affilinet

Affilinet Module Magento

Handbook for Advertisers

Affilinet Module Magento

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Introduction

You have chosen the affilinet module for your Magento store. This module facilitates your daily work by integrating essential functionalities of our affilinet platform into your usual store.

Magento and the affilinet module

The affilinet module enables you to integrate important affiliate marketing features into your Magento store. Affilinet presents performance marketing, an attractive, success-based payment model for users directed to your website, high quality, transparent tracking and reporting as well as a sales network with 500.000 publishers (website operators, promoting your products online). This module offers you new customer potentials to expand your reach. Using this module offers you concretely:

- an easy providing of product data feeds to promote your products via dynamically generated ads
- retargeting of (non-purchasing) store visitors
- tracking of customers, which were directed to your store via affilinet
- publisher statistics display of generated clicks, leads and orders.

Besides the fully integrated process of affiliate marketing functionalities within the module, you can always login to the affilinet advertiser portal (https://advertiser.affili.net) for using the additional affilinet options.

Module use requirements

In addition to the Magento shop you need an affilinet account to use the module. If you already have an affilinet account, you can easily provide your affilinet programID (see also http://advertiser.affili.net/Account/ProgramData.aspx) as well as your affilinet webservice login details (see also http://advertiser.affili.net/Account/AccountData.aspx) in the settings. Now you have access to all functionalities.

New clients can directly apply for an affilinet account via the “registration” tab.

Supported Magento editions

The affilinet module supports the following editions:

- Magento Community Edition versions 1.6, 1.7, 1.8
- Magento Enterprise Edition versions 1.11, 1.12, 1.13, 1.14

If you have further questions about supported Magento versions or problems with the installation, please contact our technical support.

Supported PHP versions

Please note: The affilinet module supports PHP only for the version 5.4.

System requirements

Please make sure, that you fulfill the system requirements, which are necessary for the Magento system.

Installation

Before the installation

1. Make sure, that you fulfill the system requirements, which are necessary for the Magento system
2. Make a backup of your Magento store and your database.
3. Go to Magento Connect and search for the affilinet extension: http://www.magentocommerce.com/magento-connect/affilinet-modul.html
4. Select your edition (CEor EE) and click „Get Extension Key“

Installation

1. Deactivate the Magento Compiler System ‣ Tools ‣ Compilation ‣ Disable
2. Select System ‣ Magento Connect ‣ Magento Connect Manager in the Magento admin session and type in your admin login details.
3. Enter the Extension Key, requested for Magento connect, click the “Install” button and confirm with the “Next” button.
4. The installation starts and you will receive a message after it has been finished successfully. You will now find the affilinet extension in your list of installed extensions.

After the installation

1. Go to System ‣ Cache Management and clear your Magento cache.
2. Logout of the Magento admin area and then login again
3. Reactivate the Magento Compiler, if used before, under: System ‣ Tools ‣ Compilation
4. The Magento cronjob system must be activated to use the product feed generator. Please follow the Magento Feed-Generator documentation for the set up.

The extension is now installed and you can start with the configuration.

