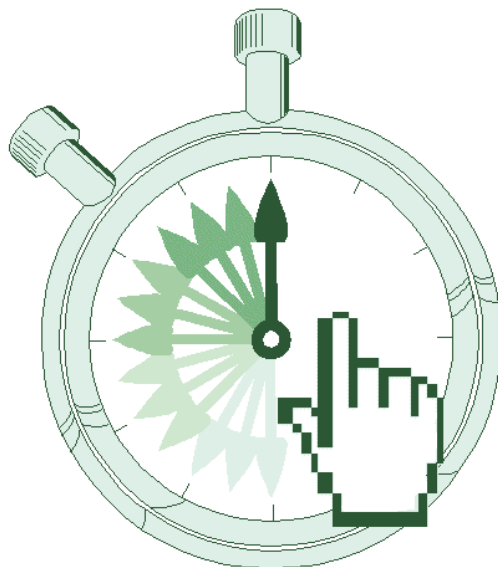


RESOURCE TEAM LTD

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# ClickClocker affiliate manager



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## ClickClocker affiliate manager

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## Installation

### INSTALLATION ON MICROSOFT SERVERS

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1. Check the clickclocker website (<http://www.clickclocker.com>) for the latest release information.
2. Unzip clickclocker.zip in document root (HTML folder) or cgi-bin directory. Alternatively, you can unzip on your PC and FTP the folder and contents to your server.

ClickClocker will not work in cgi-bin directories configured to prevent read access. If this is the case, install outside cgi-bin or enable read access on cgi-bin sub directories.

This will create a directory called clickclocker on the server with all the scripts needed to complete the installation process.

3. If you have a dedicated server, you may wish to set programs under clickclocker directory to run in a separate process. This is recommended to improve the stability of your operating system.
4. Installation settings are in the 'Affiliatelib.pm' module. You should only need to change these settings if you encounter problems. If you install under cgi-bin , ensure clickclocker directory has owner read permission as well as execute permission.
5. Obtain authentication string from ClickClocker Support ready for setup.

See <http://www.clickclocker.com/auth.htm>

6. Open <website>/clickclocker/mer\_setup.pl in your browser and enter your details and authorization string. Setup will automatically register your details with clickclocker.

If you get an error message "403.1 Forbidden: Execute Access Forbidden" you will need to tell IIS to allow scripts on this folder. Using your Microsoft Management Console, right click the clickclocker folder then click 'Properties'. Check the 'execute' radio button at the bottom of the Directory tab. You can uncheck the 'Write Access Permissions' check box to keep the directory safe from malicious attacks.

7. Copy or FTP your banners into the 'clickclocker/banner' directory. Rename them by adding a suffix as follows:

## ClickClocker affiliate manager

`name_widthxheight.gif`

For example, if your banner is called advert1.gif and is 468 wide by 60 height, rename to

`banner1_468x60.gif`

The size suffix is used to tell your affiliates the exact size of each banner.

8. Sign up a test affiliate to check generated links work correctly:

`<website>/<path_to_clickclocker>/signup.pl`

You will need to approve the affiliate from the 'Affiliate Admin' option on the merchant control panel. If it is no longer open in your browser, you can access this from:

`<website>/<path_to_clickclocker>/mer_signin.pl`

(Ensure you set the commission percentage when you approve the affiliate)

then sign in as the affiliate from

`<website>/<path_to_clickclocker>/signin.pl`

9. Integrate into shopping cart by placing the following link into the order confirmation page:

``

replace the [--order\_total--] and [--order\_number--] values with the appropriate variables used by the shopping basket.

Note that the order number must be unique for ClickClocker Standard. Your shopping basket software should create a unique order number for customer reference.

If you want to use ClickClocker for a 'pay per click' or 'pay per action' affiliate program, you will need to order ClickClocker Professional.

## INSTALLATION ON UNIX/LINUX SERVERS

---

1. Check the clickclocker website (<http://www.clickclocker.com>) for the latest release information.
2. Telnet to your server and unzip clickclocker.tar.gz in document root or cgi-bin directory.

```
gunzip clickclocker.tar.gz
tar xvf clickclocker.tar
```

This will create the clickclocker directory containing the required scripts subdirectories.

ClickClocker will not work in cgi-bin directories configured to prevent read access. If this is the case, install outside cgi-bin or enable read access on cgi-bin sub directories.

If you choose to unzip the contents on a local machine and then transfer the unzipped files to your server you will need to ensure that the cgi files are recognised and transferred as ASCII files (not binary). You will also need to set execute permission for owner, group and world (this can usually be done via FTP) for all the clickclocker CGI files and programs. You may also need to change the path to perl at the top of each CGI file (rarely required). Type 'which perl' to find the path to perl.

