

Affiliate Marketing on Your Site

Affiliate Marketing Relates to
eCommerce Web Sites Only

Disclaimer

- The affiliate marketing functions are not by default available or fully operational for your GTP web site.
- Additional Setup Fees may apply for web sites wishing to use the affiliate marketing functions described in this document or modification to suit their purposes.
- This document describes the default setup that is set up the easiest.

Definitions

- **Affiliate Credit:** Is credit placed in your members account as a reward for sending customers to you
- **Loyalty Credit:** Is credit placed in your members account as a reward for purchases they have made themselves on your site.

What is Affiliate Marketing

- Affiliate marketing is where you reward others for promoting your web site.
- With GTP the standard reward provided is in the form of **money as credit** towards future purchases from you.
- Read the following examples to understand...

How Does Affiliate Marketing Work

There are two methods

1. **Web Links:**

Your affiliates send traffic to your web site from a link on their web site or from a special affiliate link they can post or email.

2. **Email Links**

Your affiliates enter the email addresses of friends of theirs into your web site which links that contact forever more to the affiliate

How Does Affiliate Marketing Work (Method 1 – Web Links)

- Person A signs up as an affiliate to your web site with the intent to promote your web site to others.
- Person A **creates a link to your web site** from their web site
- Person B goes to Person A's web site
- Person B clicks the link on Person A's Web Site and comes to your website
- GTP can track that Person B has been referred by Person A
- Person B buys something from you
- Person A (Your Affiliate) is given a credit in dollar terms based on a fixed percentage of the sale or a flat reward amount.

Affiliate Marketing – Practical Example (Web Links)

- Dale signs up as an affiliate to your GTP site that sells toasters (www.toastersales.com).
- Dale creates a link to your web site from his own web site www.ilovetoast.com
- Customer James goes to Dales site www.ilovetoast.com from a google search.
- James clicks the link to you on www.ilovetoast.com and comes to your GTP Website www.toastersales.com
- GTP tracks that customer James has been referred by Dale
- Customer James Buys a Toaster for \$50.00
- Dale is given a credit in dollar terms based on a fixed percentage of the sale. E.g. 10% which becomes \$5.00
- 10 Customers like James buy toasters and Dale now has \$50.00 in “affiliate credit”.

How Does Affiliate Marketing Work (Method 2 – Email Association)

- Person A signs up as an affiliate to your web site with the intent to promote your web site to others.
- Person A **logs into your web site from the member login links on your web site**
- Person A click on “Refer a Friend”
- Person A puts Person B’s name and email address in the fields provided and clicks [submit]
- Person B gets an email from Person A via the web site recommending the web site.
- Person B via their email address is permanently linked to Person A
- If Person B buys something from you now or months later then...
- Person A (Your Affiliate) is given a credit in dollar terms based on a fixed percentage of the sale or a flat reward amount.

Continue to Next Section



How do Affiliates Use their Earned Credit



How Does The Affiliate Use Their Affiliate Credit

- The affiliate credit that has been earned by an affiliate can be used on future purchases from your business.
- For example when Dale on the earlier example comes to buy a toaster from your website, he must log in to your site and the \$50 credit he earned in will automatically be taken off his toaster purchase.
- This is his reward for bringing in an extra \$500.00 in sales for you.

Key Points on Using Affiliate Credit

- **Your affiliate must login** prior to going through your checkout, otherwise the system can not know that there is credit to be applied to their account.
- There are rules which can control how much credit can be used on an order and what value the order must be to qualify.

End of Section



Setting Your Affiliate Rules



Where to Set Affiliate Rules



The screenshot shows the gtpcommerce interface with the Marketing tab selected. A red box highlights the Marketing tab in the top navigation bar. A red arrow points from this box to the Marketing section on the left. Another red arrow points from the Marketing section to the Referral Programme section. A third red arrow points from the Referral Programme section to the Referral Commission Rules link. A yellow note box on the left contains the text: "The Affiliate Tools are located under the Marketing Tab".