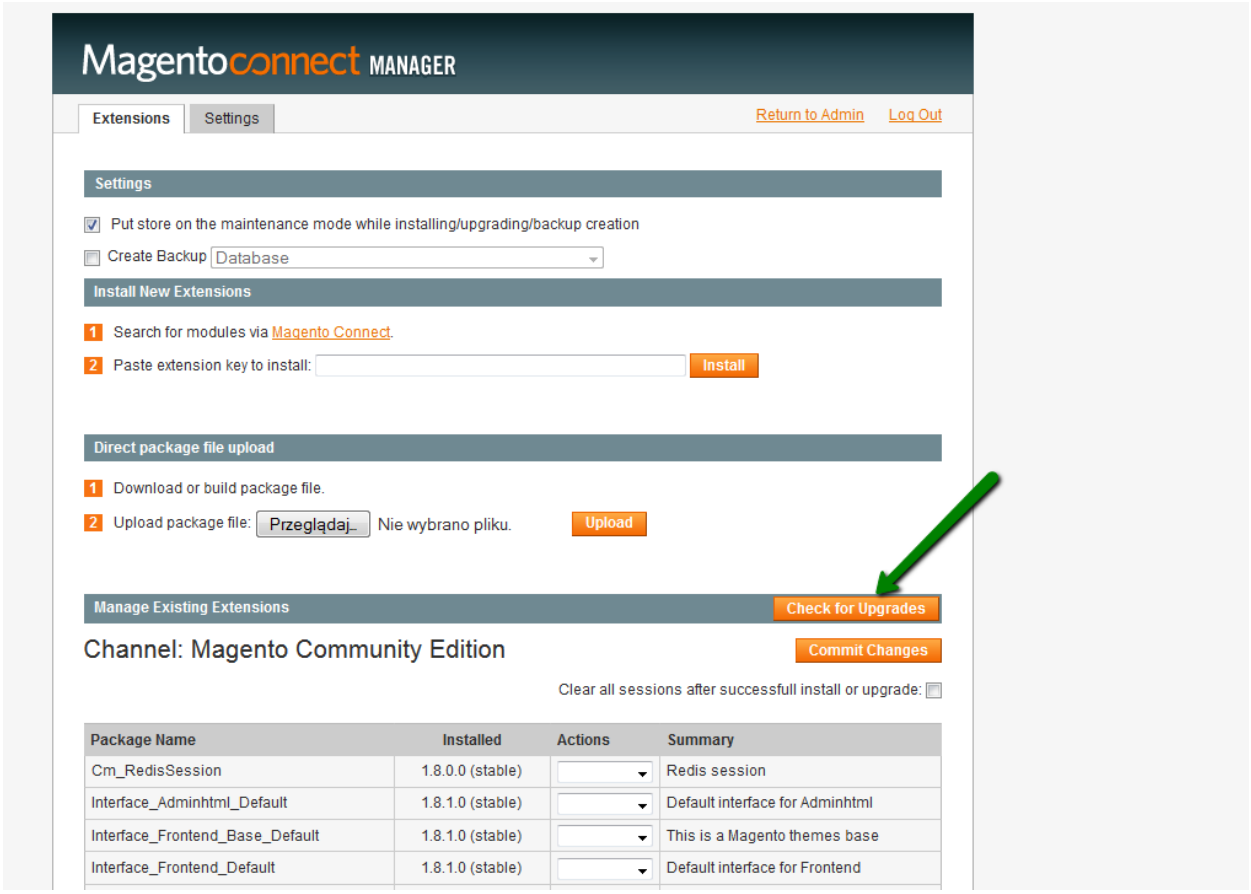
Upgrade

Bevore the upgrade

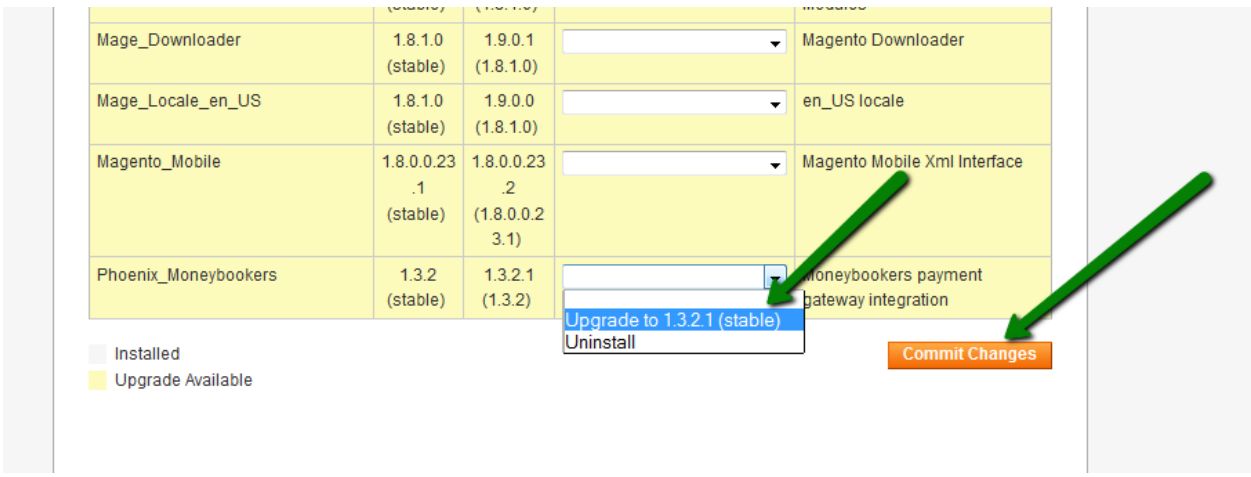
Make a backup of your Magento store and your database.

Upgrade

1. Select System ‣ Magento Connect ‣ Magento Connect Manager in the Magento admin session.
2. Check for new upgrades:



1. Wählen Sie die neue Version aus und starten Sie das Upgrade:



Configuration

Functional overview

The affilinet module automatically integrates essential functionalities of the affilinet platform into your Magento store. Below you find an overview about configuration options that are available in the module.

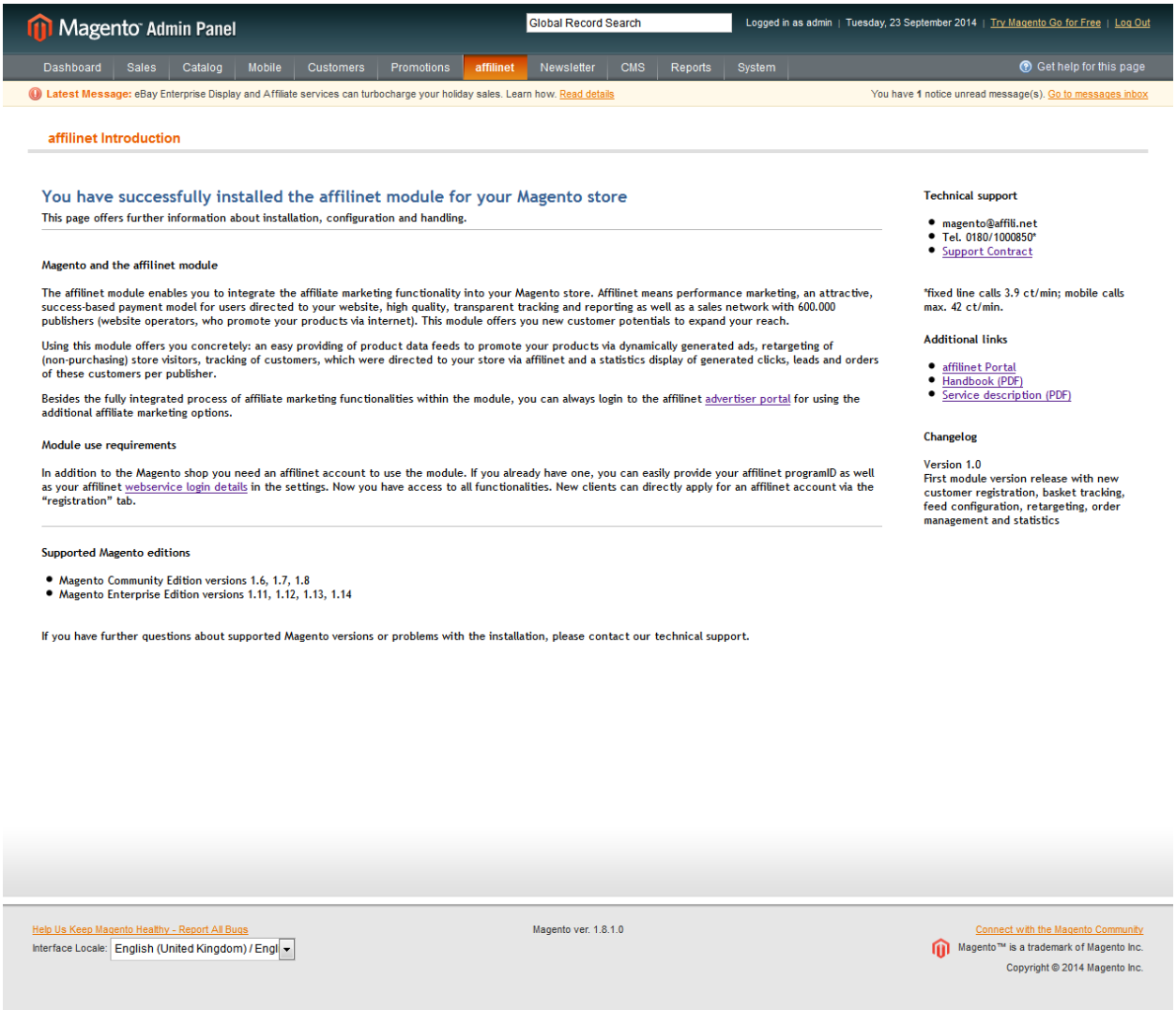
Module areas:

- Introduction
- Registration
- Settings
  - General settings
  - Tracking
  - Retargeting
  - Productdata feed
- Feed-Generator
- Orders
- Statistics

Introduction

Here you get general information about module installation, configuration and handling. Furthermore you can see the support contact details and access the support instruction.

Magento Backend > affilinet > Introduction

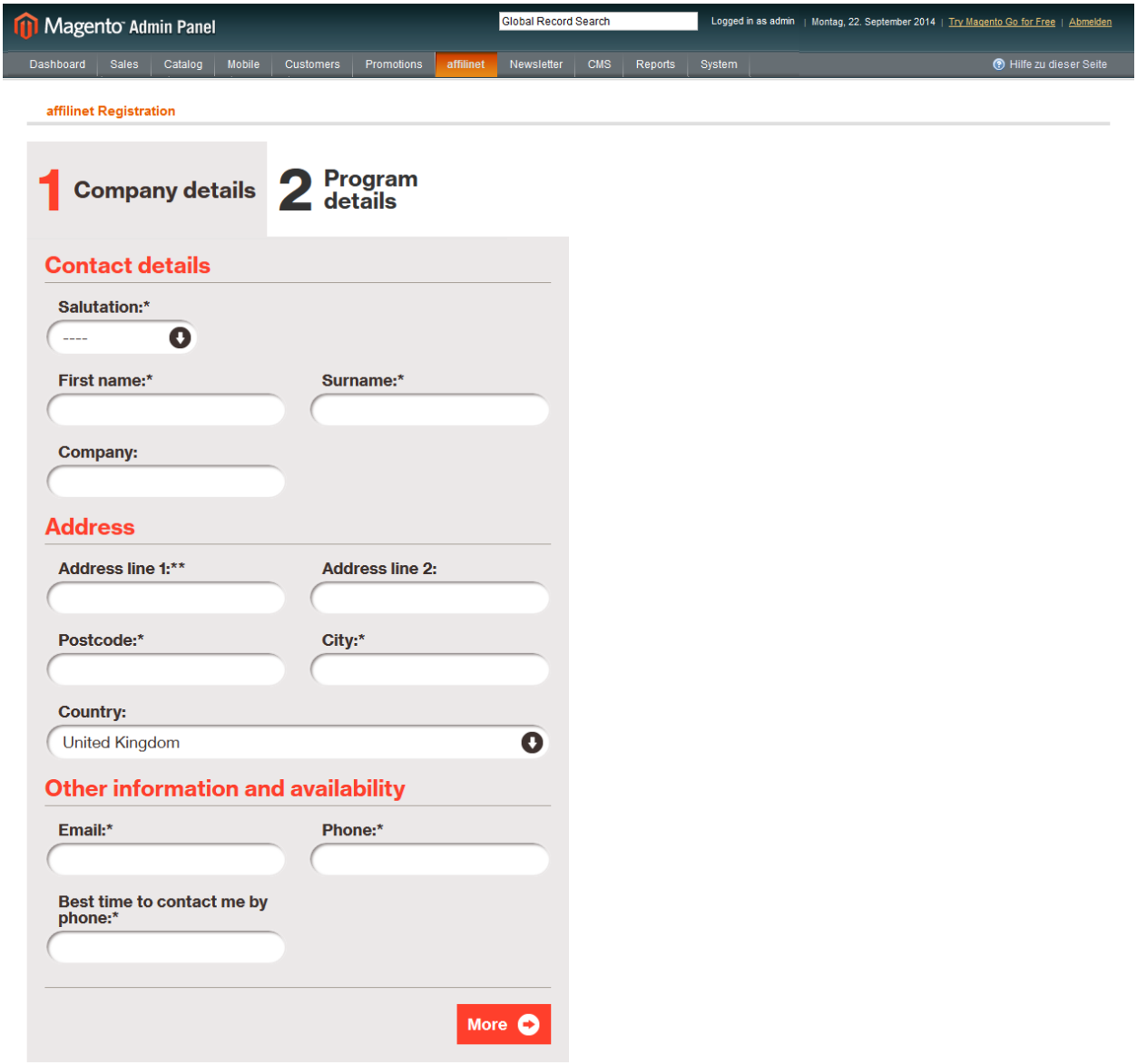


Registration

If you don't have an affilinet account so far, you can easily apply for an affilinet account at any time under the tab „Registration".

Affilinet will check your application and will provide all necessary documents on acceptance.

Magento Backend > affilinet > Registration



Settings

General settings

If you have already an affilinet account, you can start immediately. Enter your affilinet programID, your webservice login details as well as your company logo in the settings and choose your currency. For multi-store installations the configuration of the extension will be passed on, but can be adjusted individually for individual stores.

