# Affiliate Program with Referrals & Promotional Links (URLs)

PrestaShop module

### **Compatibility**

PrestaShop 1.7.5 – 8.x

# <u>Goal</u>

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

Affiliate Program
A You need to create at least one campaign.
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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

Market	ing / Affili	<sup>iate Campaigns</sup> Campaigr	าร				Add r	Help
Affi	iate Can	npaigns 0					ó	
ID		Name	Description	Number of links	Visits	Orders	Active	
				No records for	bund			

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

Marketing / Affiliate Campaigns Add new		Help
🕼 Campaign		
* Name	Please enter the name	
Description		
Enabled	Ves Yes	
Cancel		Save

### 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.

Marketing / Affiliate Campaigns

Affiliate Campaigns

Successful creation.									
Affiliate	Campaigns 1						0 2 >_ 8		
ID	Name	Description	Number of links	Visits	Orders	Active			
1	Campaign Name		0	-		*	🖋 Edit 🔻		

# Creating an affiliate link

### - click on Add New:

	n 🕕							0 Ø >
Image	Name	Туре	Refferal Code	Visits	Orders	Campaign	Campaign Status	Status
				No re	cords found			
dd new	1						Help	
Add new	affiliate link							
* 5	Select campaign							
	Campaign Name	~						
* T	Type of selection							
	Category	~						
* F	Product Category							
					□ Collapse all	⊕ Expand all		
	O 🍃 Home							
	🔿 🖿 Clothes							
	O 🖿 Accessor	ies						
	O a Art							
	○ ® Art							
	O ® Art							
*	O <sub>e</sub> Art							
*	O e Art Code Please enter the code					X Generate		
* The	O e Art Code Please enter the code e refferal code is used to ri ample. https://softsprint3.	efer a customer pp.ua/vopypres	to your store. It must be 3-10 ta17&/a/ <b>/YOUR_CODE</b>	) characters long and	contain only English lette	Generate		
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Help

#### - select a **type** of campaign:

* Select campaign	Campaign Name	~	
* Type of selection	Category	~	
* Product Category	Category Product		
	O 🏷 Home		

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

* Type of selection	Product 🗸
* Choose product	bea
* Code	Brown bear - Vector graphics (ref: demo_19)
	Brown bear cushion (ref: demo_16)
Description	Brown bear notebook (ref: demo_9)

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

Select customer	Cust	Q Or	+ Create customer
	Customer Name #8		
	example@gmail.com 0000-00-00		
	Details Select		

Fields for creating an affiliate link:

- 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

#### Marketing / Affiliate Program

# Affiliate Program

Successful creation. ×										
Affilia	ite Progran	n (1)								0 0 2 2 8
ID	Image	Name	Туре	Refferal Code	Visits	Orders	Campaign	Campaign Status	Status	
1	BCURS	Art	category	ogzt3a	0	0	Campaign Name	~	~	Sedit 💌

# View Program Statistic

Marketing / Affiliate Programs

gram Statistics		Допом
<b>GD</b> 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.	<ul> <li>♥ Visits</li> </ul>	ا Orders 0
Campaign Campaign		C Active
Customer ON 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

GD https://soft	sprint3.pp.ua/vopypresta178/en/al/ogzt3a

Help

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:

n	y store	CLOTHES	ACCESSORIES	ART			Q Search	n our catalog	
Но	ome / Art								
	ART		ART Framed poster an bring your creativ	d vector images, a e projects to life.	III you need to give perso	onality to your	walls or	<b>. . .</b>	
	FILTER BY Composition Matt paper (3)							BEGINS	
	Availability Available (7) In stock (7)	1	There are 7 products.			Sort by: Re	levance	•	
	Brand Graphic Corner (6) Price €0.00 - €2.00 J Dimension	0		♥	Adventure	⊘		CODAY GOOD	

	Activ
• Visits	🔂 Orders
1	0
	⊙ Visits 1

Home / Order confirmation

#### ✓ YOUR ORDER IS CONFIRMED

An email has been sent to the example@gmail.com address.