Marketing


- Customer Credit**
 - Customer Credit Rules
 - Debit For Cash Out's
 - View Cash Out List
 - View Credit Transaction
- Loyalty Programme**
 - Loyalty Commission Rules
- Campaigns for Purchases**
 - List & Edit Campaigns
 - Add Campaigns
 - Search Campaigns
- SEO Tools**
 - Sitemap Generator *Coming soon!*
- Referral Programme**
 - Referral Commission Rules**
 - Referral Stats
 - Referring Websites
 - Add & Edit Banners
- Vouchers for Purchases**
 - List & Edit Vouchers
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 - Import Vouchers
- Export**
 - MyShopping Product Export
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 - Promotional Code Stats
 - Contact Form Voucher Rules
 - Customer Action Loyalty Rules
- Vouchers for Products**
 - List & Edit Product Vouchers
 - Add Product Vouchers

Affiliate Rules Explained

Affiliate rules let you control how the affiliate program works for you. .. You can


- Set the percentage rate of the reward or the fixed value of the reward (e.g. 10% or \$20)
- Set the minimum spend a customer must make before you provide a reward (e.g. \$50)
- Set the maximum spend level that a reward will be accrued for. This caps the reward earned.
- Set the minimum spend an affiliate must buy from you before they can use their reward
- Set the maximum amount of affiliate credit that an affiliate can use on any one purchase.

Affiliate Rules



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Marketing

DETERMINE AFFILIATE REFERRAL RULES

[Promotional Code Stats](#) | [Voucher Rules For Contact Forms](#)
[Add Campaign](#) | [Add Voucher](#)
[List & Edit Campaign](#) | [List & Edit Vouchers](#)
[Search Campaigns/Vouchers](#)

These rules determine the calculation of referral credit to customers

Check each rule and add a value that will apply to your referral credit calculation

NOTE: All calculations are based on the total amount of products purchased

Flat Dollar/Percentage Calculation from a **Referred Member Purchase**

Flat Amount ☐
 Description A flat amount that accrues as a referral credit to the referring member, from a sale by the referred member

\$ Value of Rule

Percentage ☒
 Description The percentage that is calculated and accrues as a referral credit to the referring member, from a sale by the referred member

% Value of Rule

Flat Dollar/Percentage Calculation from a **Website Click Through Sale**

Flat Amount ☐
 Description The flat amount of points that accrue as a referral credit to the website affiliate, as a referred sale after a website click through

\$ Value of Rule

Percentage ☐
 Description The percentage that is calculated and accrues as a referral credit to the website affiliate, as a referred sale after a website click through

% Value of Rule

Affiliate Rules
are set on this
page

Affiliate Rules (Continued)

Percentage	<input checked="" type="radio"/>
Description	The percentage that is calculated and accrues as a referral credit to the website affiliate, as a referred sale after a website click through
% Value of Rule	<input type="text" value="5"/>

Other Rules

Apply Rule	<input checked="" type="checkbox"/>
Description	The minimum total of ordered products before the referral credit is applied
\$ Value of Rule	<input type="text" value="1"/>

Apply Rule	<input checked="" type="checkbox"/>
Description	The minimum total of ordered products before the referral credit can be used
\$ Value of Rule	<input type="text" value="1"/>

Apply Rule	<input checked="" type="checkbox"/>
Description	The maximum referral credit that can be accrued on any order
\$ Value of Rule	<input type="text" value="100"/>

Apply Rule	<input checked="" type="checkbox"/>
Description	The maximum referral credit that can be used on any order
\$ Value of Rule	<input type="text" value="50"/>

Apply Rule	<input checked="" type="checkbox"/>
Description	The expiration period of affiliate credit
# of Months	<input type="text" value="24"/>