Use of Magento Multistores

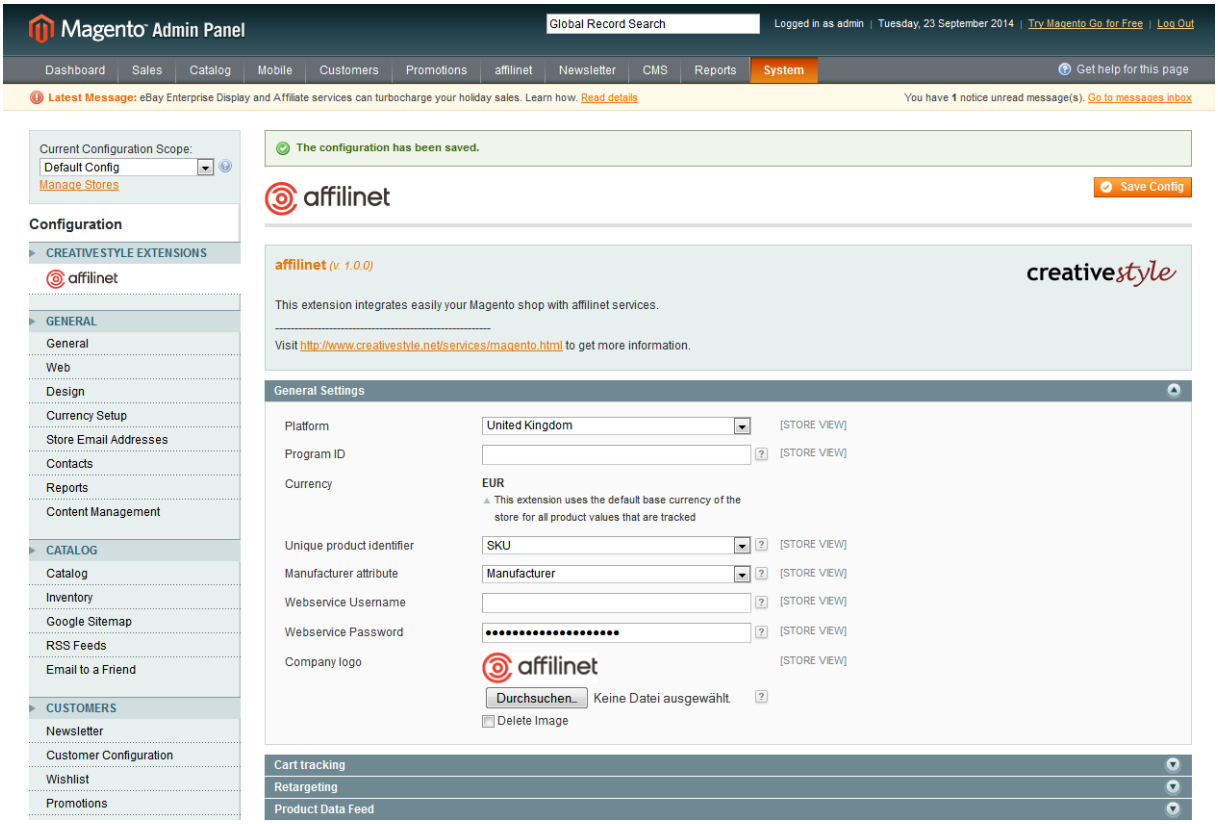
You have the option to use Magento Multistore installations for the extension. As usual you can define the settings for different scopes. Specific website settings will be applied to the website store views. Magento Multistore installations provide very flexible configuration options, since all extension settings can be defined in the store view.

Logo upload

The maximum required logo size is 120 x 40 px. Bigger images will automatically be scaled to this size. Therefore we recommend only uploading logos with this size.

Please note: The currency of the German affilinet platform is Euro. If you define a foreign currency in the settings, the amounts will be converted in Euro (based on to the daily exchange rate) and accordingly displayed in the affilinet portal. Therefor the "currency conversion" must be activated by affilinet. Please contact the affilinet Support at support@affili.net.

Magento Backend > affilinet > Settings



Basket Tracking

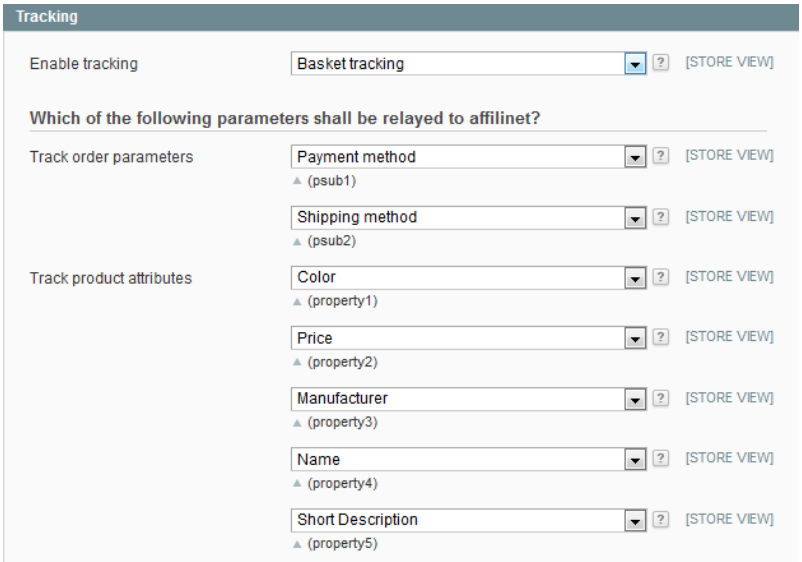
The affilinet basket tracking system allows you to submit shopping basket information on item level to affilinet. That information enables you to perform detailed statistical analyses and allows your publishers to optimize their marketing activities even further.

In the affilinet basket tracking system, we distinguish between baskets and basket items. Baskets can be confirmed and cancelled like regular transactions, but before you do this, you can update the contained basket items: you can update the quantity of single items or remove single items from the basket (e.g. if the article was returned by the customer); the publisher's commission is automatically updated.

In order to evaluate the baskets even better, you can activate two additional tracking parameters (psub 1,2) in the cart tracking settings, which are only visible for the advertiser (you). You can specify whether you want to submit Magento default values as payment method or shipping method to be displayed in your statistics.

As product attributes you can submit additional parameters for the basket items as e. g. size, color, material etc.. These attributes will also be displayed in the publisher's statistics for optimization purposes. Please transfer only data, which should be visible for publishers as well.