3. Obtain authentication string from ClickClocker Support ready for setup.

See <http://www.clickclocker.com/auth.htm>

4. Open <website>/clickclocker/mer\_setup.cgi in your browser and enter your details and authorization string. Setup will automatically register your details with clickclocker.

If the browser wants to download the file instead of open it, your web server may not be configured for running perl scripts or may expect them with a different file type. If you need to change the file type from '.cgi' to '.pl' you should also edit AffiliateLib.pm and change the perl file type parameter \$pft to 'pl' as follows:

```
$pft = "pl"
```

5. Once your details are entered you will be taken to the Merchant Control Panel. If the dates on the control panel do not default to the current month (and you get a javascript error), the supplied clickclocker binaries will not run on your version of UNIX. You will need to download the appropriate binaries for your server from the clickclocker website. Please check the downloads page on clickclocker website (<http://www.clickclocker.com/downloads.html>) for the correct binaries. If the downloads do not cover your operating system, contact ClickClocker support for assistance.
-

## ClickClocker affiliate manager

6. Installation settings are in the 'Affiliatelib.pm' module. You should only need to change these settings if you encounter problems.
7. Copy or FTP your banners into the 'clickclocker/banners' directory. Rename them by adding a suffix as follows:

**name\_widthxheight.gif**

For example, if your banner is called advert1.gif and is 468 wide by 60 height, rename to

banner1\_468x60.gif

The size suffix is used to tell your affiliates the exact size of each banner.

8. Sign up a test affiliate to check generated links work correctly:

`<website>/<path_to_clickclocker>/signup.cgi`

You will need to approve the affiliate from the 'Affiliate Admin' option on the merchant control panel. If it is no longer open in your browser, you can access this from:

`<website>/<path_to_clickclocker>/mer_signin.cgi`

(Ensure you set the commission percentage when you approve the affiliate)

next, sign in as the affiliate from

`<website>/<path_to_clickclocker>/signin.cgi`

9. Integrate into shopping cart by placing the following link into the order confirmation page:

``

replace the [--order\_total--] and [--order\_number--] values with the appropriate variables used by the shopping basket.

Note that the order number must be unique for ClickClocker Standard. Your shopping basket software should create a unique order number for customer reference.

If you want to use ClickClocker for a 'pay per click' or 'pay per action' affiliate program, you will require the professional version.



# ClickClocker affiliate manager

## TESTING YOUR INSTALLATION

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You may wish to test and familiarise yourself with the following:

- Check affiliate banners displayed correctly in “Choose Links” option of affiliate control panel.
- Copy some banner code to a test HTML page and check the banner displays correctly.
- Click on the banner and check the link to your home page.
- Test a link to one of your sub-pages. Note that deep linking will not accept pages outside your domain.
- If you place a test order and examine the source code of the confirmation page, the code should look something like this:

```

```

or this:

```

```

Note that a sale will only be registered on ClickClocker if an affiliate link has been used and cookies are enabled on your browser.

Change the path prefix if necessary to find the buy.pl/buy.cgi script

Eg.    or  
      

Note that **today's** sales will only show on the “Sales Admin” panel as the reports do not show today's affiliate data (for performance reasons).

## ORDER TOTAL

The order total fed into ClickClocker may be inclusive or exclusive of VAT / applicable taxes. The choice is yours. Ensure that your affiliates are aware of what your figures include in your program terms.

## ClickClocker affiliate manager

### SSL

If your order confirmation page is under SSL (ie URL is prefixed https://), you may prefer to place the buy.pl script into your secure web directory and alter the path accordingly. This will prevent an insecure items warning appearing to the user.

Reports are collated up to the previous day, so you will not see stats from clicks / impressions straight away.

### FURTHER HELP

If you have problems, please see [http://www.clickclocker.com/installation\\_faq.htm](http://www.clickclocker.com/installation_faq.htm)

An integration service is available and can be ordered from the <http://www.clickclocker.com>. Service optionally includes integration of basket items instead of order total.

