cleverbridge

Affiliate Center Guide

How to Use the cleverbridge Affiliate Center

Version 2.3

Learn about:

- Signing up as an affiliate
- Using the Affiliate Center

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Overview

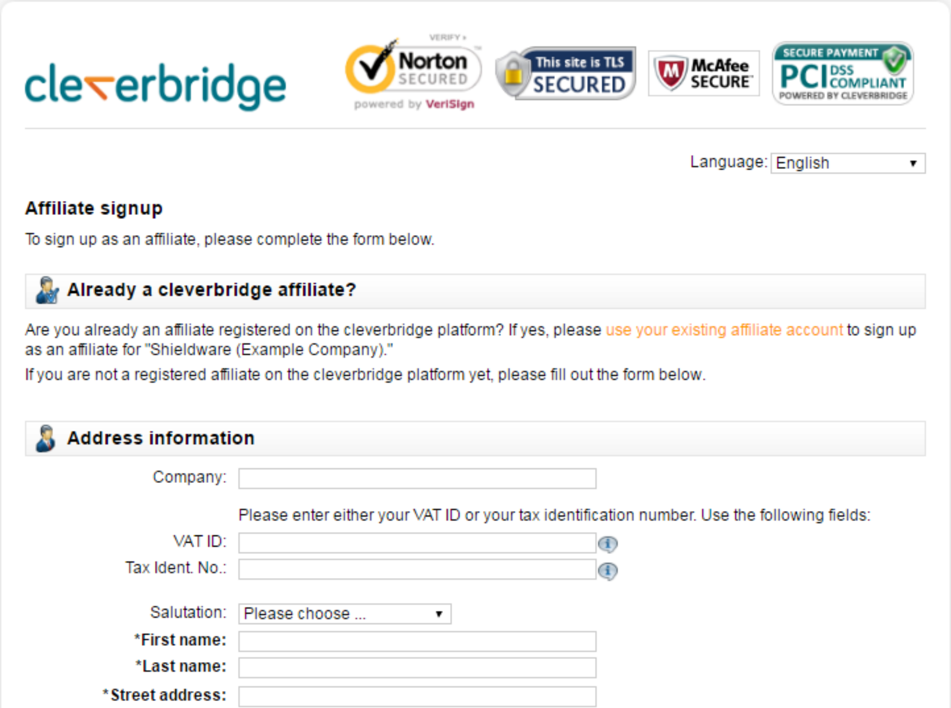
The Affiliate Center is a cleverbridge-hosted, web-based tool used to:

- Access reports
- Access marketing materials for products
- Create tracking tools
- Update profile data

Affiliate Signup

The vendor invites you to sign up as an affiliate by sending you a URL to the Affiliate Signup page.

1. Fill out the signup form. The required fields are indicated with an asterisk


cleverbridge
VERIFY ›
Norton SECURED
powered by VeriSign
This site is TLS SECURED
McAfee SECURE
SECURE PAYMENT
PCI DSS COMPLIANT
POWERED BY CLEVERBRIDGE

Language: English

Affiliate signup

To sign up as an affiliate, please complete the form below.

Already a cleverbridge affiliate?

Are you already an affiliate registered on the cleverbridge platform? If yes, please use your existing affiliate account to sign up as an affiliate for "Shieldware (Example Company)."

If you are not a registered affiliate on the cleverbridge platform yet, please fill out the form below.

Address information

Company:

Please enter either your VAT ID or your tax identification number. Use the following fields:

VAT ID:

Tax Ident. No.:

Salutation: Please choose ...

***First name:**

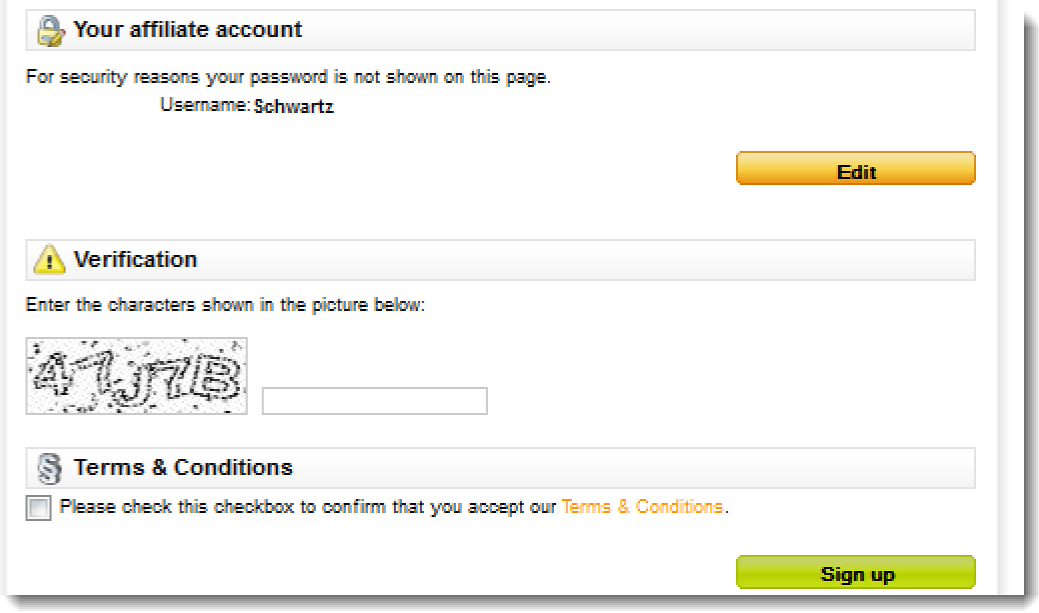
***Last name:**

***Street address:**

2. Click **Next**.

3. Confirm the data and edit if necessary.

4. Enter the character verification and click **Sign up**.



Your affiliate account

For security reasons your password is not shown on this page.

Username: Schwartz

Verification

Enter the characters shown in the picture below:

Terms & Conditions

☐ Please check this checkbox to confirm that you accept our Terms & Conditions.

The Affiliate Center opens to the Welcome page.

Affiliate Center Overview

When you log in, the Welcome page displays with menu options, an order overview, and a list of the most recent transactions. It includes the following tabs:

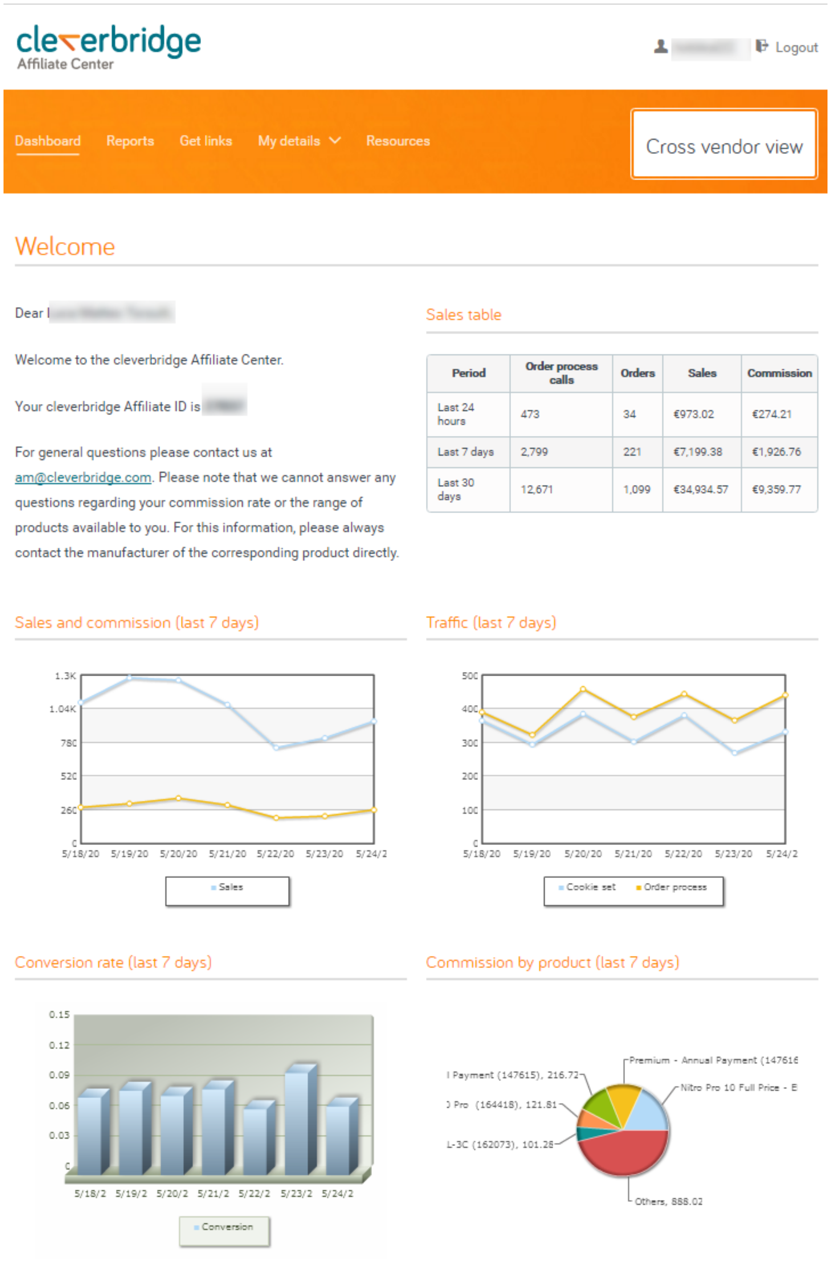
- Dashboard
- Reports
- Get Links
- My Details
- Resources

Dashboard

The Affiliate Center Dashboard displays key reports showing revenue and statistics for the last 24 hours, the last 7 days, and the last 30 days. The Dashboard sales table displays order process calls and orders.

Order process calls are recorded when a customer clicks the affiliate link, proceeds to the cart, and engages with it in some way, such as by changing the quantity or adding another product. These calls are recorded even if the customer does not complete the purchase.

Orders are recorded when the customer completes the transaction by purchasing the product, and this is when the affiliate earns the commission.


cleverbridge
Affiliate Center
[redacted]
Logout
Dashboard
Reports
Get links
My details
Resources
Cross vendor view

Welcome

Dear [redacted]

Welcome to the cleverbridge Affiliate Center.

Your cleverbridge Affiliate ID is [redacted]

For general questions please contact us at am@cleverbridge.com. Please note that we cannot answer any questions regarding your commission rate or the range of products available to you. For this information, please always contact the manufacturer of the corresponding product directly.

Sales table

Period	Order process calls	Orders	Sales	Commission
Last 24 hours	473	34	€973.02	€274.21
Last 7 days	2,799	221	€7,199.38	€1,926.76
Last 30 days	12,671	1,099	€34,934.57	€9,359.77

Sales and commission (last 7 days)

1.3K
1.04K
780
520
260
0
5/18/20
5/19/20
5/20/20
5/21/20
5/22/20
5/23/20
5/24/2
Sales

Traffic (last 7 days)

500
400
300
200
100
0
5/18/20
5/19/20
5/20/20
5/21/20
5/22/20
5/23/20
5/24/2
Cookie set
Order process

Conversion rate (last 7 days)

0.15
0.12
0.09
0.06
0.03
0
5/18/2
5/19/2
5/20/2
5/21/2
5/22/2
5/23/2
5/24/2
Conversion

Commission by product (last 7 days)

Premium - Annual Payment (147616
l Payment (147615), 216.72
Nitro Pro 10 Full Price - E
) Pro (164418), 121.81
L-3C (162073), 101.28
Others, 888.02

Reports

The Reports page provides affiliates with a variety of report types, tools for refining report results, and tools for controlling the output of the report. This data is updated in real time.

Affiliates can select a report type and enter filter parameters. They can control the output of the report by clicking a report type tab for line chart, bar chart, Gantt chart, and plain table. They can also select to export the report as a CSV file.

The following table describes the types of reports available in the Affiliate Center. Report results can be customized and grouped by the time period that is selected.

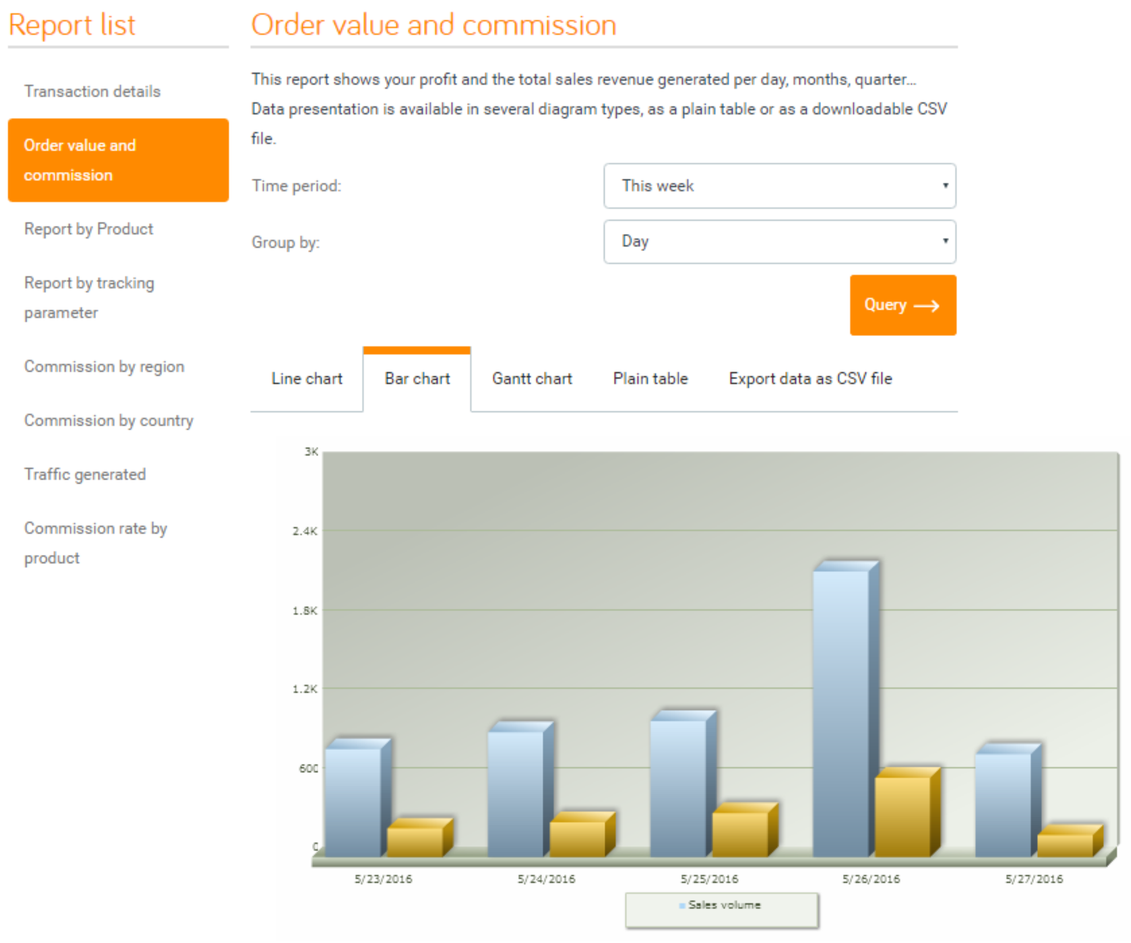
Report	Description
Transaction details	Displays full transaction details for revenue generated by the affiliate. Details included are reference number, date and time of the order, product name, and number of licenses purchased.
Order value and commission	Displays sales revenue and the affiliate's commission.
Report by product	Displays the total order value and commission generated by product, along with the number of licenses sold.
Report by tracking parameter	Displays the total order value, the number of licenses sold, and the commission generated based on a tracking parameter, if a tracking parameter was added to the link by the affiliate. The tracking parameter must be in the form `&x-at=XXX` to display in the Affiliate Center.
Commission by region	Displays the affiliate's profit sorted by customer region.
Commission by country	Displays the affiliate's profit sorted by customer country.
Traffic generated	Displays the cookie and user sessions that are based on the number of times the affiliate’s link was clicked by a potential customer.
Commission rate by product	Displays all products associated with the affiliate's account and the corresponding commission rate.

Examples of Affiliate Center Reports

Example Report 1: Order Value and Commission Report

The Order value and commission report displays the affiliate's profit based on the time parameters selected.

Below is a sample report in bar chart view:


Report list
Transaction details
Order value and commission
Report by Product
Report by tracking parameter
Commission by region
Commission by country
Traffic generated
Commission rate by product
Query
Line chart
Bar chart
Gantt chart
Plain table
Export data as CSV file
3K
2.4K
1.8K
1.2K
600
0
5/23/2016
5/24/2016
5/25/2016
5/26/2016
5/27/2016
Sales volume

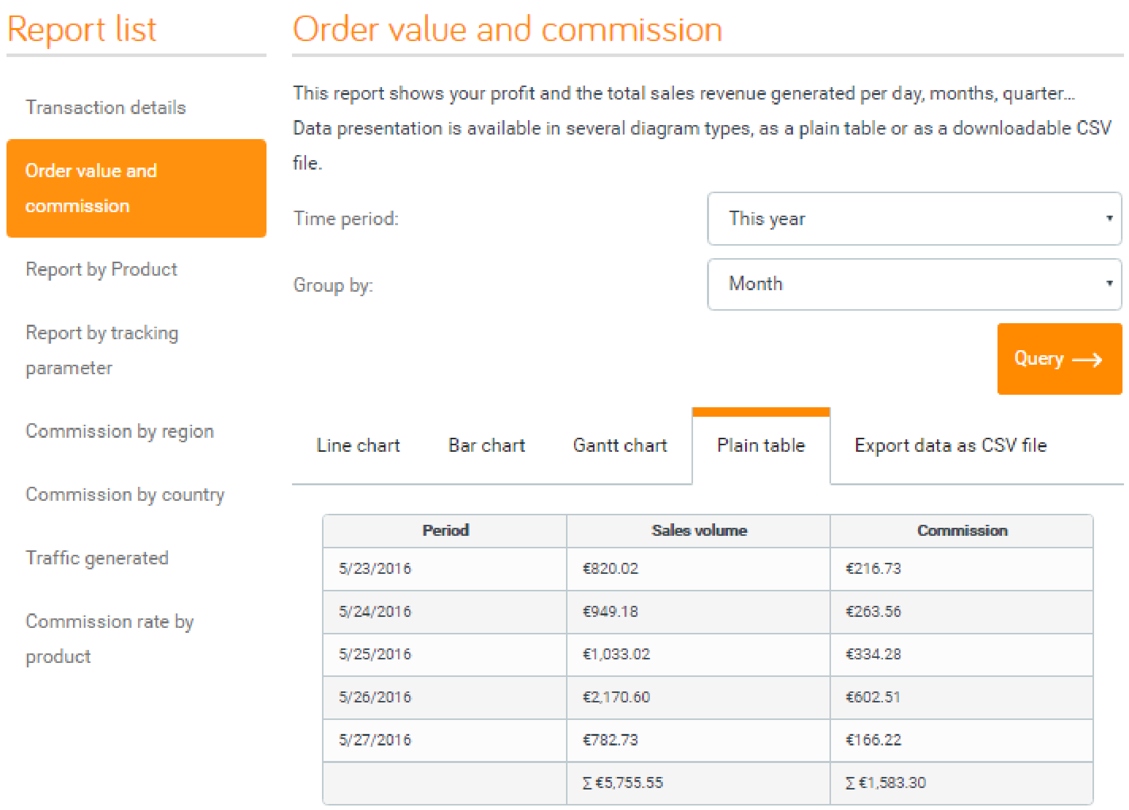
Order value and commission

This report shows your profit and the total sales revenue generated per day, months, quarter... Data presentation is available in several diagram types, as a plain table or as a downloadable CSV file.

Time period: This week

Group by: Day

Below is a sample report in plain table view:



Report list
Transaction details
Order value and commission
Report by Product
Report by tracking parameter
Commission by region
Commission by country
Traffic generated
Commission rate by product
Query ⟶
Line chart
Bar chart
Gantt chart
Plain table
Export data as CSV file

Order value and commission

This report shows your profit and the total sales revenue generated per day, months, quarter... Data presentation is available in several diagram types, as a plain table or as a downloadable CSV file.

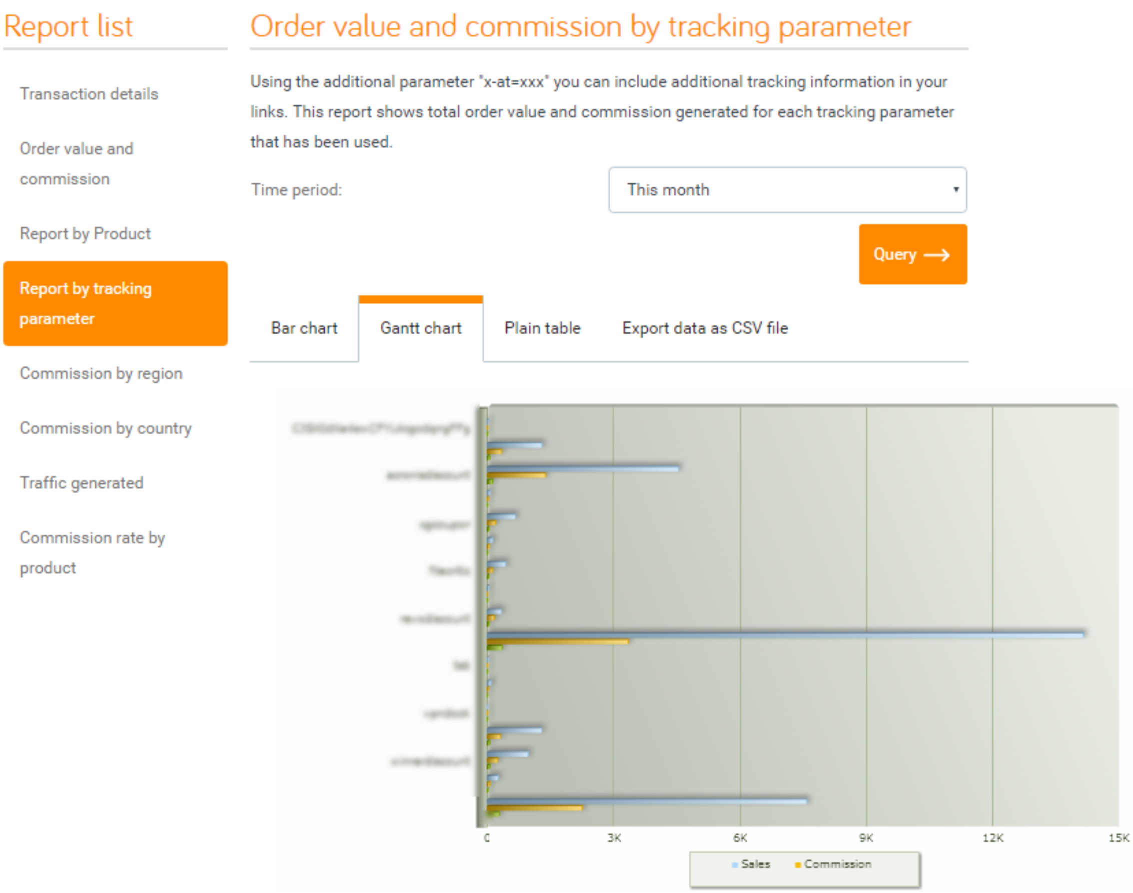
Time period: This year

Group by: Month

Period	Sales volume	Commission
5/23/2016	€820.02	€216.73
5/24/2016	€949.18	€263.56
5/25/2016	€1,033.02	€334.28
5/26/2016	€2,170.60	€602.51
5/27/2016	€782.73	€166.22
	∑ €5,755.55	∑ €1,583.30

Example Report 2: Report by Tracking Parameter

The tracking parameter report displays the affiliate's profit based on additional parameters used in links, such as order or download links.



Order value and commission by tracking parameter

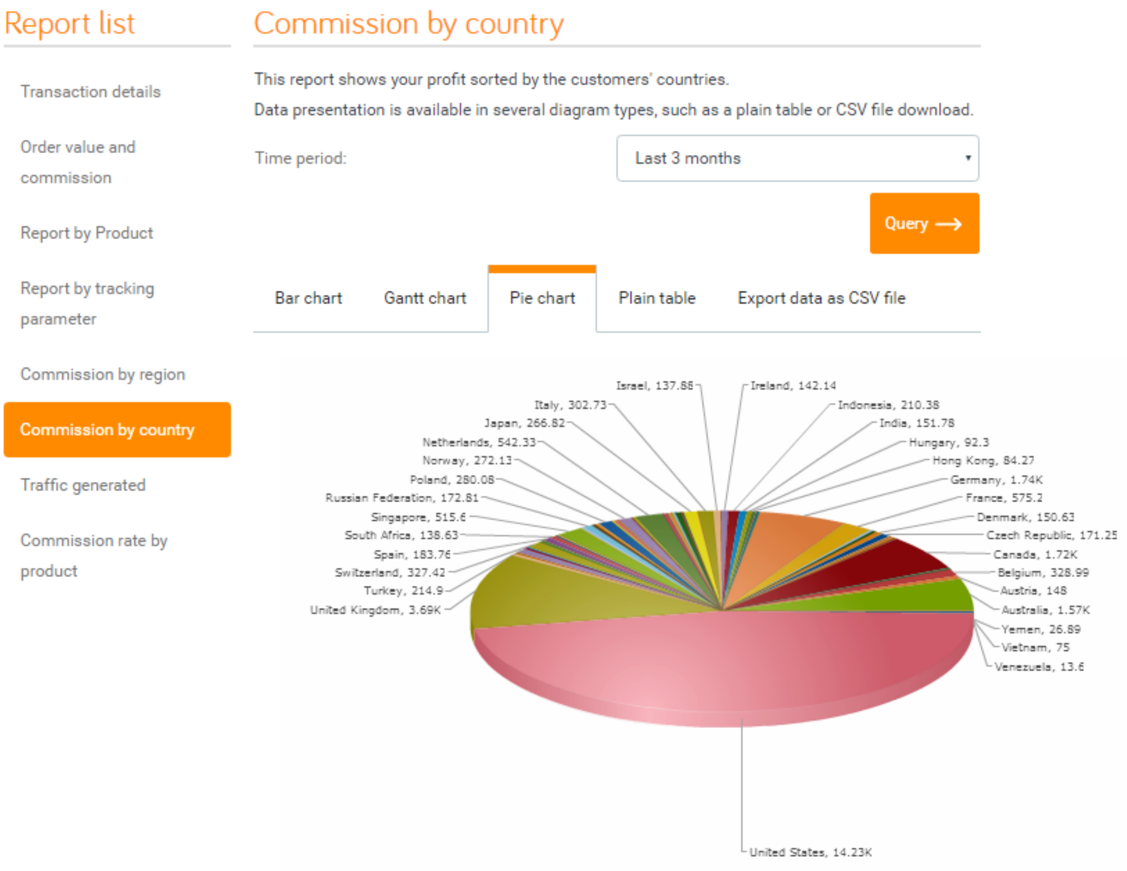
Using the additional parameter "x-at=xxx" you can include additional tracking information in your links. This report shows total order value and commission generated for each tracking parameter that has been used.

Time period: This month

Report list
Transaction details
Order value and commission
Report by Product
Report by tracking parameter
Commission by region
Commission by country
Traffic generated
Commission rate by product
Query
Bar chart
Gantt chart
Plain table
Export data as CSV file
0
3K
6K
9K
12K
15K
Sales
Commission

Example Report 3: Commission by Country Report

The Commission by Country report displays the affiliate's profit based on customers’ regions.



Commission by country

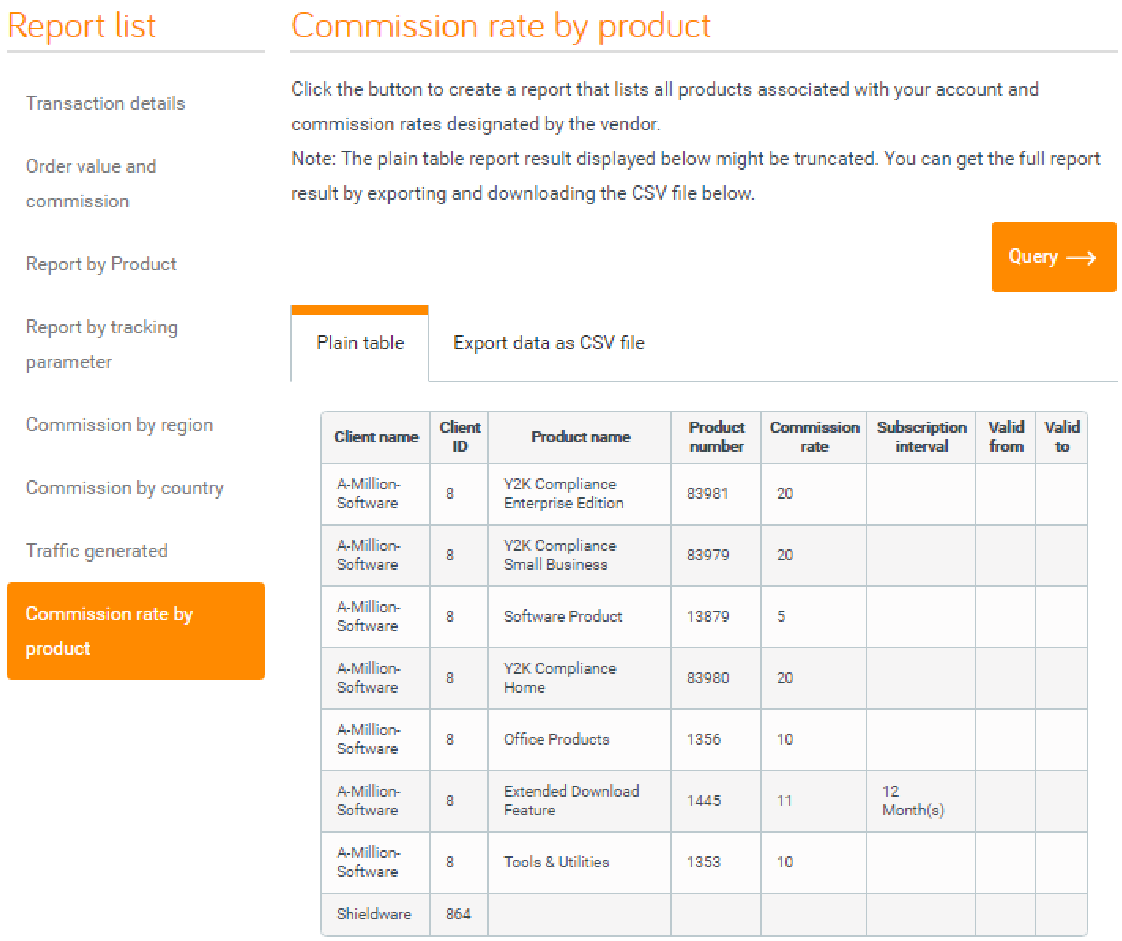
This report shows your profit sorted by the customers' countries.
Data presentation is available in several diagram types, such as a plain table or CSV file download.

Time period: Last 3 months

Report list
Transaction details
Order value and commission
Report by Product
Report by tracking parameter
Commission by region
Commission by country
Traffic generated
Commission rate by product
Query
Bar chart
Gantt chart
Pie chart
Plain table
Export data as CSV file
Israel, 137.88
Ireland, 142.14
Italy, 302.73
Indonesia, 210.38
Japan, 266.82
India, 151.78
Netherlands, 542.33
Hungary, 92.3
Norway, 272.13
Hong Kong, 84.27
Poland, 280.08
Germany, 1.74K
Russian Federation, 172.81
France, 575.2
Singapore, 515.6
Denmark, 150.63
South Africa, 138.63
Czech Republic, 171.25
Spain, 183.76
Canada, 1.72K
Switzerland, 327.42
Belgium, 328.99
Turkey, 214.9
Austria, 148
United Kingdom, 3.69K
Australia, 1.57K
Yemen, 26.89
Vietnam, 75
Venezuela, 13.6
United States, 14.23K

Example Report 4: Commission Rate by Product

The Commission Rate by Product report displays all products associated with the affiliate's account and corresponding commission rates.


Report list
Transaction details
Order value and commission
Report by Product
Report by tracking parameter
Commission by region
Commission by country
Traffic generated
Commission rate by product
Commission rate by product
Query ⟶
Plain table
Export data as CSV file

Click the button to create a report that lists all products associated with your account and commission rates designated by the vendor.

Note: The plain table report result displayed below might be truncated. You can get the full report result by exporting and downloading the CSV file below.

Client name	Client ID	Product name	Product number	Commission rate	Subscription interval	Valid from	Valid to
A-Million-Software	8	Y2K Compliance Enterprise Edition	83981	20			
A-Million-Software	8	Y2K Compliance Small Business	83979	20			
A-Million-Software	8	Software Product	13879	5			
A-Million-Software	8	Y2K Compliance Home	83980	20			
A-Million-Software	8	Office Products	1356	10			
A-Million-Software	8	Extended Download Feature	1445	11	12 Month(s)		
A-Million-Software	8	Tools & Utilities	1353	10			
Shieldware	864						

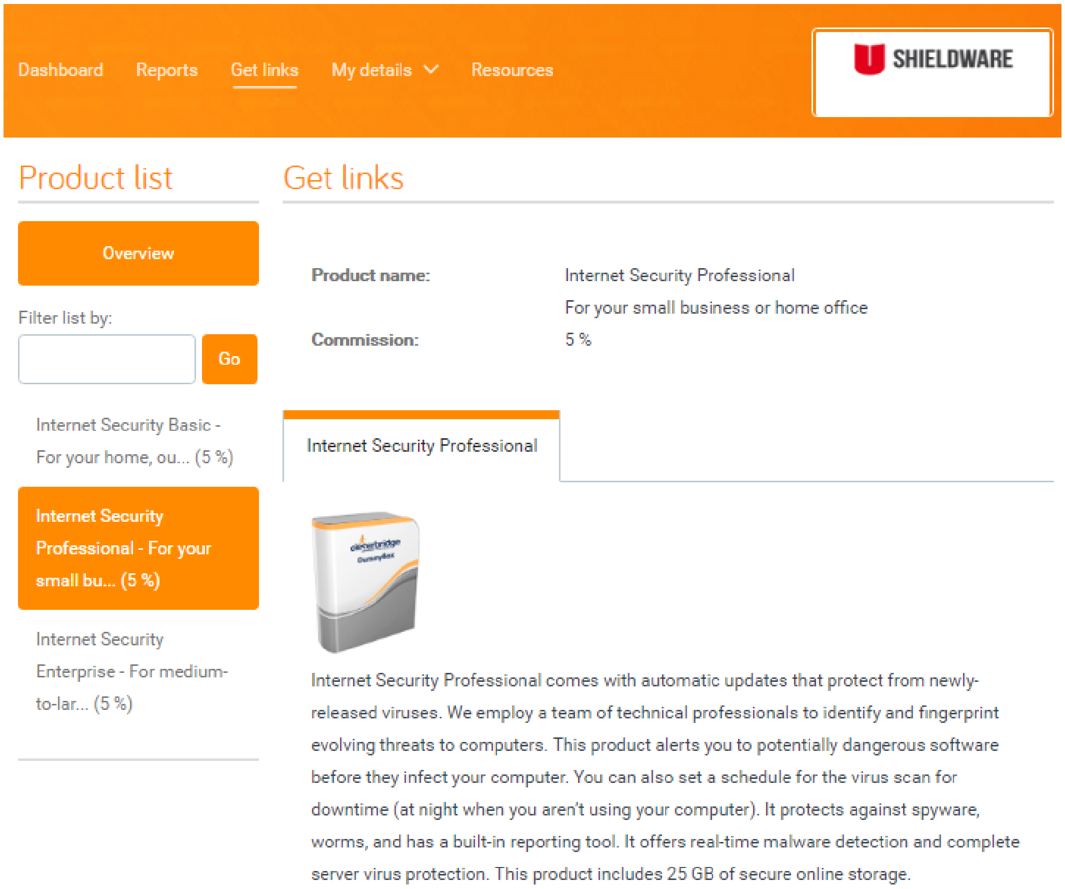
Get Links

The Get Links page provides you with:

- Products that are available for you to promote
- Campaign materials for a product, such as banner and text campaigns, in the form of source code that you can copy
- A link generator that you can use to create direct purchase links for a product, if available to you
- The ability to edit campaign source code or a generated link for the inclusion of an x-parameter for revenue-tracking purposes.

Product List

A list of products that are available for you to promote is located on the left side. You can filter the products by a search term. Clicking a product in the list displays the product information on the right, including the commission.


Dashboard
Reports
Get links
My details
Resources
SHIELDWARE
Product list
Overview
Filter list by:
Go
Internet Security Basic - For your home, ou... (5 %)
Internet Security Professional - For your small bu... (5 %)
Internet Security Enterprise - For medium-to-lar... (5 %)
Get links
Internet Security Professional

Product name: Internet Security Professional
For your small business or home office

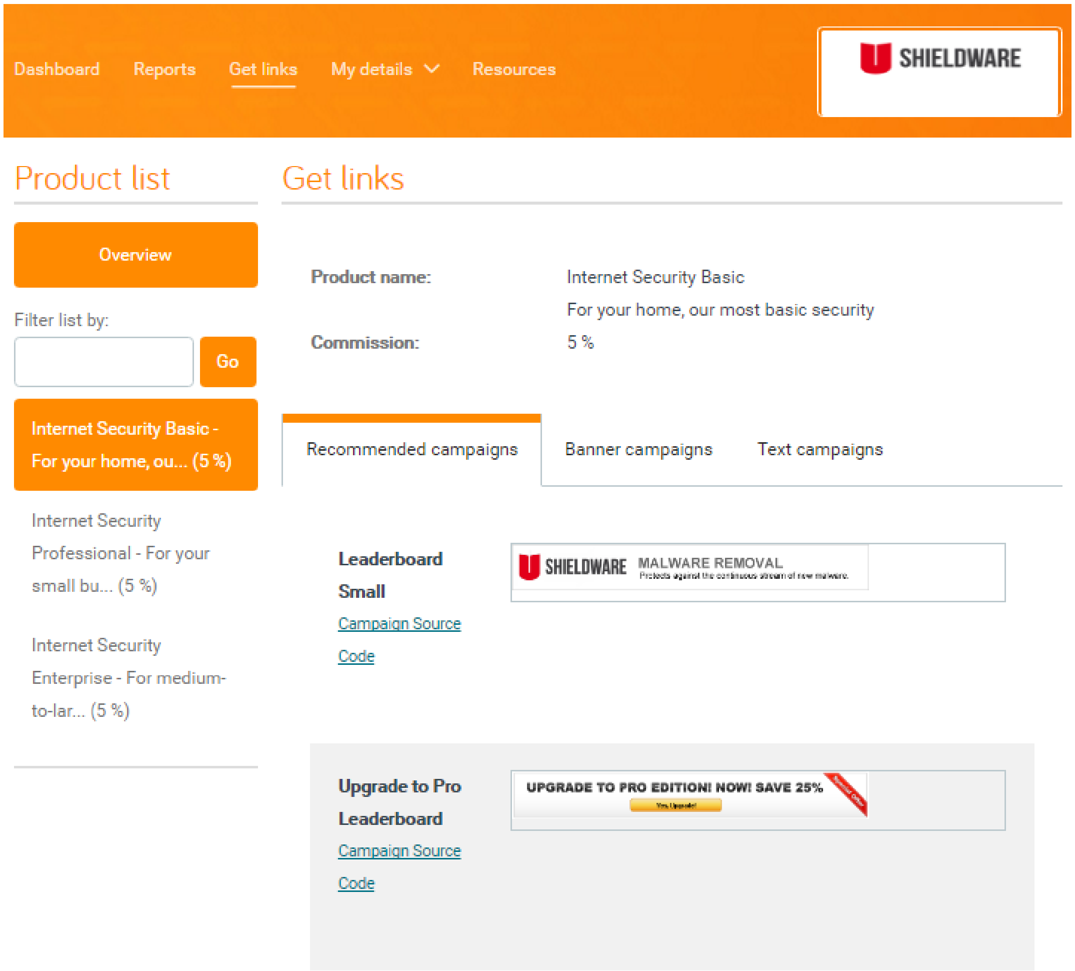
Commission: 5 %

Internet Security Professional comes with automatic updates that protect from newly-released viruses. We employ a team of technical professionals to identify and fingerprint evolving threats to computers. This product alerts you to potentially dangerous software before they infect your computer. You can also set a schedule for the virus scan for downtime (at night when you aren't using your computer). It protects against spyware, worms, and has a built-in reporting tool. It offers real-time malware detection and complete server virus protection. This product includes 25 GB of secure online storage.

Campaign Materials

Below the product information is a section for campaign materials, if the vendor has provided them for you. You can choose one of the recommended campaigns or browse through all available banner and text campaigns.

The following image shows banner campaigns for a product:



Dashboard
Reports
Get links
My details
Resources
SHIELDWARE

Product list

Overview

Filter list by:

Go

Internet Security Basic - For your home, ou... (5 %)

Internet Security Professional - For your small bu... (5 %)

Internet Security Enterprise - For medium-to-lar... (5 %)

Get links

Product name: Internet Security Basic
For your home, our most basic security

Commission: 5 %

Recommended campaigns
Banner campaigns
Text campaigns

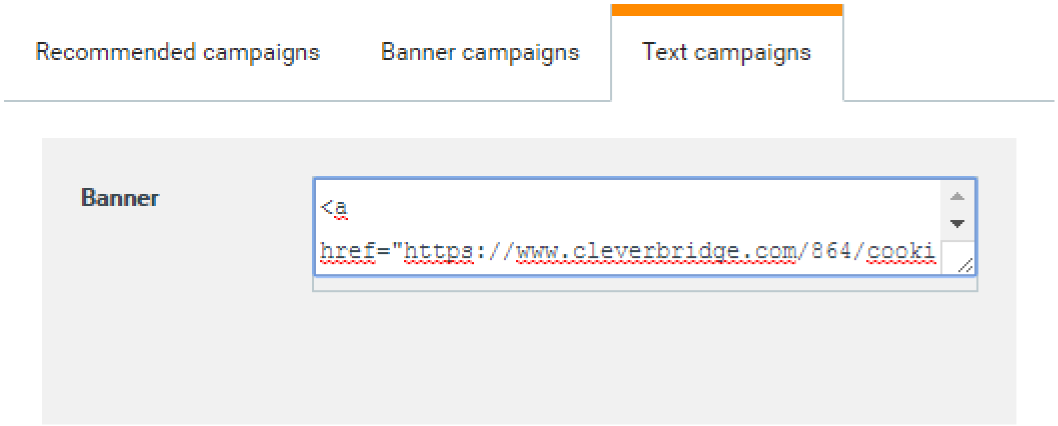
Leaderboard Small
Campaign Source
Code

SHIELDWARE
MALWARE REMOVAL
Protects against the continuous stream of new malware.

Upgrade to Pro Leaderboard
Campaign Source
Code

UPGRADE TO PRO EDITION! NOW! SAVE 25%

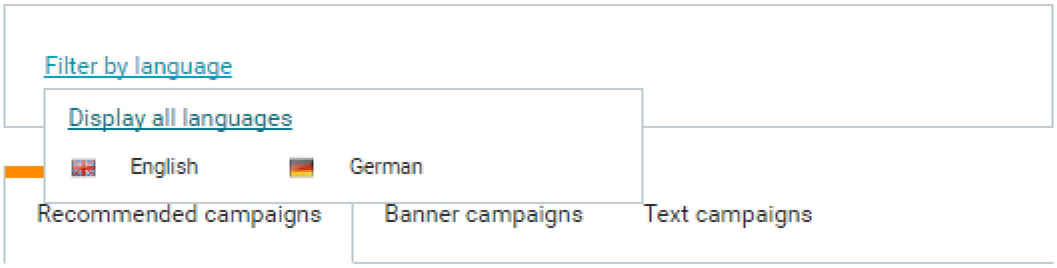
The following image shows a text campaign for a product:


Recommended campaigns
Banner campaigns
Text campaigns
Banner

```
<a
href="https://www.cleverbridge.com/864/cooki
```

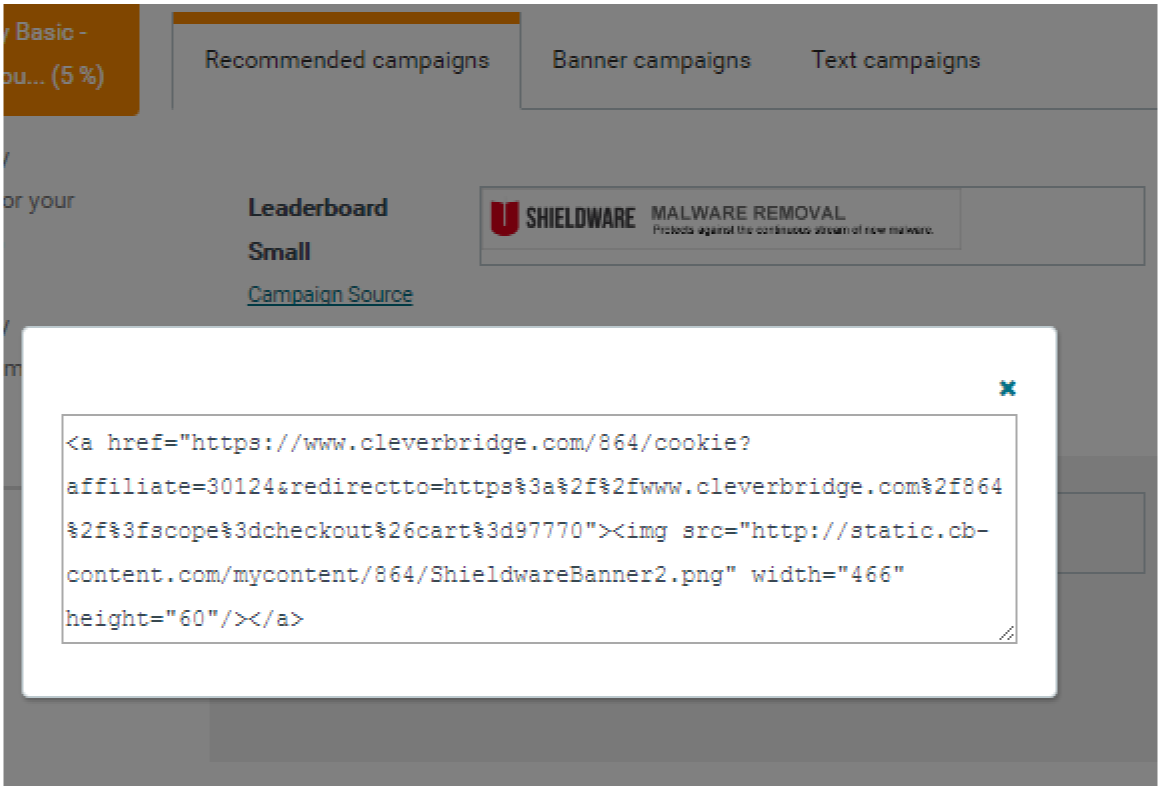
Language Filter

If campaigns are set up in more than one language, you can filter them by language.


Filter by language
Display all languages
English
German
Recommended campaigns
Banner campaigns
Text campaigns

Campaign Source Code

When you click Campaign Source Code, you are presented with HTML code customized with your affiliate ID. This code can be included on your website.


Basic -
u... (5 %)
Recommended campaigns
Banner campaigns
Text campaigns
or your
Leaderboard
Small
Campaign Source
SHIELDWARE
MALWARE REMOVAL
Protects against the continuous stream of new malware.

```
<a href="https://www.cleverbridge.com/864/cookie?
affiliate=30124&redirectto=https%3a%2f%2fwww.cleverbridge.com%2f864
%2f%3fscope%3dcheckout%26cart%3d97770"><img src="http://static.cb-
content.com/mycontent/864/ShieldwareBanner2.png" width="466"
height="60"/></a>
```

Revenue Tracking

You can track the origin of orders and view the results in the *Report by tracking parameter* report, which shows the total order value and commission generated for every tracking parameter that has been used. In the cleverbridge platform, revenue tracking is done through the use of x-parameters, which are components of URLs that are used to pass information through the checkout process. You can use the x-parameter of `&x-at=` to include additional tracking information in campaign URLs.

Example

Examples of affiliate x-parameters are:

- `&x-at=bluebanner`
- `&x-at=upgradebanner`
- `&x-at=textlink4`

You can add *one* x-parameter to a URL to provide revenue tracking for individual campaigns. The x-parameter can be added to a pre-defined campaign source code. To edit the campaign source code and manually add an x-parameter:

1. Open the campaign source code.
2. Insert the x-parameter directly before the `&redirect` URL component.

Example

The x-parameter is highlighted in yellow:

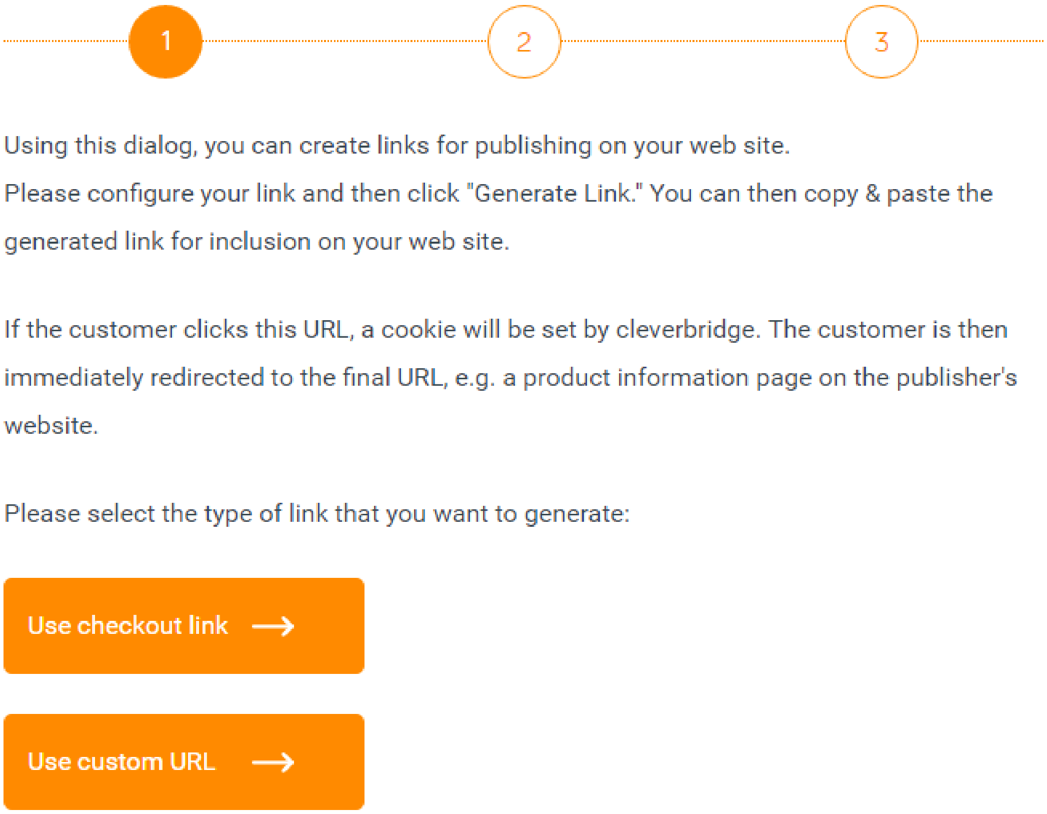
```
<a href="https://www.cleverbridge.com/864/cookie?affiliate=21599&x-
at=upgradebanner
&redirectto=https%3a%2f%2fwww.cleverbridge.com%2f864%2f%3fscope%3dcheckout%
26cart%3d97772"><img src="http://static.cb-
content.com/mycontent/864/BannerRecommendationDummy.png" width="708"
height="94"/></a>
```

Link Generator

If enabled for a product, a link generator displays at the bottom of the page so that you can create a direct link to:

- A checkout page (**Use checkout link**)
- The vendor's website or landing page (**Use custom URL**)

You can select from various options and then click the **Generate Link** button to view and copy the link.



Using this dialog, you can create links for publishing on your web site.

Please configure your link and then click "Generate Link." You can then copy & paste the generated link for inclusion on your web site.

If the customer clicks this URL, a cookie will be set by cleverbridge. The customer is then immediately redirected to the final URL, e.g. a product information page on the publisher's website.

Please select the type of link that you want to generate:

Tracking with Browser Cookies

As a best practice, use cookie-based tracking through a redirect URL. This will drop a cookie in case the customer doesn't make purchase at that moment, but decides to up to 365 days later. In this case, your affiliate account will still get credit for the sale. To track with browser cookies:

1. On the Get Links page, select a product from the list on the left.
2. Select **Use checkout link** or **Use custom URL**, depending on which kind of link you wish to generate.
3. Optionally, in the **Redirect to** field, paste the URL.

Note

Instead of inserting the checkout link, you can redirect your customers to the vendor's website or a product's landing page. The following format must be used: `https://www.xyz.com`.

4. Click **Generate link**.
5. Copy the URL.

Example

```
https://www.cleverbridge.com/864/cookie?affiliate=21599&redirectto=
https%3a%2f%2fwww.cleverbridge.com%2f864%2f%3faffiliate%3d21599%26s
cope%3dcheckout%26cart%3d97773
```

Adding X-Parameters to a Generated Link

You can add *one* x-parameter to a URL to provide revenue tracking for individual campaigns. You can edit the generated link and manually add an x-parameter. To add an x-parameter:

1. Generate an affiliate cookie URL link.
2. Insert the x-parameter directly before the `&redirect` URL component.

Example

The x-parameter is highlighted in yellow:

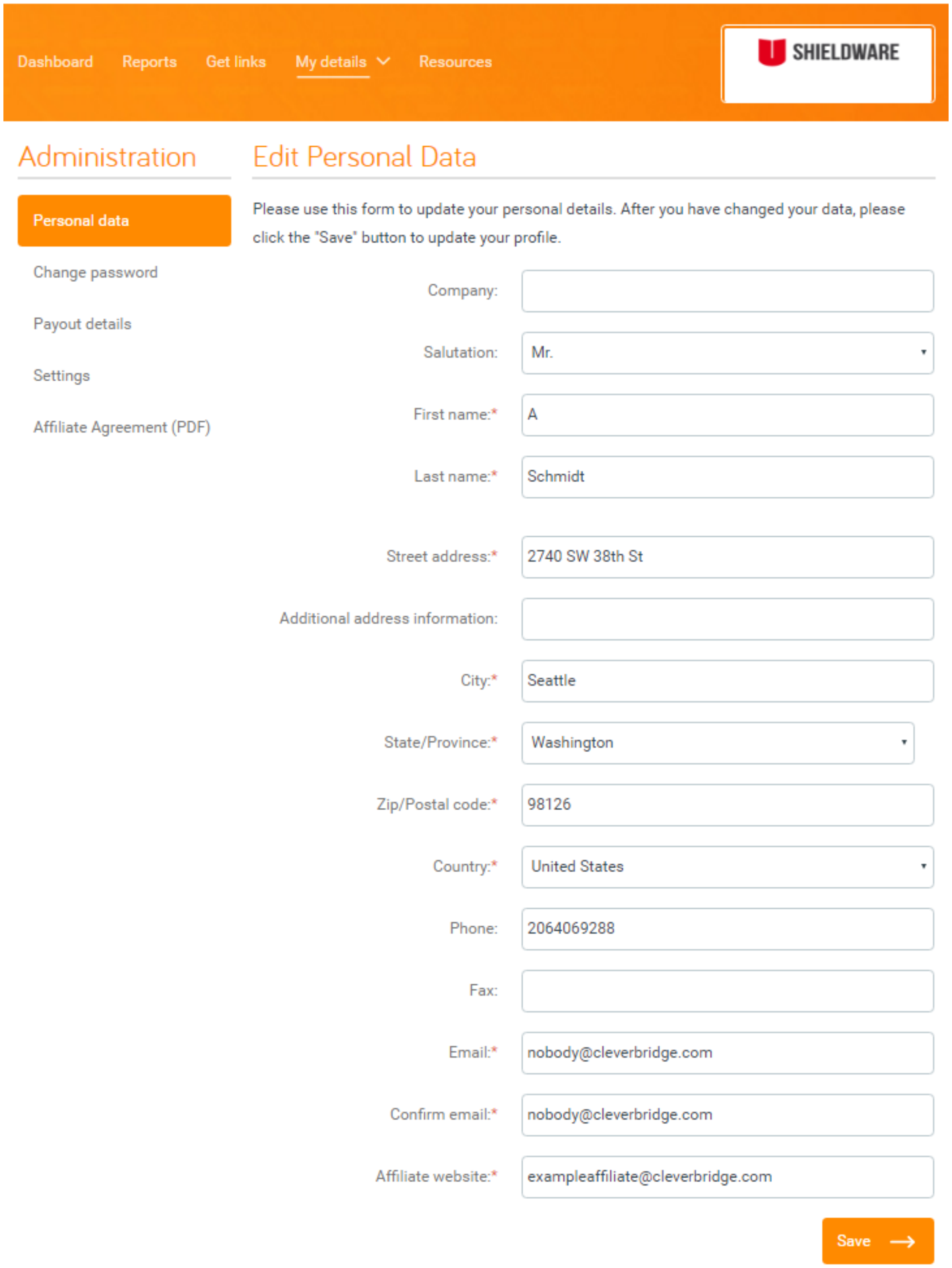
```
https://www.cleverbridge.com/864/cookie?affiliate=21599&x-at=textlink4
&redirectto=https%3a%2f%2fwww.cleverbridge.com%2f864%2f%3fscope%3dcheckout%
26cart%3d97772
```

My Details

The My Details page provides forms for updating administrative details. You can also create and add third-party tracking codes that run on the confirmation page of paid orders and measure the effectiveness of paid search campaigns.

Administration

In the Administration tab, you can update various personal and payment details.


Dashboard
Reports
Get links
My details
Resources
SHIELDWARE
Administration
Personal data
Change password
Payout details
Settings
Affiliate Agreement (PDF)
Save

Edit Personal Data

Please use this form to update your personal details. After you have changed your data, please click the "Save" button to update your profile.

Company:	
Salutation:	Mr.
First name:*	A
Last name:*	Schmidt
Street address:*	2740 SW 38th St
Additional address information:	
City:*	Seattle
State/Province:*	Washington
Zip/Postal code:*	98126
Country:*	United States
Phone:	2064069288
Fax:	
Email:*	nobody@cleverbridge.com
Confirm email:*	nobody@cleverbridge.com
Affiliate website:*	exampleaffiliate@cleverbridge.com

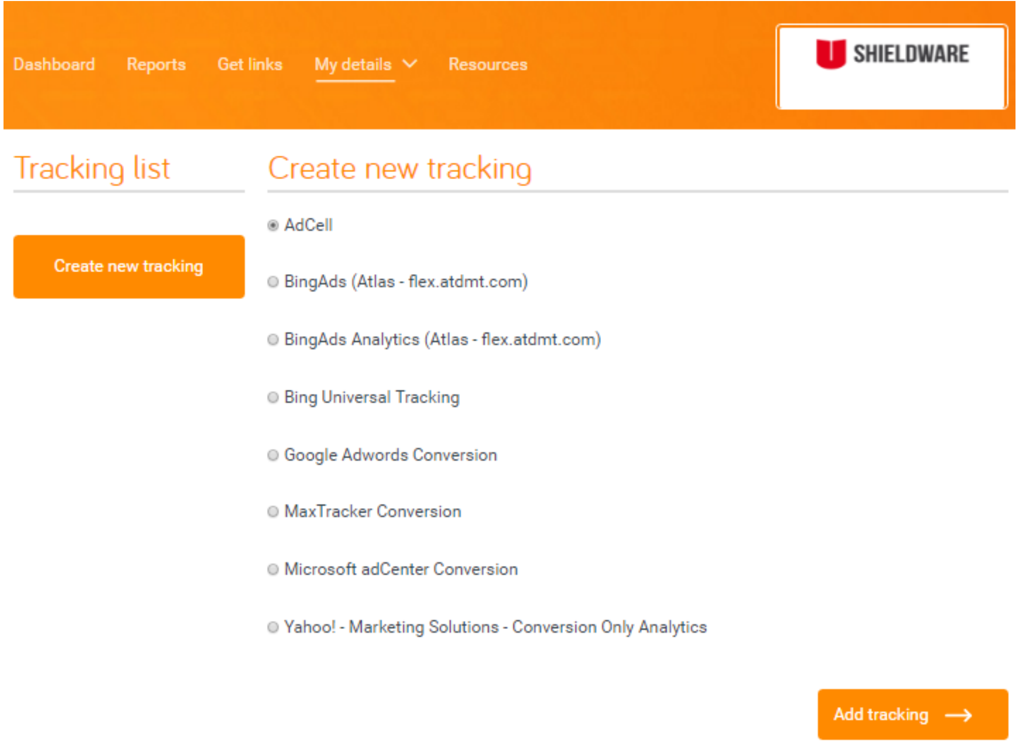
The following table describes the administration data updates available:

Data Type	Description
Personal data	Updates contact information and website.
Change password	Changes the password.
Payout details	Updates the currency and payment type.
Settings	Options for receiving email notifications for orders and for enabling Flash-based reports.

Third-Party Tracking

You can create new tracking codes to measure the effectiveness of your paid search campaigns.

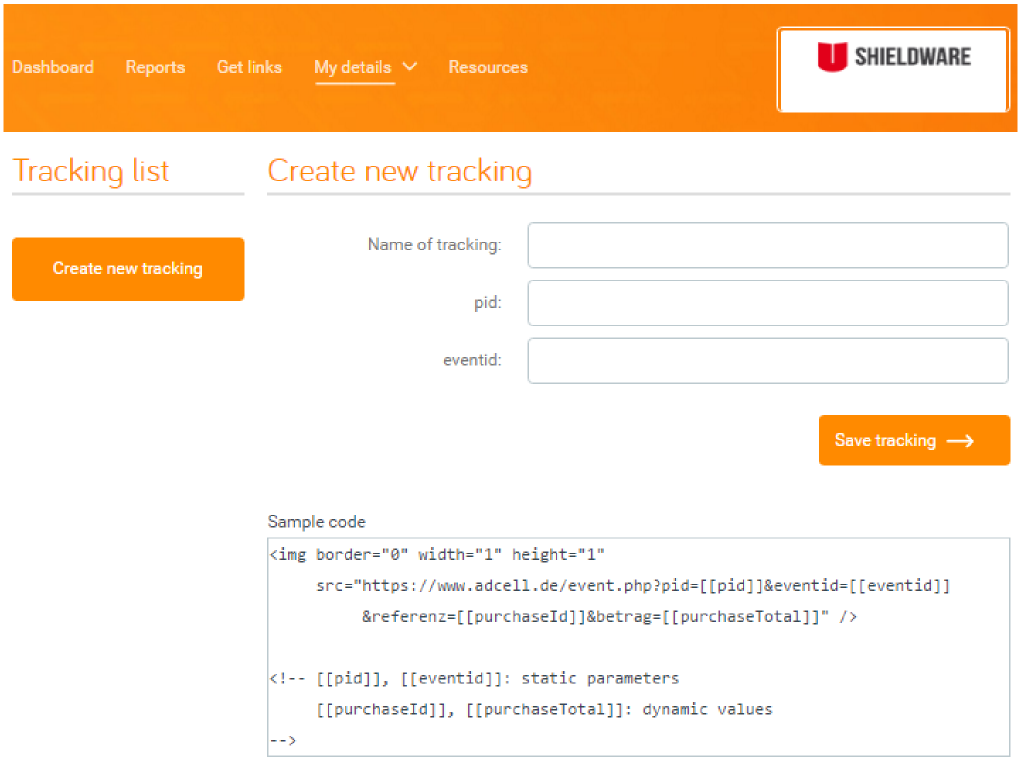
1. In the My Details page, select the **Third-Party Tracking** tab.
2. Select the new tracking type.
3. Click **Add tracking**.


Dashboard
Reports
Get links
My details
Resources
SHIELDWARE
Tracking list
Create new tracking
Create new tracking
Add tracking

● AdCell
○ BingAds (Atlas - flex.atdmt.com)
○ BingAds Analytics (Atlas - flex.atdmt.com)
○ Bing Universal Tracking
○ Google Adwords Conversion
○ MaxTracker Conversion
○ Microsoft adCenter Conversion
○ Yahoo! - Marketing Solutions - Conversion Only Analytics

4. Enter the unique details from your third-party account. You must log in to your third-party account to find the unique values, such as conversion ID and conversion label, to enter in the Affiliate Center.
5. Click **Save tracking**. After saving, the code runs on the confirmation page of paid

orders. Conversions will be recorded in the interface of the third-party tool.


Dashboard
Reports
Get links
My details
Resources
SHIELDWARE
Tracking list
Create new tracking
Create new tracking
Name of tracking:
pid:
eventid:
Save tracking

Sample code

```
<img border="0" width="1" height="1"
     src="https://www.adcell.de/event.php?pid=[[pid]]&eventid=[[eventid]]
          &referenz=[[purchaseId]]&betrag=[[purchaseTotal]]" />

<!-- [[pid]], [[eventid]]: static parameters
     [[purchaseId]], [[purchaseTotal]]: dynamic values
-->
```

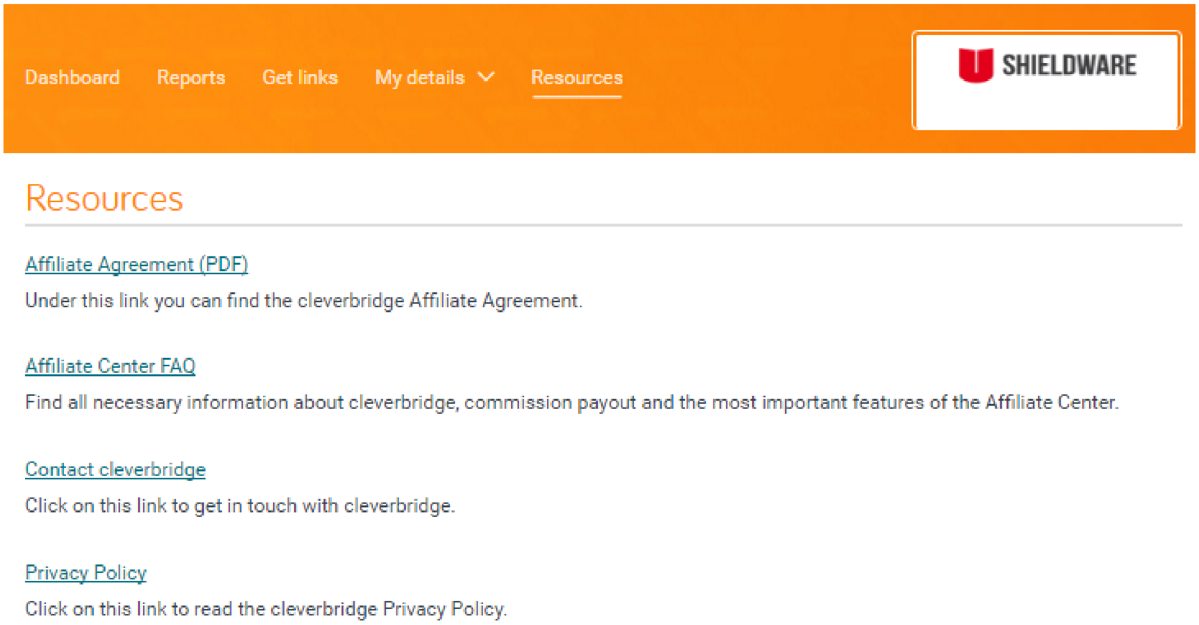
Resources

The Resources page provides you with important information from cleverbridge and from the vendor.

cleverbridge Resources

The cleverbridge Resources tab contains the following information:

- Affiliate Agreement (PDF)
- Affiliate Center FAQ
- Contact information for cleverbridge
- Privacy Policy



Resources

Affiliate Agreement (PDF)

Under this link you can find the cleverbridge Affiliate Agreement.

Affiliate Center FAQ

Find all necessary information about cleverbridge, commission payout and the most important features of the Affiliate Center.

Contact cleverbridge

Click on this link to get in touch with cleverbridge.

Privacy Policy

Click on this link to read the cleverbridge Privacy Policy.