Magento Backend > affilinet > Settings > Cart tracking

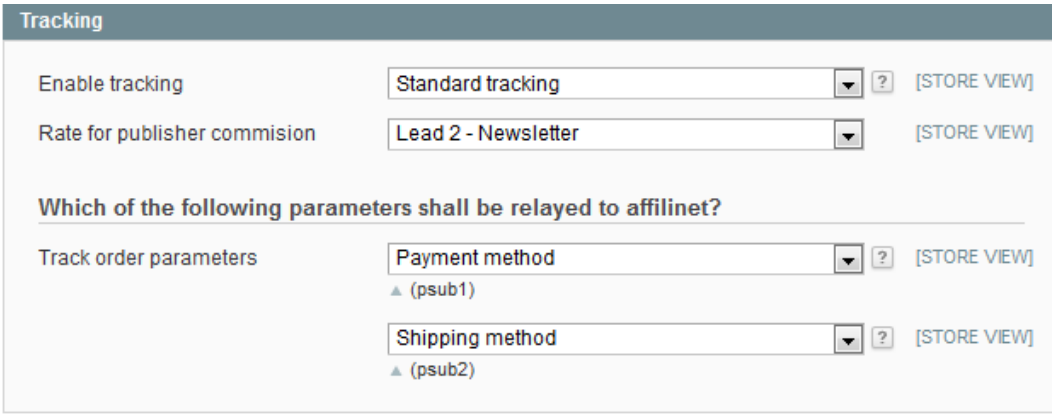


Standard Tracking

Tracking is the basis of affiliate marketing, enabling you to register your orders which have been generated by affilinet publishers.

Furthermore it enables the advertiser to pay a publisher commission also, if the customer buys not before the second or another shop visit within a certain time.

Magento Backend > affilinet > Settings > Tracking > Standard Tracking

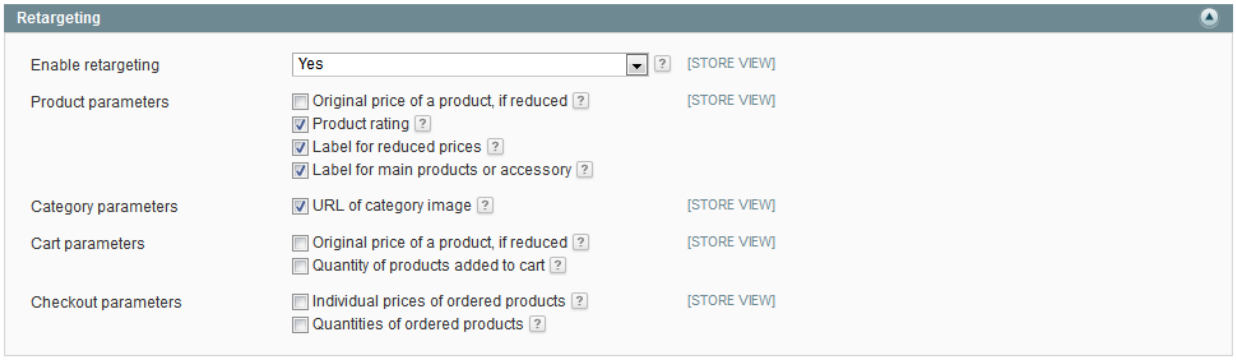


Please note: The rates are submitted through affilinet webservices. If you didn't provide your affilinet webservice login data in the module area, no data will be delivered.

Retargeting

This technology enables you to re-address specifically interested customers. Potential customers, who left your online shop without a purchase, can be returned to your store via personalized ads (e. g. dynamic product banners). These ads will be displayed through affilinet retargeting publishers within their media reach.

Magento Backend > affilinet > Settings > Retargeting



In the settings area you find the Retargeting configuration, the possibility to activate retargeting as well as to configurate optional parameters.

Product parameters

- Original price of a product, if reduced
- Product rating
- Label for reduced prices
- Label for main products or accessory

Category parameters

- URL of category image

Cart parameters

- Original price of a product, if reduced

- Quantity of products added to cart

Checkout parameters

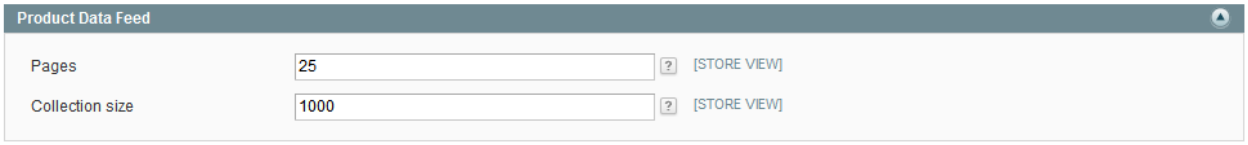
- Individual prices of ordered products
- Quantities of ordered products

Product datafeed

For many shop products, feeds must be generated within several steps.

Here you can define the number of products, which should be processed per step.

Magento Backend > affilinet > settings > Product Datafeed



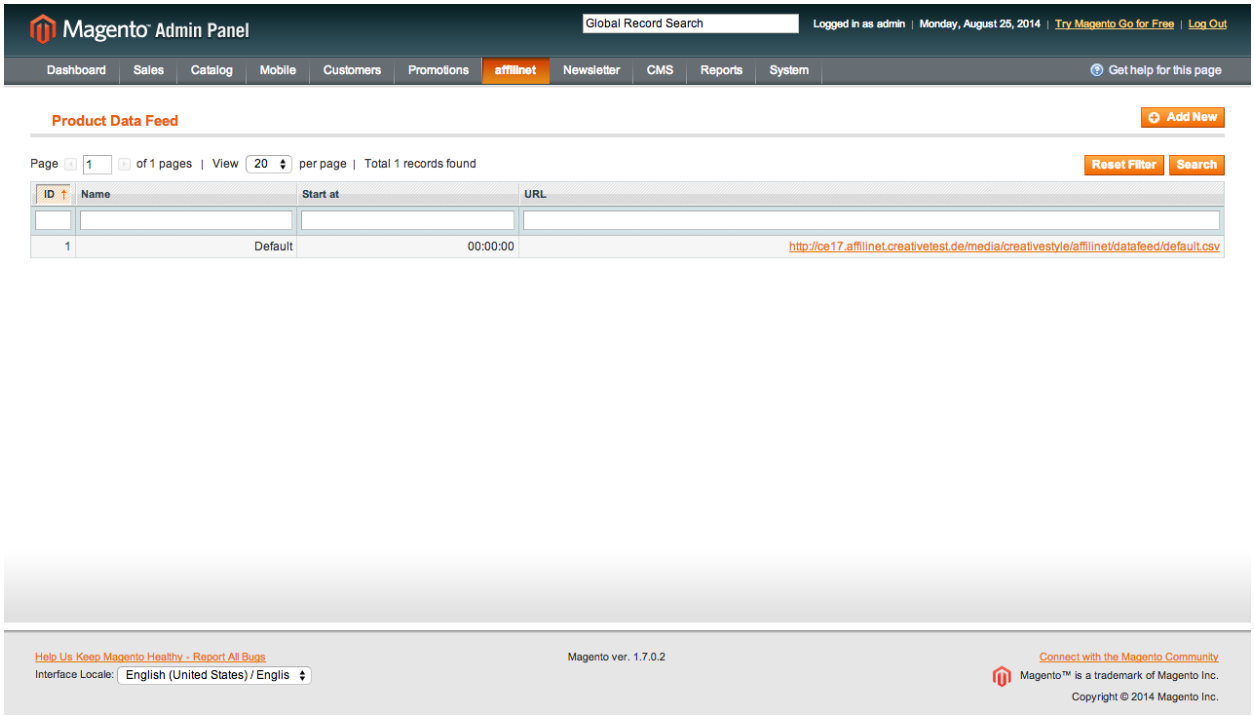
Feed-Generator

The feed generator creates an affilinet matching product feed, based on your Magento product database. You can check this feed in a few steps and submit it to affilinet. On the basis of this product datafeed publishers can build dynamic product ads and deliver them to specific target groups. So customers with a special product desire will come to your store.

- **Step 1**– configuration: Besides the affilinet standard feed you are able to create publisher individual product datafeeds (e. g. for Valentine's Day, Easter or Christmas promotions).
- **Step 2** – preview/export: You can view the data of your feed, created in the first step, with a preview and generate a csv export.
- **Step 3** – Cronjob settings: Here you can specify when the cronjob should start to create the configured product feed and place it on your server as csv file.
- **Step 4** – Finish: Feed name, feed logo, start time of the cronjob and the feed link will be displayed for checking. As soon as your data will be checked you can click the button “submit the feed to affilinet” and your data will be submitted.

The affilinet product data team will now check your feed and enable feed submission deferred to the defined setting terms. So your product datafeed is always up to date.

Magento Backend > affilinet > Product Data Feed

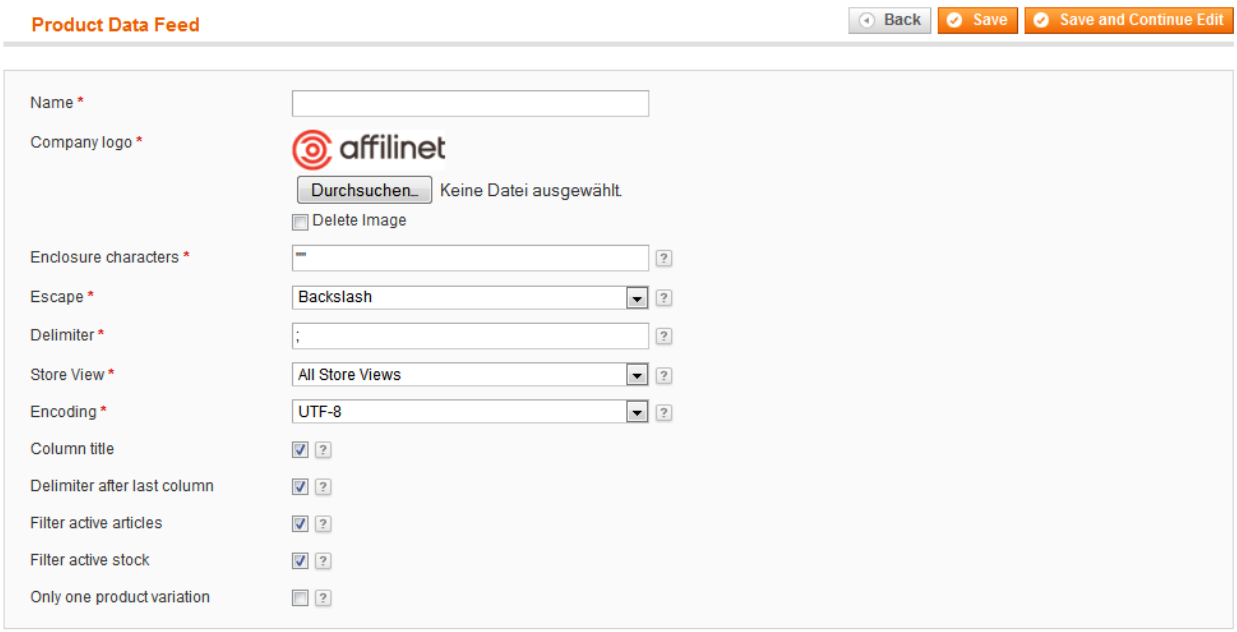


The feed generator provides various options for item feed configuration.

General Settings:

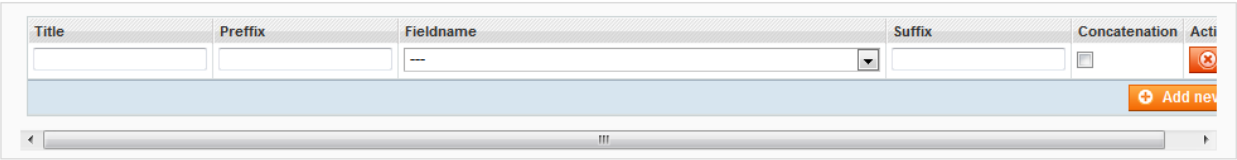
Name, logo and CSV parameter.

