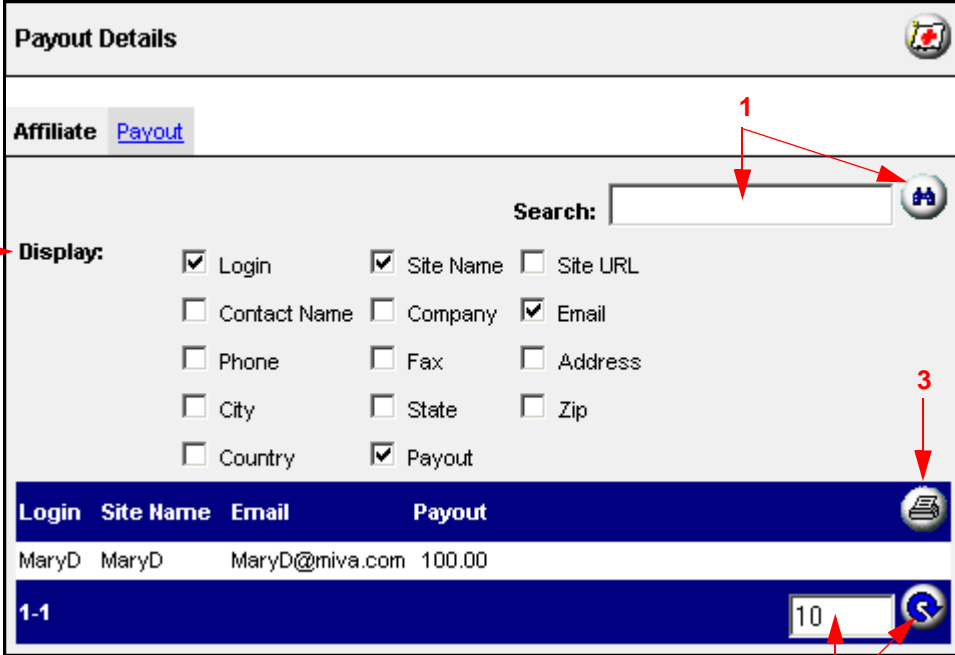
Payout Details

The store merchant must have been assigned money privileges to access this area of affiliates or must be a store administrator.

To display these Payout Details: select the Details button from the Payouts tab in Affiliate Configuration, or when you edit an affiliate, click Payout This Affiliate.

Affiliate Tab

1. To search for a specific affiliate, enter the name, or partial name in the Search text box, then click the Search  button.
 2. By **Display**, check the boxes next to the fields you want to display in the list. (Login, Site Name, Email and Payout are checked by default.)
 3. Click the Print button for a hard copy of your affiliates and payouts.
 4. To display more of the list, change the number in the lower, right corner, then click Refresh.
- Or, click the yellow triangle in the lower, right corner to display the next page.
5. Click Update.



The screenshot shows the 'Payout Details' interface. At the top, there are tabs for 'Affiliate' and 'Payout'. Below the tabs is a search box with a search icon (callout 1). To the left of the search box is a 'Display:' section with several checkboxes (callout 2). Below the search box is a table with columns for 'Login', 'Site Name', 'Email', and 'Payout'. The first row of data shows 'MaryD', 'MaryD', 'MaryD@miva.com', and '100.00'. At the bottom right, there is a page number '1-1', a text input field containing '10', and a refresh icon (callout 4). A print icon (callout 3) is also visible on the right side of the table.

Login	Site Name	Email	Payout
MaryD	MaryD	MaryD@miva.com	100.00

Payout Tab

1. Check "Processed" when you have made a payout.
2. Check "Void" to negate this payout.

Payout Details 	
Affiliate Payout	
Payout Information: Payout Date: 04/23/2001 Payout Time: 14:36:57 Pacific Daylight Time Payee Count: 1 Total Payout: 100.00 Created By: Elisa Processed: <input type="checkbox"/>	Void Information: Current Date: 04/23/2001 Current Time: 15:29:59 Pacific Daylight Time <input type="checkbox"/> Void Reason: <input type="text"/> Voided By: