**NET Slave**

**QUALITY**CLICK

# First Steps

# First steps with QualityClick
## Content

» Login anfordern

**How long does it take to start a private network?**

**QUALITY**CLICK.COM: Setup of your installation 2-3 days. Your company: Preparation, integration and tracking tests approx. 2-3 weeks

# 1

## First steps with QualityClick
## Fundamentals

## Cookie Tracking

Affilate data is stored in a cookie during the click and transferred to QualityClick.

You should be able to implement html code on your order completion page. This is possible for most shop systems. The tracking code contains an invisible graphic. It transmits transaction data to QualityClick.

Required minimum data :

- ◘ transaction ID (order ID) to assign a transaction in QualityClick

- ◘ product name that determines the commission calculation

- ◘ volume (for volume based commissions)

For more information about tracking
check our YouTube playlist
https://www.youtube.com/user/qualityclick

## Session Tracking

For cookieless tracking:

- ◘ QualityClick transmits affiliateID (pid) as URL parameter to your landing page

- ◘ You take it from there to your order completion page

- ◘ The tracking pixel transmits the pid to QualityClick along with the other information (transactionID etc)

# 2 First steps with QualityClick
## Preparation

### Web site

Optimize you web site and all processes for online shopping. Your conversion rate should be above 1% except high value products like travel trips.

### Ads

Prepare ads like text links, banner and flash animations. Ads are stored on your ad server and just need to be linked with QualityClick. If you want to provide product data feeds please contact us.

### Affiliate contract

Principles of your cooperation are provided in a partnership agreement. This includes rights and obligations of your affiliates, payment regulations and mutual claims.

### VAT value added taxes

You may pay commissions with or without VAT depending on the affiliate status activated by you. QualityClick offers the possibility to deposit trade certificates within the system. Please clarify when and to whom commission taxes are paid.

# 3 First steps with QualityClick
## Contract and setup

## Request contract

- ◘ For terms and conditions please contact us by phone at +49 30 94408-730

- ◘ or Email: info@qualityclick.com

## Select your options

- ◘ Referrer tracking: provides short, search engine friendly links

- ◘ SSL certificate: protects data transmission through encryption

- ◘ Desired start of contract

## Domain registration possibilities

- ◘ 1. DNS-A entry:

  The domain or sub domain (partner.YourShop.com) shows on our IP (provided in the contract)

- ◘ 2. NetSlave may register a domain for you

## Send contract

Contract, bank account information for direct debit + place, date and signature

- ◘ Fax the contract to: +49 30 - 96083 706

- ◘ or via post:

  **QUALITY**CLICK.COM
  c/o NetSlave GmbH
  Simon-Dach-Straße 12
  10245 Berlin
  Germany

# 4 First steps with QualityClick
## Design and mail templates

## Design

You may adjust the design of the affiliate area in the header and footer and additional font parameters (color, size, etc. via CSS).

In the menue System > Resources > html you have access to all the design files. On request we match your affiliate system according to your design templates.

## Configure email templates

You may use text and html templates with your corporate design.
Use placeholders like <% PartnerID %> to personalize mails for different actions.

To create the mail templates for other languages click "save" once.

## Invoice design

Send us your letterhead as word document to mail@netslave.de. We just need your logo, contacts and legal information in the head and foot area. Leave out all personalized data as these will be provided by QualityClick

For more information about the payment process check our YouTube channel
https://www.youtube.com/user/qualityclick

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## First steps with QualityClick
## Order system connection

◘ Insert the tracking code with the invisible graphic in your order completion page.

It provides the QualityClick system with transaction data which is usually transactionID (tid) and volume.

◘ The most simple tracking code looks like this:
```
<img src="https://affiliate.domain.com/get_trans.cgi?cpid=1&tid=ORDER_NUMBER" height="2" width="3"
border="0">
```

◘ AffiliateID (pid) usually will be taken from the cookie.

If you use session tracking add  parameter & pid=AFFILIATE_ID

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## First steps with QualityClick
## Basic settings
### System » Settings

### Affiliate approval

You can decide whether you approve your affiliates manually or automatically for system applications as well as campaign applications

We recommend to at least do one step manually to check affiliates and avoid fraud.

If your system has multiple campaigns the affiliate has to apply for each campaign separately

### Minimum payment

This is the lowest limit affiliates can select but they may set a higher limit for themselves in their account.

### Preposition

This prefix will be the first part of the invoice numbers.

### E-Mail adresses

Specify who will be informed in which situations. That way payment information go directly to your accounting and new applications to your affiliate manager.

### System » Manager

Create additional manager accounts with limited access privileges

# 7 First steps with QualityClick
## Ads & creatives

## Create ads

Upload your ads (banner, flash ads) on your web or ad server.

## Provide ads

Add link and banner data in QualityClick with your browser or CSV upload. HTML is for any other link possibility like flash, pop ups, search masks or newsletter forms.

1. Create and ad category
like 'standard banner 468x60'
2. Create ads, products are for statistic purposes commission products are defined in the tracking pixel

## Link targets

Link targets let you edit landing pages without having your affiliates update their ad code.
With standard tracking every click will run through QualiyClick equipped with a cookie and redirected to the landing page specified in the target (Alias).

Update your landing pages under "manage links"

Example:
 http://affiliate.yourshop.com/go.cgi?cpid=1
&pid=AFFILIATE&wmid=1&target=LinkCode

| Alias | TargetURL |
|---|---|
| LinkCode | http://yourshop.com |

# 8 First steps with QualityClick
## Edit commissions

## Commission base

Fixed amount or percentage (volume based) commission

## Products

 **Pay per Action**
(like „contest_registration")
» Pay per Lead

 **Pay per Sale**
(like „fashion", „tech", „summer_sale")

## Commission levels

Commission levels are for groups of affiliates with different commissions like „Standard" or „Gold". Affiliates do not see the name of their commission level.

## 1st and 2nd level commission

**1st level**
Commission will be paid to the affiliate who triggered the sale, lead etc

**2nd level**
Commission will be paid to the affiliate who referred the 1st level affiliate

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## First steps with QualityClick
## Create info page

### Tell your future affiliates about your offer:

- ▪ Create a landing page for potential affiliates.

- ▪ This site should contain information about:

  - ▪ The products that should be advertised

  - ▪ How much commissions affiliates can expect

- ▪ Let your affiliates see interesting example ads and the terms of service of your program

### Inform your customers about your affiliate program

i.e. via newsletter. Satisfied customers will be happy to recommend you.

### Place links to the registration form

Affiliates often look for a link like „affiliate program" or „partner" in the footer of your website.

# 1

## First steps with QualityClick
## Announce

# 0 Marketing hints

- **Look who is linking your site (Google -> link:www.yourshop.com)** Contact the webmaster directly to win him for your program

- **Ask your best refferrers and give them extra conditions for your private program**

- **Start your own "Affiliates refer Affiliates" program** Offer 2nd level commissions to affiliates who bring you more affiliates

- **Make use of contacts of your agency or affiliate manager**

- **Use news and press agencies as a multiplier**

- **Buy keyword in your segment**

  like „fashion affiliate program"

- **Announce your program on boards and affiliate forums**

# 1 First steps with QualityClick
## Maintain your affiliate program

# 1 Maintenance actions

◘ **Update transaction status on a regular base**
For approval or cancellations use transaction lists in a CSV file. For automated approval via http request, FTP, mail or XML API ask us: info@qualityclick.com

◘ **Check your applications for the systems and campaigns**

◘ **Inform your affiliates about changes in your program. Use our newsletter tool.**

◘ **Update your ads from time to time**

◘ **Contact your top affiliates and make sure they are happy**

# First steps with QualityClick
## Contact us



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**Web**      www.qualityclick.com





## Start your own private affiliate marketing program

" We support you with individual software solutions and professional assistence.

Jan Bischoff, Founder
**QUALITY**CLICK.COM

**NET**slave

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