There are additional feed filter options as “Filter active articles”, “Filter active stock” and “Only one product variation”.



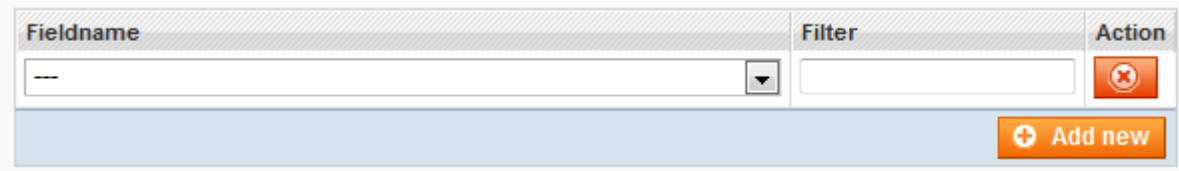
Field/content selection:

- set column titels
- Pre-/Suffix, to modify columns with a fix text
- Database field selection
- Concatenation to string different columns together
- In expert mode: regular expressions to modify the field contents



Filter:

- Field-based filters with SQL-conditions



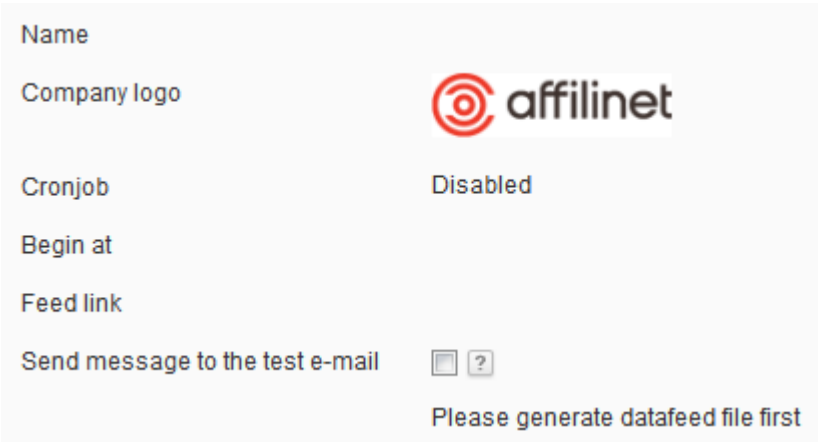
Cronjob:

If and at what time the cronjob should be executed.

Filename, where the feed is placed.

Feed Submission:

The feed can be transmitted to affilinet.

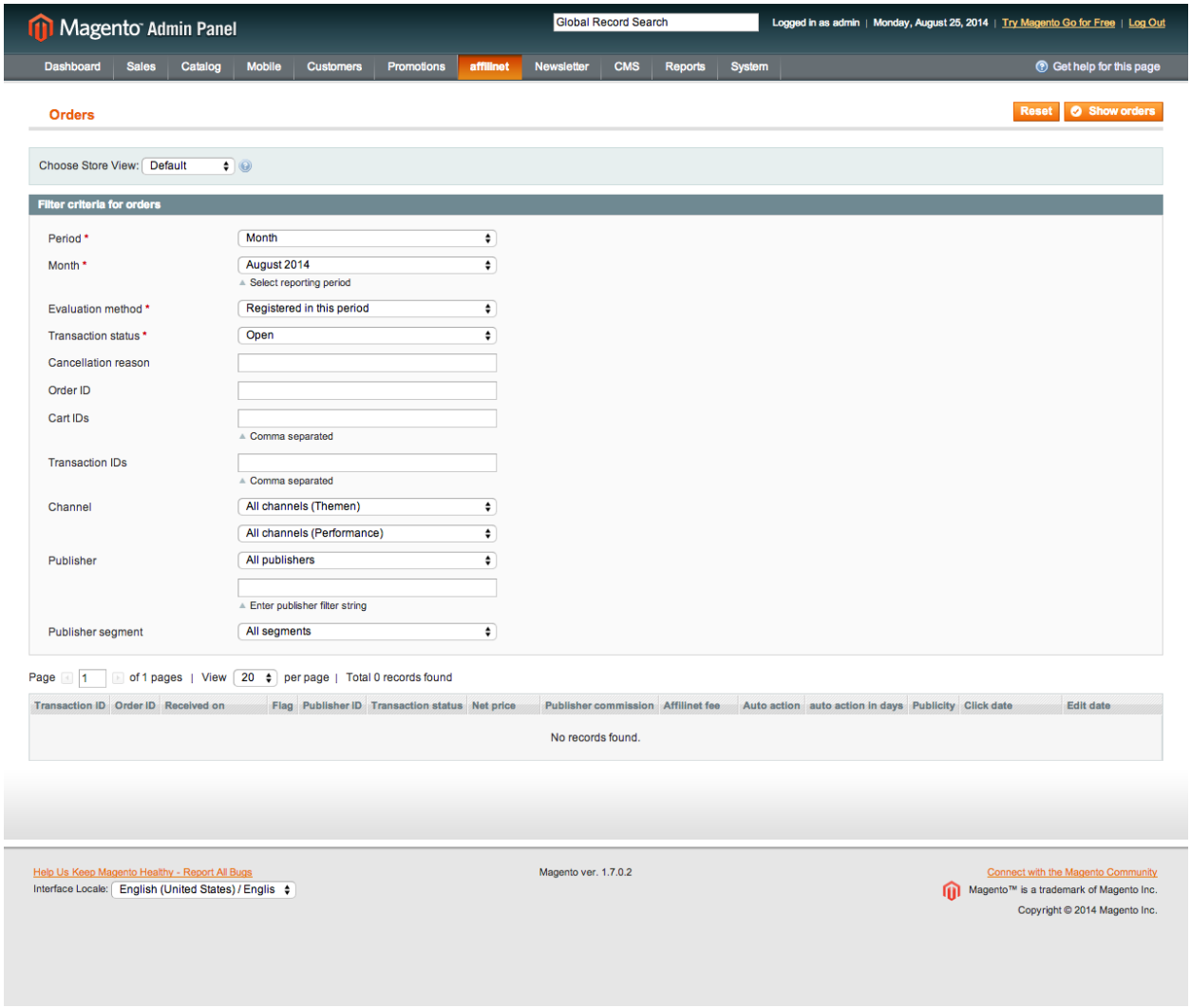


Orders

This module area enables you to view all orders, generated by customers, who were directed to your website by affilinet publishers. You can search for periods, publishers, channels as well as individual oderIDs and their transaction status and confirm or cancel order commissions.

