Affiliate Marketing

What is Affiliate marketing?

Affiliate marketing is a popular method of promoting web businesses in which an affiliate is rewarded for every customer provided through his efforts.

The most attractive aspect of affiliate marketing, is that no payment is due to an affiliate until results are realized.

Verotel's Affiliate Program

Verotel's Affiliate Program OpenAffiliate is a turn-key and fully integrated affiliate marketing program that allows you to recruit and manage affiliates on the Internet. In other words, your designated affiliates will send you traffic and generate additional transactions on your website as a result.

Verotel will track the sales that are generated via these affiliates and pay out your chosen affiliate commissions directly to the affiliates.

The Verotel Affiliate Program is free and will dramatically boost your traffic and sales!

How do Affiliates send traffic to you?

Example:

An interested customer visits the website of one of your affiliates. He is looking for Stock Exchange information and finds a banner of interest.

Once he clicks on the banner, a hidden code, or cookie, is added to his browser.

The customer is hyperlinked to your website and buys content. When the transaction is processed, Verotel checks to see if a hidden advertising code is present in his browser. If the code is present, Verotel will automatically calculate the commissions and pay out the advertiser's designated share of the sale directly.

As a lot webmasters are not only using banners to promote websites, it is also possible to send traffic to your site via an affiliate URL.

What should you pay your affiliates?

You will be able to choose between the following:

- commissions on first sales only (maximum = 70%)

- commissions on first and recurring sales (maximum = 60%)

Affiliate Sign-up

Creating a sign-up button for your website

You will be able to create a sign-up button by logging on to your Control Center > Setup Websites > Generate affiliate signup HTML > Copy and paste the HTML onto your reseller signup page.

Your resellers will be redirected to a Verotel reseller signup page.

Use a standard link to have affiliates signup (optional)

It is also possible to register Verotel affiliates for your program directly on your site.

You will have to post the following affiliate link on your site:

```
http://links.verotel.com/cgi-
bin/showsite.verotel?vercode=<bannernr>:<customeridreseller>&URL=http:<landi
ngpage>
```

(landing page syntax: `&URL=http:<landingpage>` is optional)

The only thing that you have to do, is provide the affiliate with a banner number. You will be able to locate this banner number by logging in to your Control Center > Setup Websites > Manage banners.

The affiliate has to add his Reseller ID in the affiliate link. If he/she opens this link in a browser, the affiliate gets automatically added as one of your affiliates. You will both receive an email after the signup has been completed.

Example:

Merchants banner number: `12345`

Reseller ID: `9804000000123456`

The merchant has to provide the affiliate with the following link:

```
http://links.verotel.com/cgi-
bin/showsite.verotel?vercode=12345:<customeridreseller>
```

The only thing that the affiliate has to do is add his/her reseller ID in this link:

```
http://links.verotel.com/cgi-
bin/showsite.verotel?vercode=12345:9804000000123456
```

The url above is also the affiliate url that the affiliate has to use on his/her own site.

Only existing non-suspended and non-cancelled affiliates can use this link.

Use your own signup form for affiliates (optional)

It is also possible to register non-Verotel affiliates directly on your site, without redirecting them to a Verotel sign up page.

You will be able to add the affiliate yourself using a simple HTTP call to our services.

Syntax:

The URL is https://secure.verotel.com/cgi-bin/api_add_reseller.verotel

The parameters are:

```
company (1-50 chars)

contact (1-50 chars)

address (1-50 chars)

city (1-50 chars)

zip (1-18 chars)

country (2 chars – ISO3166 A2 codes)

email (1-150 chars, with email syntax validation)

url (1-100 chars)

website_id (1-10 digits)

banner_id (1-10 digits)
```

return (on success):

```
result: OK

customer_id:<new fldcustomerid>
```

return (on failure):

```
result: ERROR

message: <description of the error>
```

Note that state codes are not applicable. Country codes are ISO3166 A2 coded.

Example:

company	`Test Company`
contact	`Test Name`
address	`Test Address 1`
city	`Amsterdam`
zip	`1013 AP`
country	`NL`
email	`merchantsupport@verotel.com`
url	`www.verotel.com`
website_id (your website ID)	`123456`
banner_id (your banner ID)	`12345`

Spaces are sent as: `<%20>`

This will result in the following URL:

```
https://secure.verotel.com/cgi-
bin/api_add_reseller.verotel?company=Test%20Company&contact=Test%20Name&addr
ess=Test%20Address%201&city=Amsterdam&zip=1013%20AP&country=NL&email=merchan
tsupport@verotel.com&url=www.testurl.com&website_id=123456&banner_id=12345
```

Terminating an affiliate

If you would like to delete one of your affiliates, then you will be able to do this by logging on to your control center > Setup Websites > Affiliates _number_

Linking affiliates to your site

Using banners to link resellers

Please create on ore more banners for your website and upload them to a part of your website which is not password protected.

Please log on to your control center > Setup Websites > Manage banners.

When someone signs up to promote your website, he/she can select which of your banners to use.

The selected banner will be automatically displayed on the reseller's website after he/she completes the setup process.

Link videos, galleries and textlinks to your site

It is also possible to create an affiliate url without adding any banners to your control center. You will be able to create your own affiliate program without going through the merchant control center.

For this option, you will have to use the following url:

```
http://links.verotel.com/cgi-
bin/showsite.verotel?vercode=<customeridmerchant>:<customeridreseller>&websi
tenr=<websitenr>&URL=http:<landingpage>
```

(landing page syntax: `&URL=http:<landingpage>` is optional)

This affiliate url contains your Merchant ID, the resellerID and your website number.

You have will to provide the affiliate with the affiliate url with your Merchant ID and website number attached.

Example:

Merchant ID: `9804000000123456`

Website nr: `12345`

Reseller ID: `9804000000654321`

You will have to provide your affiliate with the following link:

```
http://links.verotel.com/cgi-
bin/showsite.verotel?vercode=9804000000123456:<customeridreseller>&websitenr
=12345
```

The only thing that your affiliate has to do, is add his/her reseller ID in the url. The url that the affilate has to use will be as following:

```
http://links.verotel.com/cgi-
bin/showsite.verotel?vercode=9804000000123456:9804000000654321&websitenr=123
45
```

PLEASE NOTE: IF YOU USE THIS OPTION, A DUMMY BANNER WILL BE AUTOMATICALLY ADDED TO YOUR RESELLER CONTROL CENTER http://www.verotel.com/static/images/gfx/verotel_5.gif

Sending potential clients to the right landing page

You will be able to add a landing page to redirect your potential customers to a preview or join page.

You are to add one landing page per banner. You may do this by logging in to your control center > Setup Websites > Manage banners

It is also possible to give your affiliates the option to use a landing page of their own choice.

When affiliates send traffic to your site, they are using the following URL:

```
http://links.verotel.com/cgi-
bin/showsite.verotel?vercode=<bannernr>:<customeridreseller>
```

This URL contains YOUR banner number and the AFFILIATES resellerID. The traffic is sent to the landing page, which you added in your control center (see number 1).

If your affiliates want to send potential clients to another landing page, then they can add this page in the affiliate URL by adding the following syntax: `&URL=http:<landingpage>`

The new affiliate URL will be as following:

```
http://links.verotel.com/cgi-
bin/showsite.verotel?vercode=<bannernr>:<customeridreseller>&URL=http:<landi
ngpage>
```

For example:

My standard affiliate URL is sending customers to http://verotel.com/paymentprocessing.html. However, one of my affiliates wants to send potential customer directly to the join page, which is http://verotel.com/applynow.html

Merchants Banner number : `12345`
Reseller ID: `9804000000123456`
Landing page:`http://verotel.com/applynow.html`

The affiliate has to use the following link to redirect customers to the join page:

```
http://links.verotel.com/cgi-
bin/showsite.verotel?vercode=12345:9804000000123456&URL=http://verotel.com/a
pplynow.html
```

Settings

Setting up your default commission

Determine the commission percentage that your resellers will earn. Also, decide whether to offer commissions on first sales only, or on first and recurring sales.

You will be able to choose between the following:

- commissions on first sales only (maximum = 70%)

- commissions on first and recurring sales (maximum = 60%)

You will be able to set this up by logging in to your control center > Setup Websites > Default affiliate commission.

Setting up individual affiliate commissions

If you would like to setup individual commissions, then you will be able to change the commissions per affiliate.

You may do this by logging in to your control center > Setup Websites > Affiliates _number_

How to use multiple landing pages

You are able to use multiple landing pages and send traffic to a preview/join page of your choice.

Normally you are using the following URL to redirect traffic to your default landing page:

```
http://links.verotel.com/cgi-
bin/showsite.verotel?vercode=<bannernr>:<customeridreseller>
```

This URL contains your banner number and the resellerID. With the standard URL the traffic is redirected to the landing page which you selected in your control center.

If you would like to send traffic to another landing page, then this is possible by adding the following syntax:
```
&URL=http:<landingpage>
```

The new affiliate URL will be as following:

```
http://links.verotel.com/cgi-
bin/showsite.verotel?vercode=<bannernr>:<customeridreseller>&URL=http:<landi
ngpage>
```

For example:

The standard affiliate URL is sending customers to http://verotel.com/paymentprocessing.html. However, you want to send your traffic directly to the join page, which is http://verotel.com/applynow.html

Merchants Banner number : `12345`

Reseller ID: `9804000000123456`

Landing page: `http://verotel.com/applynow.html`

You will have to use the following url to redirect traffic to the join page:

```
http://links.verotel.com/cgi-
bin/showsite.verotel?vercode=12345:9804000000123456&URL=http://verotel.com/a
pplynow.html
```

Changing the landing page in the Control Center

You will be able to change your default landing page by logging on to your control center > Setup Websites > Manage banners