Install Affiliate Rules

A Key Benefit of a GTP Affiliate Program

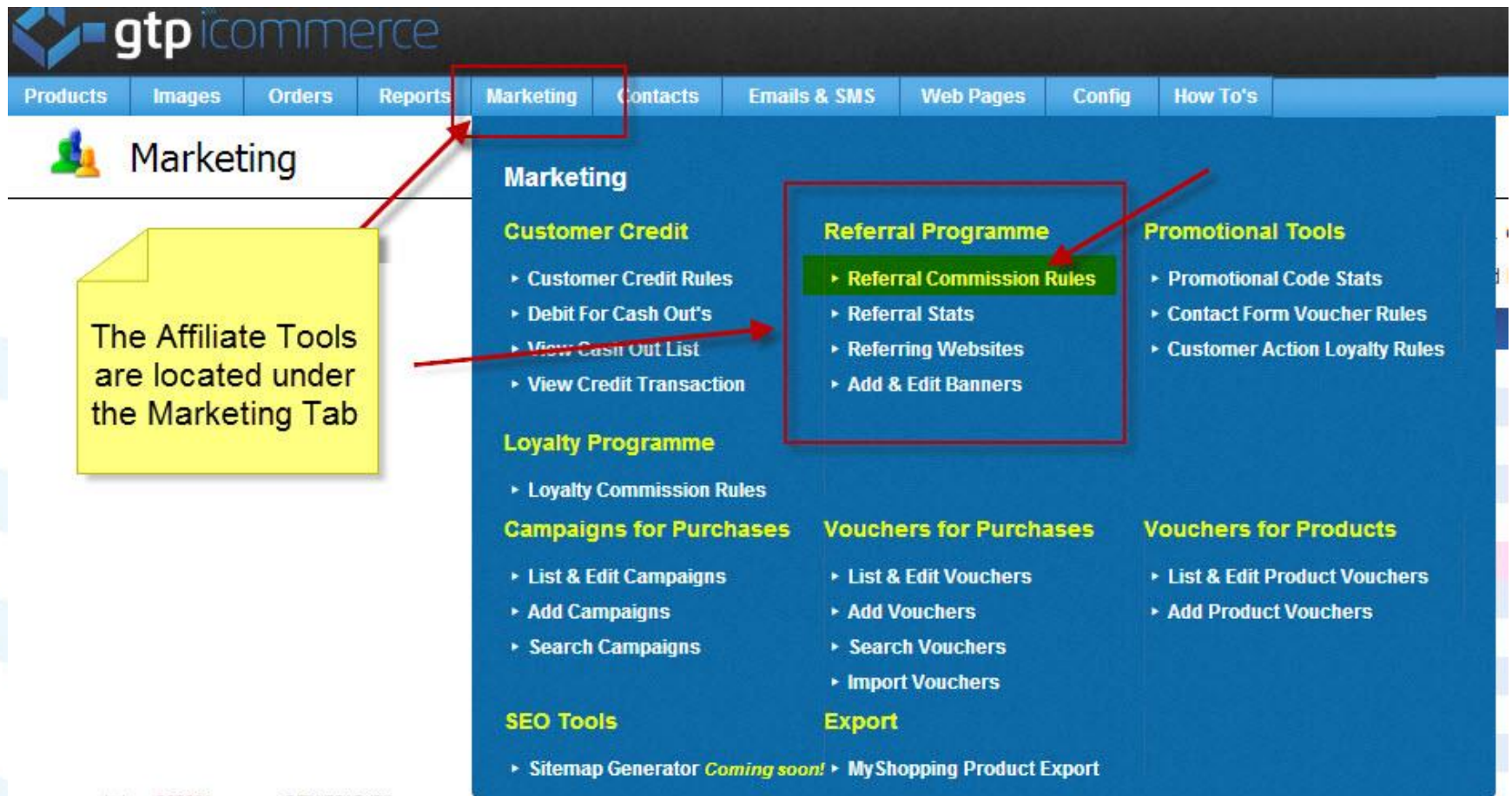
- The way that GTP has developed their affiliate system means that each new affiliate link to your website can boost your link count from Google
- This is different from many affiliate systems which hold no search engine optimisation value.
- Affiliates can link to you just using your www.domainname.com link and we will know that the visitor has come from their website.*

- * They must save their website(s) in the affiliate area

Lets Get Started in Setting Your Site Up For Affiliate Marketing

- The first step in setting up your affiliate marketing is to set your **affiliate marketing rules**.
- **The rules** determine what percentage amount is given as affiliate commission from the product sale value (it excludes postage), and when the software will allow credit to be given, or to be used.