If the order commissions will not be edited (confirmed/canceled) within the contractually defined time period, orders will be confirmed automatically. Orders with CPC (cost-per-click) based commission for publishers are not shown by defeault, because the commission must be paid for the click on a banner and not for an occurred purchase (order).

Magento Backend > affilinet > Orders



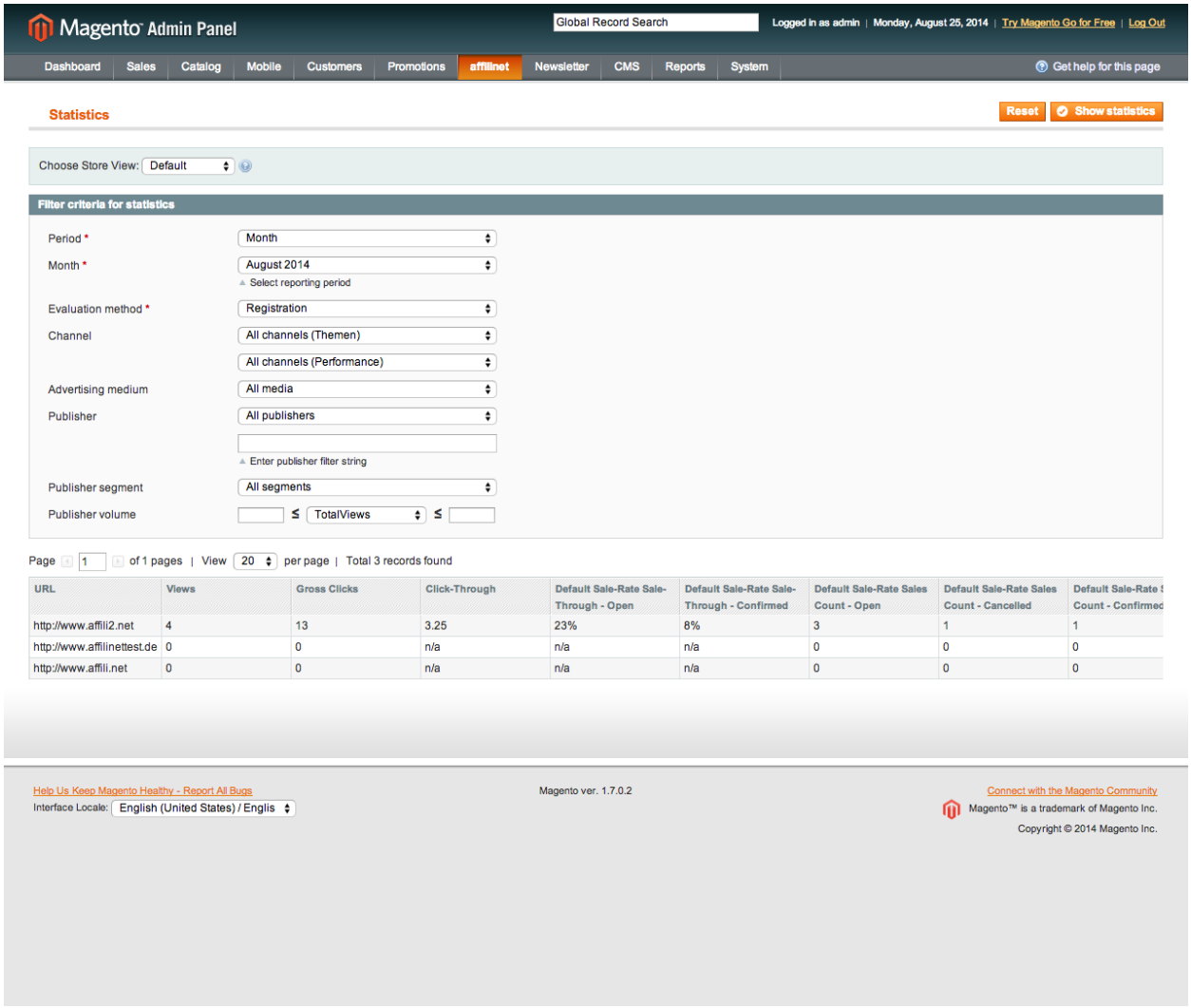
Please note: The orders are submitted through affilinet webservices. If you didn't provide your affilinet webservice login data in the module area, no data will be delivered.

Statistics

In the statistics module area you get an overview about the performance of your affilinet publishers. As well as for orders you can select in detail what information for what period should be displayed.

Based on your filter criteria the statistic displays the publisher URL as well as generated views, clicks, leads/sales and commissions.

Magento Backend > affilinet > Statistics



Please note: The statistics are submitted through affilinet webservices. If you didn't provide your affilinet webservice login data in the module area, no data will be delivered.

Support

Have you any questions about the module or do you need support from a technical specialist?

Please contact us by phone at

Supporthotline +49 (0)180- 1000850

(German fixed line calls 3.9 ct/min; mobile calls deviating)

or by mail at

magento@affili.net

Available from **Monday to Friday: 9 a.m. to 6 p.m.**. The first 60 minutes will not be charged.

The technical support for the affilinet Magento module will be provided from our partner, creativestyle GmbH, Ganghoferstr. 68 a, 80339 München, Amtsgericht: München HRB 177904.

For all requests related to affilinet, you can also contact the affilinet customer service at support@affili.net.

History:

Date	Kind of Change	Detail of Change	Author	Comment
01.10.2014	Created		SP	
17.11.2014	Updated	Supported PHP versions	SP	

History-Guide:
Date: 01.10.2014
Kind of Change: New
Detail of Change:
Author: SP
Comment: