
ClickInc.com Support Center

For ClickInc Merchants Category
If you are a Merchant, this is where you should begin

Contents

For ClickInc Merchants	1
<i>Logging Into the Control Panel</i>	<i>1</i>
<i>Setting Up Your Affiliate Program</i>	<i>1</i>
<i>How Do I Setup Flash Banners?</i>	<i>2</i>
<i>Getting Your Affiliates off the Ground</i>	<i>3</i>
<i>What are Alerts?</i>	<i>6</i>

For ClickInc Merchants

If you are a Merchant, this is where you should begin

Logging Into the Control Panel

Merchants and Affiliates can log into their ClickInc.com control panel by accessing this URL:

<https://affiliates.clickinc.com/affiliate/>

Merchants can log in using their Merchant ID or Merchant Username, and chosen password

Affiliates can log in using their assigned Affiliate ID and chosen password

Setting Up Your Affiliate Program

Here are some things to consider in order to get started with your affiliate program, once your integration is complete.

You should also have a look at the Welcome email which was sent to you when you signed up, for more Steps on getting started. You can also check our Integrations Getting Started Guide for more info.

Getting Started

1. Setup your Affiliate Sign Up Page. This was included in the ZIP file package we sent you. Please check the PDF for instructions on how to get that page up. Then what you'll want to do is add your program details on there, like how much commission you will be offering affiliates for each sale etc. Make the page enticing!
2. Check Step 3 in the Welcome email on how to setup your default commission settings. By default it is set to 0%. Please have a look at the Settings page in your control panel, and set it up as you like. Other settings include 2nd and 3rd tier (if you will offer that), Payment intervals, cookie lifetime, re-order commission, approve affiliates automatically or manually, notify on commission etc.
3. Next you'll want to create Text Links and possibly add any Banners or other marketing materials you want to offer affiliate. Once you login, go to Marketing > Text Links, Banners or HTML Ads. All of the items you setup in there will then be available to all affiliates when they log into their account and go to the Marketing tab. They will be displayed the text links in a special LINK CODE with their affiliate ID. It is those HTML codes with which they add to their website or emails or wherever they want to put your links. Please note that if you do not have TruLink enabled, you should disregard anything to do with that in your account.

For Text Links, put some links to your website with good titles, because those keywords can be picked up by Google, when they are placed on your affiliate's website. You can put links to your main website index page, or to a specific product page.

The same idea applies for banners, but you would put the path of the banner location (where the banner is hosted), and then the landing page URL, like your main page or product page, depending on where you want customers to land once having clicked the banner.

You may also add HTML Ads, and in there you can create HTML code with which your affiliates can copy and paste on their homepage or in an Email (like an email template). To do that, just make sure whatever link(s) you add in the HTML code, will have the affiliate ID code at the end, like so:

<http://test.com?affld=!!!affiliate!!!>

or

<http://test.com/test/index.html?id=12&affId=!!!affiliate!!!>

It's like creating a mini-web page for your affiliates.

TruLink

If you have TruLink enabled in your merchant account, this allows any of your affiliates to submit their domain name in their control panel (under Marketing > Domains > Add Domain). The domain must be owned by them (cannot be a free web hosting or google, yahoo or any other type of domain which they do not own). After they submit that, you can approve or reject it. If approved, they can then use any TruLink code on that website. Their Domain name essentially becomes their actual Affiliate ID. Please explain this process to your affiliates.

4. After you set those things up, you'll be pretty much ready to begin getting affiliates to signup. Once you do, they will be visible as "Pending" in your control panel. You will be notified when new affiliates sign up, and then on your Dashboard you click on "Pending Affiliates" and you'll be able to review their data and either Approve or Reject them. Once approved, they will be sent an email with their ID and password and where to login.

5. The email message which affiliates receive after they have been approved, and other email messages in ClickInc.com are totally customizable. You may want to edit those email messages to add further details or custom messages – for example, information for them to get their links etc and how to start advertising.

The email messages can be accessed by going to Dashboard > Contact > Mail Settings.

On the left will be a drop down menu with the various email messages. Simply select the one you want to check and then you can edit the message as you like.

The Confirm Affiliate Registration email is the one which might be most important. Please check that and edit as you like, explaining to affiliates what they need to do next (get their links from their Marketing tab section and post them on their website, mention the instructions about TruLink etc).

6. Once you start getting sales, they will be listed on your Dashboard as "Pending Sales" (unless you configured them to be automatically approved from the Settings section). You'll be able to see the order ID, and compare with your payment processor / shopping cart to verify that it was paid for. Then, you can Approve or Reject the order. Once approved, the commission and sale will be seen in the Affiliate's control panel.

7. After 2 weeks (or whatever your payment interval is set to be on your Settings page) you can go to the Reports tab and generate a report for that Payment period. It will tell you who is owed what commission, and then you can issue payment by means of paypal or check or some other method (you can tell affiliates what payment methods you can pay them by, in the Settings page towards the bottom of the page). Once you have created the Payment Report for an affiliate and you have paid them, you can mark the payment as PAID, and then their report goes back to 0.00 and it begins again for that affiliate.

With that, you should have a good base to begin!

Please note that all Merchants and all Affiliates should log into their account and check each section, and then each sub-section to see all the features and get a really good feel for how the system is setup and what features are available.

If you have any questions, please contact integration@clickinc.com and we'll be happy to assist!

How Do I Setup Flash Banners?

In order to use Flash banners in your ClickInc.com account, you need to follow some instructions to modify the banner. Please follow these steps:

Flash Banners Instructions:

In the flash banners themselves, which you will upload to your clickinc.com merchant panel, you need to make the entire banner a “button”... and the button code (script) needs to have this:

```
on(release) { getURL(_level0.clickTAG,"_blank"); }
```

Please note that "_level0" depends on where you put the actual button.

The flash banner should not have any direct link to your website.

With that, the URL of your website will be automatically input into the banner, for each affiliate, so when an affiliate logs into their account and grabs their flash banner code, your URL with their ID will be embedded in there.

What About TruLink Flash Banners?

If you only want to use TruLink, then you’d just put a standard button link directly to your website, and no need to add the above code, but then you risk affiliates who’s websites are NOT registered as TruLink, from being able to use those banners on their site.

TruLink only works when an Affiliate registers their domain name in their account, and you approve that domain name – so they have to actually own it. It cannot be a free domain name that is shared with other users, for example, like www.geocities.com or any other free web host provider.

We highly recommend adding the code above in the flash banner, and let each flash banner dynamically receive the URL information WITH their affiliate’s ID – so you cover all bases.

If you want to offer TruLink compatible flash banners to some specific affiliates, we would recommend sending them the banner code directly, and NOT offer it as a standard banner to all your affiliates – that banner would simply have a direct link to your website. But make sure the domain name where the banner will be applied, is registered and Accepted by you as a TruLink domain, in your merchant account, before they put up the banner.

As well, if the banner is not in the merchant panel, then banner impressions will not work, so only clicks will be registered in this scenerio.

Alternatively, you can add a banner category called Flash TruLink and allow affiliates to take the banner code from there.

If you need any help please let us know. If you need us to help edit the banner for you, please send us the FLA file and we will do it for you.

Getting Your Affiliates off the Ground

Now that your website is integrated with ClickInc.com, what do you do next so that you can start getting affiliate sign-ups and how they can begin sending you traffic? This guide will help you to get to the next steps.
Settings

You will ultimately want to begin by making sure all your settings are in check. When you login go to the Settings Tab at the top:

Commission Settings and other General Settings: Make sure that once you are fully integrated, that you have setup your commissions, and general settings the way you want. To do this, log into your account and go to the Settings Tab. Check your default commission, 2nd and 3rd tier commissions, alerts and notifications, payout limits, payment intervals, cookie lifetime etc. All these settings should be setup before you start advertising your program.

Settings > SKU's: If you have many products or just a few, you can import or add them in this section. The benefit of pre-loading them, allows you to set different commission rates PER product if you wish, and also when a partiuclar order is placed then the product name can be visible to the

affiliate, so he / she knows what products are working best. This also helps you to know. If you do not import or add SKU's in there, whenever a product is ordered from your website, the SKU will be populated for you in this section, but only the ID of the product. New products will be listed as "New Product" once they are submitted. You may want to edit those product names from the SKU list (just click on the link to edit the name).

Settings > Affiliate Groups: Before you begin, you may want to setup different groups of affiliates, assigning different commission rates to those groups. This comes in handy if you have different levels of affiliates, like Gold, Silver and Bronze. Where Gold members receive a higher commission rate etc. Create your groups, and when you go to edit an affiliate (by going to Dashboard > Affiliates and then clicking the ID you want to edit) on their affiliate page at the top, you can select which GROUP to assign them to.

Settings > Promotion: This works directly with SKU's that you have imported / added. You can set a specific commission for specific products for a time period. This will be a promotion for your affiliates. You can use this for Christmas or Valentine's Day, if you want your affiliates to promote these special products, which you are offering a greater commission value for the holiday season (as an example).

Marketing

Once your settings are done, you will want to add links, banners and promotional elements to your back-end, so that your affiliates will have access to those items to place on their website etc.

Marketing > Text Links: By default when you register for a ClickInc.com account, the domain you added during signup is added here. You can edit that as you wish. In this section, you can also add other links to your website, specific landing pages, or your shopping cart, and add various keywords and phrases for the anchor text. These links can then be used by your affiliates (with their ID in it) to place on their website / email signatures etc. to drive traffic to your website. To add a new link, simply click Add Link at the top, and follow the directions. Make sure that ANY link you add in here, is integrated with the ClickInc.com scripts, so that they can be tracked properly. If you add a link here, which does NOT have the clickinc code, then it will not track.

Marketing > Banners: Same idea as links above. You will want to add your creative banners / images etc. You can list all banners, or Add / Edit banners from the top. First you have the option to make Categories. This can be helpful, as you can create different folders for different sized banners, or promotions like Christmas Banners etc. When you add a new banner, you are asked for the FULL path of the URL where the image or banner is located. This should be somewhere on your own server. Then it will ask for the landing page. This is the page where you want customers to land on, once they have clicked the banner. It will also ask which Category you want to place the banner in. By default it will be assigned to the General Category. Other options for banners are Flash banners and Pixel images. Pixels are 1x1 clear images, which can be placed in certain places specifically for Impression tracking. It is not used for sales tracking. You can have your affiliates use these on special promotional pages, or Thank You pages for contact forms they may have to generate leads etc. Click here for more information on Flash Banners.

Marketing > HTML Ads: Like banners and links, you can also create categories. HTML Ads more advanced types of banners, which you can incorporate HTML code with. You can create various HTML banners and ads with your own images and html code. For the links which you add in the HTML code, you need to make sure to use the proper format to append the affiliate ID at the end of each link, like so

Append ?affid=!!!affiliate!!! or &affid=!!!affiliate!!! with the url where you want to get the traffic.
Ex: <http://test.com?affid=!!!affiliate!!!> or <http://test.com/test/index.html?id=12&affid=!!!affiliate!!!>

Contacting Your Affiliates

When your affiliates sign up, they receive some emails from the system welcoming them to your program. These emails should contain info on how they can get started with your program. By default, the emails are basic. You should go through them and outline your program, how to get banners, what commission rates you offer, how to submit their domain to be used as TruLink etc.

This is all customized to your specific program, so you need to explain to your affiliates how they can begin.

Dashboard > Contact > Mail Settings: This is the section where you can modify the contact messages sent from our system to your affiliates. When you get to that page, you will see a drop-down menu to the left, which has all the various messages. Please go through each one and edit as you like. The most important one may be the Confirm Affiliate Registration email. Once you approve your affiliate, he/she will get this email. You may want to edit that email to explain your program details and how they can get banners / promotions / links etc. and how they can use TruLink to maximize their traffic. Here are a few suggestions you can use:

Welcome to our Affiliate Program!

Thank you for joining our program! Your account has been approved, and we'd like to welcome you to the team.

You can access your back end here: <http://affiliates.clickinc.com/affiliate/>

User ID: !!!affiliate!!!

Password: !!!password!!!

Please review the following steps, to get you started, and if you have any questions, please let us know!

Regards,

!!!M_Company!!!

!!!M_Email!!!

Updating Your Settings

Before you begin, make sure you go to the Settings tab and check all options in there, including selecting your preferred method of payment. Input your information that is required for the payment option you select, and also ensure that all contact information is up to date!

Getting Text Links

Log into your account and go to the Marketing Tab and see what we have available for you! Once you are logged in, you can go to text links and banners and copy the codes there and place them on your website. You may have a few different options for text links, like: TruLink Code and Text Link Code with AffId

TruLink Code

If you are posting on your own website (which you own the domain of) you can use the TruLink code, after you have registered your domain in the Marketing > Domains section. You must actually own this domain, and the link has to be placed somewhere on that domain, once you have received notice that we have approved your domain. Alternatively, you can submit a Page as well, and place your TruLink code on that page specifically, however if it is located on a free forum, or blog, we recommend you use your Text Link Code AffId link for that.

Text Link Code with AffId

This is the general code you can use anywhere, on your website, on forums, in your email signature etc. It has your specific affiliate ID at the end of it.

Getting Banner Codes

We also offer a variety of banners codes you can use. Simply copy the code for the banner you want, and place it somewhere on your website using an HTML editor or content management system or banner management system. For Banners, you may have some options, like: Dynamic BannerCode and Static BannerCode

Dynamic BannerCode

This is a special script which you can use on your website, if you wish to take advantage of any future updates we may apply to the banner, like if we change the banner name, or landing page. In this case, if you are using Dynamic BannerCode, the banner(s) will automatically update on your website, and you do not have to update anything! Very handy if you don't want to update your website often.

Static BannerCode

This is a series of HTML with your ID in it, and our banner URL, incorporated with Impression tracking etc. This should be used on any HTML page, or content management system, and if you use a rotating banner application, you will want to use this type.
Submitting Your TruLink Domains

If you own your own domain, or want to link via a specific page which only you are posting a link to, then you can submit your domain, or page and once we approve them, you can use the TruLink text link code to our website. Login and go to Marketing > Domains and submit. After we approve, you can link to our website directly anywhere on that domain, or page, without any affiliate ID at the end of the link!

Getting SKU's

If you wish to link to our product pages directly, we have a list of product SKU's for you! Login and go to Marketing < SKU's. You can download the list and use them on your website to link directly to our product pages. These are just ID links or TruLinks, that you can link to.
Creating Campaigns

If you have more than one source which you'd like to track under one account, but would like to track separately, you can create separate Campaigns - these are basically additional ID's under one account. Login and go to Marketing > Campaigns to set them up. When you create new Campaigns, then you will have more link / banner options as mentioned above, with those new ID's in them. So for a specific page, you can put the banner code for one of the campaigns just to track that page specifically for clicks / sales etc.

Dashboard > Contact > Greeting Message: You can customize this message to introduce yourself as the manager, offer news, tips, promotions etc. When your affiliates log into their control panel, they will see this message at the very top of their page. You can use this space for many different things that could be useful for them!

Dashboard > Contact > HTML Setting: This is the page which Affiliates see once they have signed up to your program. This is the Thank You page, and you can customize the HTML code, add information about your program etc. Even add the instructions above, for how they can get started. By default, affiliates have to be approved by you first, but if you automatically approve them, this page can serve as your "Getting Started" page, rather than having the system email them the information.

What are Alerts?

When a Merchant logs into their account, they may see some Alerts on their Dashboard.

Alerts allow Merchants to monitor their affiliate's traffic, as compared to the previous day's traffic, or with the same day of last week's traffic. This feature will help to see which affiliates may have dropped the program, or who may have been decreasing the visibility of the Merchant's website on theirs.

Merchants can control the percentage by which the ClickInc.com system will go by, to display those Alerts. This setting can be found directly on the Settings page within the control panel.

If the Merchant sets this to, lets say, 50%, anytime any of their affiliates have dropped traffic by 50% (as compared to either yesterday or the same day last week), they will be notified.

So if a Merchant has an affiliate who has been sending really good traffic, but all of a sudden it has dropped below that percentage, there may be some reason for this. The Merchant can then contact that affiliate to see why their traffic has decreased, and try to get him back in the game, by offering him assistance, increasing their commission rate, or some kind of other incentive.