## User Guide

### JOIN PAGE

---

A sample affiliate program join page is provided:

`<website>/<path_to_clickclocker>/program.html`

The join page informs potential affiliates of:

- the terms and conditions of your affiliate program,
- how much commission you offer on sale,
- how long your cookies last (cookie duration controls the period for which a visitor is tracked between responding to an affiliate advert and actually buying on your website.
- how often you will pay your affiliates
- your minimum payment threshold

This page will need changing as follows:

1. Change Occurrences of XYZ to your company / website name
2. Change the Commission percentage or fixed rate terms
3. State the other advantages of your affiliate program
4. Enter your minimum payment threshold
5. Change the cookie duration if required. 30-90 days is common but you can increase the desirability of the program by offering longer
6. Change the contact email link
7. Change the contact address for invoices
8. Check the terms and conditions are adequate / appropriate for your product / service and program details.
9. If we have not tested and approved your installation and program, you should remove the tested and approved banner at the top of the page and remove the clause “Independently tested and approved tracking of sales”.

**NOTE:**

Approved programs are promoted free of charge from the clickclocker website. Program approval is included free of charge as part of our installation service or available for a small one-off fee.

# ClickClocker affiliate manager

## MERCHANT CONTROL PANEL

---

The merchant Control Panel is accessed via

`<website>/<path_to_clickclocker>/mer_signin.pl`

If you are unable to access the control panel you can request your password to be emailed to you from the sign-in page.

Once you have successfully entered your email and password, you are presented with the default reports page from which the following reports are accessible.

### REPORTS

1. Summary report – showing summary traffic and sales statistics for the specified date range.
2. Sales report – showing tracked orders for the specified date range
3. Link Analysis – showing performance indicators for banners and text links for the specified date range
4. Affiliate Performance - showing performance indicators for your affiliates for the specified date range

For each report:

**Impressions** - The number of times banner/text link has been displayed/viewed

**Clicks** - The number of times a banner/text link has been clicked

**Visitors** - The number of distinct users (identified by IP address) to click on banners / text links.

**CTR** - Click Through Ratio – The Ratio of clicks to impressions. Provides a good measure of the effectiveness of a banner creative or link wording or shows how well targeted an affiliate's traffic is for your business.

**Pending Sales** - Sales approved by you after removing duplicates / test transactions

**Approved Sales** - Sales approved by you as no longer subject to rejection due to fraud / returned goods

**Conversion** - Ratio of traffic to sales. The ultimate indicator of good affiliates and creatives.

The date range parameters default to the current month. To improve performance, data is only available up until yesterday.

# ClickClocker affiliate manager

## AFFILIATE ADMIN

Affiliates should be invited to sign up at:

```
<website>/<path_to_clickclocker>/signup.html
```

and sign in when approved at

```
<website>/<path_to_clickclocker>/signin.pl
```

Your affiliate program join page should link to these pages.

When an affiliate signs up they are told that their website will need to be vetted for suitability. You will be notified by email that an application has been made.

The Affiliate admin page enables you to vet applications and approve or reject affiliates. Affiliates are automatically notified by email of your decision.

The affiliate admin page also allows you to alter the commission method, cookie duration and payment settings for each affiliate.

**Commission Method** – Either fixed (a specific amount per sale) or commission (a percentage of the basket total)

**Commission Amount** – Percentage of sale awarded to affiliate

**Fixed Amount** – Fixed payment awarded to affiliate for each sale

**Cookie duration** – Controls the period of time for which a visitor is tracked between responding to an affiliate advert and actually buying on your website.

# ClickClocker affiliate manager

## SALES ADMIN

Provides validation of sales. Each tracked sale is moved through various states as follows

**New Sales** – when a purchase is made as a result of affiliate advertising, a new sale will appear on the system. New sales are visible to merchants but not to affiliates. This enables merchants to create test orders and remove duplicate orders without concerning the affiliate.

**Pending Sales** – once a new sale is approved it is assigned a status of ‘pending’. Pending sales are visible to affiliates but still subject to rejection for various reasons (returns, fraud, part fulfilment etc)

**Approved Sales** – Pending sales are approved when they are beyond the possibility of rejection. Affiliates will invoice you on the basis of approved sales. Approved sales should tally with affiliate invoices for the invoice period.

**Paid Sales** – When you write your affiliate cheques you should set the status of sales to paid.

**Rejected Sales** – Sales rejected from New / Pending Status.

## MANUAL SALES

A manual sales interface is provided to allow you to credit commission to affiliates when a purchase is made via telephone or other non-tracked method. You may need to amend office procedures to ask customers ordering by telephone how they found your website.

## VIEW BANNERS

You can see the banners you have placed in your banner directory in the same way your affiliates see them. The following controls are provided:

**Deep linking URL** – Enables affiliates to link adverts directly to specific offers/pages within your website.

**New window checkbox** – Controls whether a link / banner will open your website in a new window or in the same window

**Affiliate selection** – enables you to create code for an affiliate

Banner code is placed beneath each banner visual and text link. The text will highlight on mouse over to assist copy and paste of linking code.

# ClickClocker affiliate manager

## AFFILIATE CONTROL PANEL

---

The affiliates control panel is really a cut down version of the merchants control panel with reports specific to their own data. The panel consists of:

### REPORTS

1. Summary report – showing summary traffic and sales statistics for the specified date range.
2. Sales report – showing tracked orders for the specified date range
3. Link Analysis – showing performance indicators for banners and text links for the specified date range

For each report:

**Impressions** - The number of times banner/text link has been displayed/viewed

**Clicks** - The number of times a banner/text link has been clicked

**Visitors** - The number of distinct users (identified by IP address) to click on banners / text links.

**CTR** - Click Through Ratio – The Ratio of clicks to impressions. Provides a good measure of the effectiveness of a banner creative or link wording or shows how well targeted an affiliate's traffic is for your business.

**Pending Sales** - Sales approved by you after removing duplicates / test transactions

**Approved Sales** - Sales approved by you as no longer subject to rejection due to fraud / returned goods

**Conversion** - Ratio of traffic to sales. The ultimate indicator of good creative.

The date range parameters default to the current month. To improve performance, data is only available up until yesterday.

### BANNERS

You can see the banners you have placed in your banner directory in the same way your affiliates see them. The following controls are provided:

**Deep linking URL** – Enables affiliates to link adverts directly to specific offers/pages within your website.

**New window checkbox** – Controls whether a link / banner will open your website in a new window or in the same window

Banner code is placed beneath each banner visual and text link. The text will highlight on mouse over to assist copy and paste of linking code.

# Affiliate Marketing

### HOW TO FIND AFFILIATES

---

Finding affiliates is all about common sense. There are several sources of affiliates:

**Your own website.** Some of your customers will have web pages and could turn into big traffic drivers.

**Other merchants who sell complimentary products.** For example, if you sell CD's and DVD's you could team up with merchants who sell DVD players, HiFi and Home Cinema equipment. Swapping affiliate links is better than a simple link exchange because it doesn't matter who has the most traffic (everyone wants to trade links with bigger websites, not smaller websites) it also provides a fair alternative revenue stream for both parties (or just one party).

**Affiliate Forums.** Affiliates hang out at various forums to discuss which affiliate programs work well and which ones don't. Search for "affiliate forum" on Google to find a whole bunch.

**Content Sites.** Many products that sell well on the internet have associated interest / content sites including Price Comparison Sites and Review Sites. Many of these sites have high traffic and very targeted traffic. Find content sites on search engines by entering your product name as follows:

“Compare widgets”, “Widget reviews”, “Widget guide”,

“Widget help”, “widget forum”, “widget chat” etc

**Search Engines.** Find out what the customer wants to discuss about your product and search for that too.

Eg Motherboards – search for over-clocking, Athlon versus Pentium etc

DVD players – search for region hack, multi region etc.

Keyword suggestion tools like wordtracker (<http://www.wordtracker.com>) are a great help.

**Newsgroups** – Usenet should be approached with caution as flagrant advertising is treated as Spam and not tolerated. The key is subtlety. Create a good signature strap-line for your emails and join a few busy threads.

**Affiliate Program Directories** – submit to a few of the popular directories (ie top of search engine) – It's free.

**Offer 2<sup>nd</sup> tier commission** – (Professional version) Get your affiliates to advertise you program as well as your products by offering them commission on the sales of affiliates who sign up through them.



# ClickClocker affiliate manager

## HOW TO KEEP AFFILIATES

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Basically, affiliates will lose interest if they are not selling as well as expected. Therefore it is good practice to:

**Track telephone orders** – if you take orders by telephone, ask how they found you (you should do this anyway) then enter the sale onto ClickClocker.

**Offer incentives / bonuses** –

Eg. Free MP3 player for affiliates who sell over 10 orders during December

Eg. Extra 2% commission for the best performing affiliate up to Christmas.

**Watch Prices** - Most Internet sales are made by offering the best price. If your competitors are using the affiliate networks they will have higher overheads making it more difficult to drop prices. Conversion of traffic to Sales is more important to affiliates than a high sales commission.

**Improve creatives** – (Professional version) Use the click through ratio data in the link analysis reports to identify which banners work best and improve those that don't.

**Communicate** – Use the affiliate broadcast feature (Professional version) to email incentives and program changes to your affiliates. If it isn't working first time, let your affiliates know you are fine tuning. If you notice a drop in impressions, find out which affiliate has reduced your banner impressions and why. Let your affiliates know what you are doing to boost sales.