Affiliate Program with Referrals & Promotional Links (URLs)

PrestaShop module

Compatibility

PrestaShop 1.7.5 – 8.x

Goal

Increase your store sales via extra traffic from affiliate links placed by referrals anywhere: social networks or sites!
Each your referral will be able to generate unique URLs to categories or pages and control the statistics of conversion and sales

Benefits for Merchants

- increase in **product sales thanks to referrals**
- expanding the **store's audience and traffic**
- distribution of products through **affiliate links in social networks** and websites
- **additional trust** in the store products – referrals have authority and reputation in their audiences
- **easy tracking of referral link statistics (each link has a unique code in URL)**
- panel for **management of referrals** and their **affiliate links**
- ability to append **the selected product or categories** to each unique affiliate link
- **control of conversions and orders** through the affiliate links
- flexible settings of **campaigns and referral programs**

Benefits for customers

- **more entry points** to the online store (traffic from social networks with **affiliate links**, etc.)
- customers can follow the **affiliate link** with the desired product or category easily and directly without an extra search
- referrals can monitor the conversion and orders on their **affiliate links** directly in the user's account
- referrals can see **data related to the orders** created via their **affiliate links** (date, amount and list of products)
- **unique referral code** in each unique affiliate link for accurate control

Features

- **multilingual** compatibility
- creation of marketing **campaigns for referrals**
- **affiliate links** generation with a **unique referral code** attached to the campaign
- **control of conversions and orders** after following the affiliate link
- control of the order price for the **products selected while the affiliate link was generated** in the admin-panel (other products in order will be ignored)
- adding a **description for the campaign or link**
- attaching the referral (PrestaShop user) to the affiliate link so that **he can see its statistics** in user-panel
- view **affiliate** link statistics by both the referral and the customer
- separate products or categories appending to the affiliate link
- convenient **affiliate link** copying
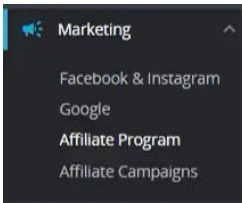
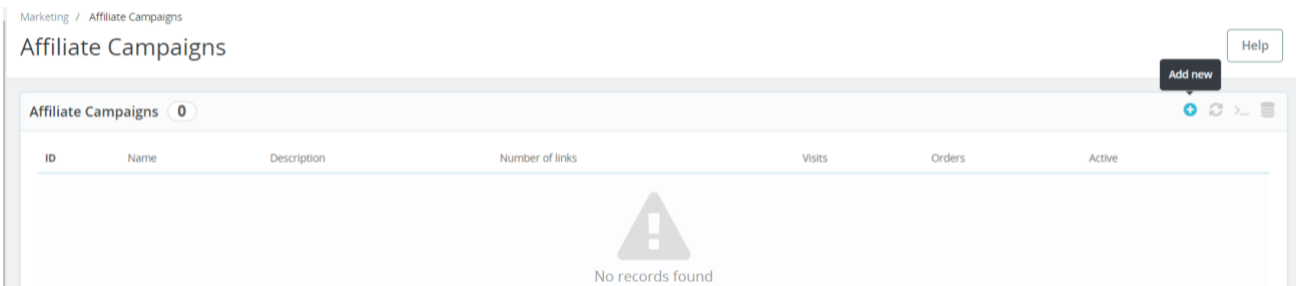The module adds two subsections in the marketing section:

- **Affiliate Program** – page with a list of all affiliate links
- **Affiliate Campaigns** – page with a list of all campaigns
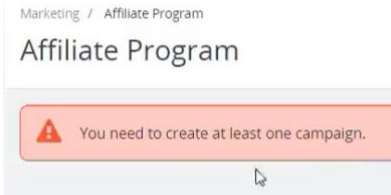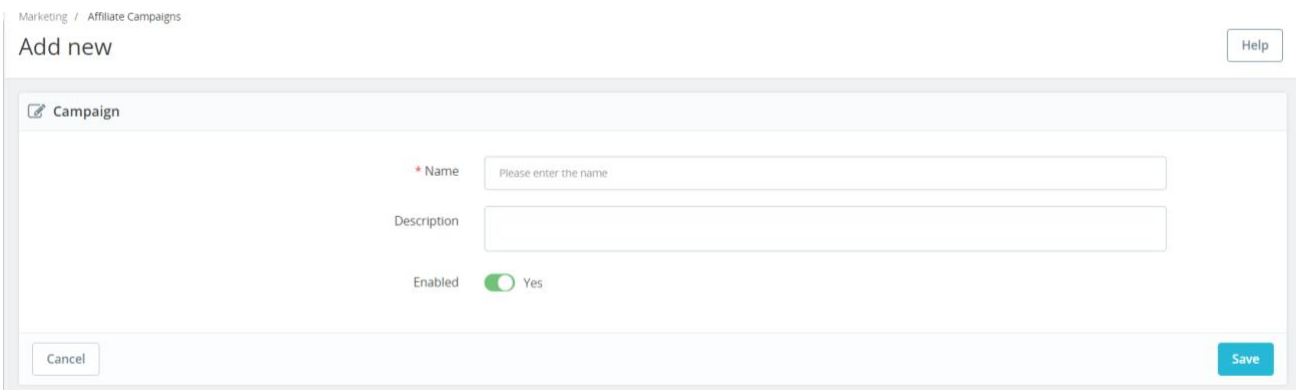

Since affiliate link building is not possible without at least one campaign, the first thing to do is to create a campaign!

Creating a campaign

- click on **Add New**

To create a campaign, you only need to enter its name and, if desired, a description:

Campaign creation fields:

- **Name** – the name of the campaign
- **Description** – description of the campaign
- **Enabled** – campaign status, **Yes / No**

After that, you can create an affiliate link.

Affiliate Campaigns

✓ Successful creation. ×

Affiliate Campaigns 1							⚙ ⟳ >_ ▤
ID	Name	Description	Number of links	Visits	Orders	Active	
1	Campaign Name		0	--	--	✓	✏ Edit ▾

Creating an affiliate link

- click on **Add New:**

Affiliate Program

Add new

Affiliate Program 0									⊕ ⟳ >_ ▤
ID	Image	Name	Type	Refferal Code	Visits	Orders	Campaign	Campaign Status	Status

⚠

No records found

Add new

✏ Add new affiliate link

* Select campaign

Campaign Name ▾

* Type of selection

Category ▾

* Product Category

⊟ Collapse all   ⊕ Expand all

○ 📂 Home
   ○ 📁 Clothes
   ○ 📁 Accessories
   ○ • Art

* Code

Please enter the code   ✕ Generate

The refferal code is used to refer a customer to your store. It must be 3-10 characters long and contain only English letters and numbers
Example: https://softsprint3.pp.ua/vopypresta178/al/**YOUR_CODE**

Description

Select customer

Type customer name...   🔍   Or   + Create customer

Enabled

🟢 Yes

Cancel   Save

- select a **type** of campaign:

- choose a **product** to which the affiliate link will redirect the visitor:

- **select a customer** (PrestaShop user) who will become a referral:

<u>Fields for **creating an affiliate link:**</u>

- **Select a campaign** - a list of all previously created campaigns
- **Type of selection** – essence selection of what will be attached to the link
  - **Category** – a category with all products inside will be attached (products within the selected category will be counted)
  - **Product** – the product will be attached (just one product is allowed)
- **Code** – a unique part of the link (from 3 to 10 characters and contains only letters of the English alphabet and numbers). It's possible to type in or use the **Generate** button
- **Description** – description of the link where you can indicate some of your comments etc
- **Select customer** - attaching the user to the affiliate link (the attached user will be able to view the statistics of the affiliate link)
- Enabled – links status, **Yes / No**

Affiliate Program

Help

✓ Successful creation.   ×

Affiliate Program 1   ⊕ ⟳ >_ ▤

ID	Image	Name	Type	Refferal Code	Visits	Orders	Campaign	Campaign Status	Status	
1	🖼	Art	category	ogzt3a	0	0	Campaign Name	✓	✓	✏ Edit ▼

View Program Statistic

Program Statistics

Допомога

🔗 http://localhost/psmodule/al/X7gKTjhi 🗐   ✓ Active ✓

🔗 **Category**

Art
Framed poster and vector images, all you need to give personality to your walls or bring your creative projects to life.

👁 **Visits** 0

🛍 **Orders** 0

🧭 **Campaign**

Campaign   ✓ Active ✓

👤 **Customer**

❓ No user selected

You can see all the important data on the **Program Statistic** page:
- Affiliate link that can be easily copied
- Link status
- Category or product that is attached to the link (it's clickable so you can follow it)
- Total visits number
- Total orders number
- Campaign of the program and its status
- Description of the program (if exists)
- Attached referral user (if it was selected at the stage of creating the program)
- List of orders created by this link

✓ Link copied

🔗 https://softsprint3.pp.ua/vopypresta178/en/al/ogzt3a 🗐

🔗 **Category**

Art
Framed poster and vector images, all you need to give personality to your walls or bring your creative projects to

In order to copy the link, you need to click on the **copy** icon

After clicking on the link, the user is redirected to the attached category (or product) and the number of visits will be updated in statistics:

If the user made an order after that, it is counted in the link statistics and this order appears in the list of orders.

Affiliate Program page with the links

On the page of the **Affiliate Program**, there is a list of all links where you can copy them (**copy** icon right of the code) There is also an option to change the status of the associated campaign or link.

Campaigns page

The campaigns page contains a list of all campaigns. Here you can view the total number of visits and orders of the campaign and its status. More information is available on the campaign view page.

Campaign view page

Campaign Name | Help

| | Active ✓ |

🧭 Campaign Name

📄 **Description**
Some campaign description

BACK

Related affiliate links

ID ▼▲	Image	Name ▼▲	Type ▼▲	Refferal Code ▼▲	Visits ▼▲	Orders ▼▲	Active	
	--		--		--	--	- ⌄	🔍 Search
1		Art	category	ogzt3a	1	1	✓	⊕ View
2		Brown bear cushion	product	LmEVuePb	1	1	✓	⊕ View

Orders

| ID ▼▲	Order Reference ▼▲	Link Code ▼▲	Order Date ▼▲		Price ▼▲	
			From 📅	To 📅	--	🔍 Search
1	SWJAELUGY	ogzt3a	08/17/2023		€34.80	⊕ View
2	CMKBUDXOI	LmEVuePb	08/17/2023		€68.04	⊕ View

On the **Campaign** overview page, you can see all the important data, such as:
- Campaign name
- Status
- Description (if it was initially indicated)
- List of the programs with the links
- List of orders made through the link associated with this campaign

User panel
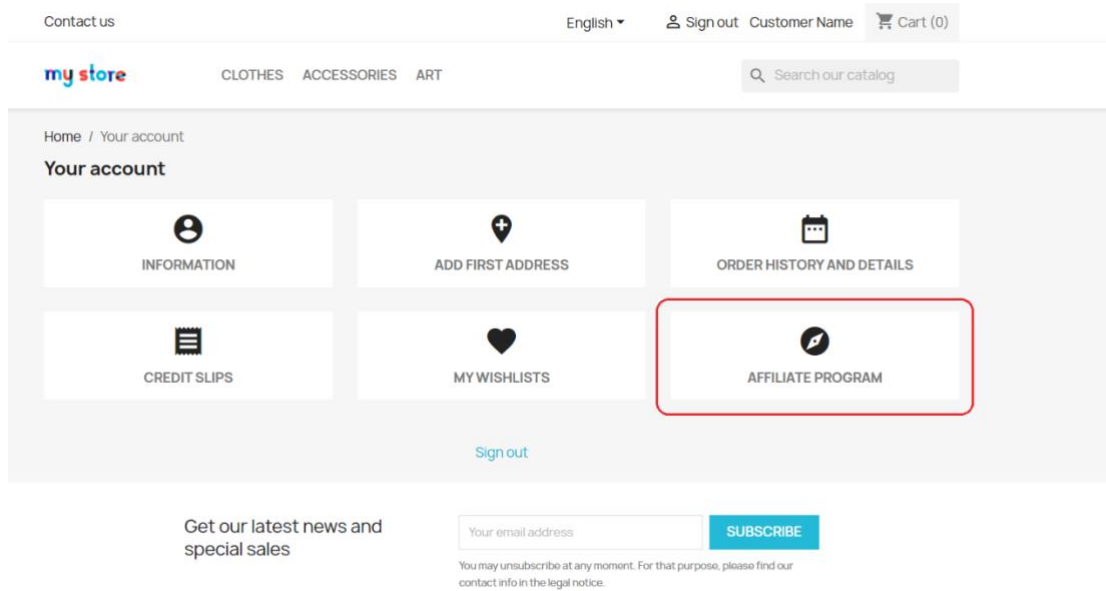
The affiliate Program section will be added to the user panel after the module installation – it reflects all statistics dedicated to this referral:
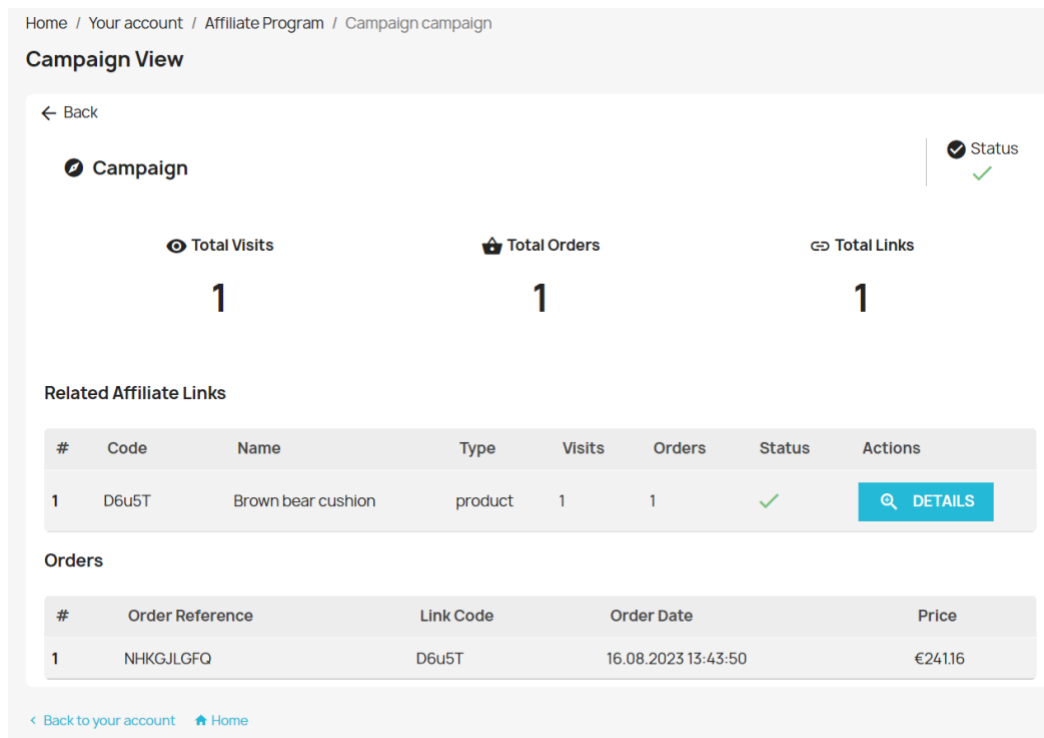
A list of the current user programs (links) will be displayed in the campaign details as well as all orders dedicated to this campaign. All data is personalized so the user will be allowed to review just his referral links and orders.

Inside of the link you can see its code and copy it (this can also be done on the previous page), view the number of visits and orders, as well as the total amount of all orders of this link.

Installation:

- Upload the module through the Backoffice (Modules > Add New Module)
- Hit Install.

Video:

https://youtu.be/BBFKuEz9g50