ORDER ITEMS		UNIT PRICE	QUANTITY	TOTALPRODUCTS
Adventure BEGINS	The adventure begins Framed poster (Dimension: 40x60cm)	€34.80	1	€34.80
Subtotal				€34.80
Shipping and handling				€8.40
TOTAL (TAX INCL.)				€43.20
ORDER DETAILS:				

Order reference: SWJAELUGY

G)	nttps://softsprint3.pp.ua/vo	pypresta178/en/al/ogzt3a 「		Active
	Art Framed poster and vector your walls or bring your cr	images, all you need to give personality to eative projects to life.	• Visits	Orders 1
Orders				
ID	Order Reference	Order Date	Price	
1	SWJAELUGY	08/17/2023	€34.80	Q View

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

Α	Affiliate Program									Help				
	Affiliate Program 2								02>					
		ID 🗸 🔺	Image	Name 🔻 🔺	Туре 🔻 🔺	Refferal Code 🔻 🔺	Visits 🔻 🔺	Orders 🔻 🔺	Campaign 🔻 🔺	Campaign Status	Status			
										. •	-	~	Q Sea	irch
		1	<b>B</b>	Art	category	ogzt3a	1	1	Campaign Name	×	~		🖋 Edit	•
		2	-	Brown bear cushion	product	LmEVuePb	1	1	Campaign Name	×	~		🖋 Edit	•
	Bulk actions •													

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

Affiliate Campaigns							Help	
Affili	ate Cam	paigns 2						0 2 >_ 2
	ID 🔻 🔺	Name 🔻 🔺	Description 🔻 🔺	Number of links 🔻 🔺	Visits 🔻 🔺	Orders 🔻 🔺	Active	
							- •	Q Search
C	) 1	Campaign Name	Some campaign description	2	2	2	~	🖋 Edit 🔻
C	2	Second Campaign		0			~	🖋 Edit 🔻

### Affiliate Program page with the links

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

Camp	Campaign Name						Help		
Ø	Campaign	Name							Active
Some	Description Some campaign description								
									ВАСК
Related a	offiliate li	nks							
nenuccu e									
	Image	Name 🔻 🔺		Туре 🔻 🔺	Refferal Code 🔻 🔺	Visits 🗸 🔺	Orders 🗸 🔺	Active	
								- *	Q Search
1	NEL ILS	Art		category	ogzt3a	1	1	~	Q View
2	4	Brown bear cu	Ishion	product	LmEVuePb	1	1	~	Q View
Orders	Orders								
ID 🗸 🔺	Order Refe	erence 🔻 🔺	Link Code 🔻		Order Date 🔻 🔺			Price 🔽 🔺	
					From	То	<b>#</b>	**	Q Search
1	SWJAELUG	Y	ogzt3a		08/17/2023			€34.80	Q View
2	CMKBUDX	01	LmEVuePb		08/17/2023			€68.04	Q 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

Contact us	English -	😩 Sign out Customer Name 🛛 🏋 Cart (0)
my store CLOTHES ACCESSORIES	ART	Q Search our catalog
Home / Your account Your account		
<b>B</b> INFORMATION	ADD FIRST ADDRESS	ORDER HISTORY AND DETAILS
CREDIT SLIPS	MYWISHLISTS	Affiliate program
	Sign out	
Get our latest news and special sales	Your email address You may unsubscribo at any moment. F	SUBSCRIBE

The affiliate Program section will be added to the user panel after the module installation – it reflects all statistics dedicated to this referral:

Home / Your account / Affiliate Program / Campaign campaign								
Campa	Campaign View							
← Bac	k							
Ø	Campaign Status							
	<b>O</b> T	otal Visits	👉 Total	Orders		G	Total Links	
		1	1				1	
Relate	ed Affiliate Lir	nks						
#	Code	Name	Туре	Visits	Orders	Status	Actions	
1	D6u5T	Brown bear cushion	product	1	1	$\checkmark$	Q DETAILS	
Orders								
#	# Order Reference		Link Code Order Date		der Date	Price		
1	NHKGJLGF	Q	D6u5T	16.	08.2023 13:43:5	0	€241.16	
< Back to	your account	Home						

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.

Home / Your	Home / Your account / Affiliate Program / Campaign campaign / Link view								
Link View									
← Back	← Back								
C⇒ https://softsprint3.pp.ua/ps1780/en/al/D6u5T □									
	<ul> <li>Visits</li> </ul>	🔂 Orders	🚍 Total Price						
	1	1	€241.16						
@ Prod	UCT Brown bear cushion The brown bear cushion will a atmosphere that inspires rela	idd a graphic and colorful touch to your sofa, armch ixation. Cover 100% cotton, machine washable at 60	air or bed. Create a modern and zen 3° / Filling 100% hypoallergenic polyester.						
ordero									
#	Order Reference	Order Date	Price						
1	NHKGJLGFQ	16.08.2023 13:43:50	€241.16						

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