Where to Set Affiliate Rules



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Setting Your Site Up For Affiliate Marketing – Rules on Credit Earning

- For example you could set the percentage to be 5% of the sale value as the commission to be accrued.

But that it only kicks in if the customer spends more than \$50.00.

You may also set a limit so that over a certain amount no more affiliate commission accrues. For example, stop any further credit being earned if the total sale value is over \$1000.00.

Note: You decide whether to set minimum purchase limits or ceilings on how much affiliate credit can accrue on any order.



Affiliate Rules



Marketing

DETERMINE AFFILIATE REFERRAL RULES

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These rules determine the calculation of referral credit to customers

Check each rule and add a value that will apply to your referral credit calculation

NOTE: All calculations are based on the total amount of products purchased

Flat Dollar/Percentage Calculation from a Referred Member Purchase

Flat Amount ☐

Description A flat amount that accrues as a referral credit to the referring member, from a sale by the referred member

\$ Value of Rule

Percentage ☒

Description The percentage that is calculated and accrues as a referral credit to the referring member, from a sale by the referred member

% Value of Rule

Affiliate Rules
are set on this
page

Flat Dollar/Percentage Calculation from a Website Click Through Sale

Flat Amount ☐

Description The flat amount of points that accrue as a referral credit to the website affiliate, as a referred sale after a website click through

\$ Value of Rule

Percentage ☐

Description The percentage that is calculated and accrues as a referral credit to the website affiliate, as a referred sale after a website click through

% Value of Rule

Setting Your Site Up For Affiliate Marketing – Rules on Credit Spending

- The spending of affiliate credit is also controlled by the rules you set.
- You can limit the amount of credit the affiliate can spend on an order so that even though they may have accumulated \$100 in credit, that only \$50 can be used towards any particular order.
 - In most instances, this figure is set quite high so as not to restrict the affiliates use of their credit.
- You can also set the expiration date of credit in months so that after 12 months, any unused credit expires.

Affiliate Rules (Continued)

Percentage	<input checked="" type="radio"/>
Description	The percentage that is calculated and accrues as a referral credit to the website affiliate, as a referred sale after a website click through
% Value of Rule	<input type="text" value="5"/>

Other Rules

Apply Rule	<input checked="" type="checkbox"/>
Description	The minimum total of ordered products before the referral credit is applied
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Apply Rule	<input checked="" type="checkbox"/>
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\$ Value of Rule	<input type="text" value="1"/>

Apply Rule	<input checked="" type="checkbox"/>
Description	The maximum referral credit that can be accrued on any order
\$ Value of Rule	<input type="text" value="100"/>

Apply Rule	<input checked="" type="checkbox"/>
Description	The maximum referral credit that can be used on any order
\$ Value of Rule	<input type="text" value="50"/>


Apply Rule	<input checked="" type="checkbox"/>
Description	The expiration period of affiliate credit
# of Months	<input type="text" value="24"/>

Install Affiliate Rules

Setting Your Site Up For Affiliate Marketing


- Once these rules are set up, make sure you click the "install affiliate rules" to save your settings.
- The next optional step is to upload any graphics or banners that you want to have appear on other web sites. You can get to this section by clicking on Affiliate-Referral Program - Add & Edit Banners.
- Click on the Add button and the browse for your pre-prepared .jpg image resized to the appropriate length and width and then upload it. Repeat this process for however many banners you have, making sure you click "Update Affiliate Banners" after each upload.

Image Banners for Affiliate Links



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Products | Images | Orders | Reports | Marketing | Contacts | Emails & SMS | Web Pages | Config | How To's | **GTP Tools** | Help



Marketing

Promotional Code Stats | Voucher Rules For Contact Forms
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Vouchers for Purchases

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- Import Vouchers

SEO Tools

- Sitemap Generator *Coming soon!*

Export

- MyShopping Product Export

Where to upload image banners for affiliates

Affiliate Image Banners Disclaimer

- If you require the image banners section for your site further setup is usually needed. A set up fee is required and can be quoted.
- Please inform GTP if you wish to provide images for your affiliates to use on there web sites, social media or email marketing.



End of Section



Marketing to Customers to Become Affiliates

Your customers will only decide to
become affiliates if you educated
them about the program



Market to Existing Customers

- Existing customers have already purchased from you and experienced your products and customer service.
- Therefore you should create a system that educates existing customers on how they can save on future purchases by recommending you to their friends.



Marketing Methods

- Send an email shortly after purchase explaining the program and encouraging your new customer to participate.
- Advertise on your web site about the program.
- Have a printed promotional flyer that you send with the customers order explaining the benefits and how to get started.

End of Section



How To Identify and Process Affiliate Generated Orders

Processing Affiliate Generated Orders



How it Works in the CMS

Affiliate Orders Can be Identified if the Referral Details Section Appears

Order Details	
Order ID:	410531
Order State(archive)	ARCHIVED ORDER
Order Time	2014-04-21 17:59:05
IP Number	10.248.192.100
How Did You Find Us?	LMNOP
Previous Orders	2 Previous Orders Totaling \$371.15
Referral Details	
Weblink Referrer	0
Referrer ID	1361879
Member ID	3901673
Billing Details	
Company	Dale Carter
Title	Mr
First Name	Dale
Last Name	Carter
Street	174 Hampden Road Nedlands
Suburb	Perth
Postcode	6009

You can tell an affiliate generated order by way of the Referred ID appearing and being different to the member ID

These can be clicked on to view the contact record of the affiliate (Referred ID) or the customer making the purchase (Member ID)

How it Works in the CMS

To Process These Orders Click on the Process Order Manually Button

Method	Pick up from 81 Gamon Street Yarraville VIC 3013
Special Information	
Packaging Type	
Packaging Price	\$0.00
Postage Cost	\$0.00

Payment Method	
Pay Method	paypal

Edit Notes

Qty	Product & Options
1	Dotty Dots - Gray Tights - 0-12 months Dotty Dots - Gray Tights - 0-12 months

Process order manually &/or send email

Cancel this order

Add or update products and prices

Edit the information on this order

Add freight information to this order

Make Standing Order

Edit iContact details

Apply Existing Voucher to Order

Print a copy of this order

Print invoice

Print delivery docket

Print credit card authority slip

Export to QuickBooks

For Affiliate Generated orders you should use the Process the Order Manually function, even if the payment has already been processed by credit card or PayPal

1. It informs the customer what stage your processing is it, and
2. It opens up the email to be sent to the affiliate responsible for generating the sale for you.

Total Charge = \$ 6.50
GST Component = \$ 0.59

BALANCE DUE \$ 6.50

Referral Credit To Referrer: \$ 10.00

1. Where transactions are successful, the order will be archived and the customer e-mailed to inform them that they will receive the

How it Works in the CMS

Modify and Send The Email To The Customer

From	See Kai Run info@seekairun.com.au
To	Dale Carter dalecarter@gtp.com.au
Subject	Your order has been processed!
Message	<p>Dear Dale</p> <p>We want to get your shoes to you ASAP.</p> <p>We generally ship within 2-5 business days. However, during busy times such as sales please allow 1-2 weeks for delivery. If you have elected to pick up from our store you will receive an email when it is ready to collect.</p> <p>RETURNS: Please choose carefully as we only offer refunds on full-priced shoes returned according to our returns policy.</p> <p>Items purchased on sale (including during member promotions) can be returned for an exchange or credit. Please be aware that the cost of shipping will deducted from the refund/ credit.</p> <p>FINAL SALE ITEMS CANNOT BE RETURNED AT ALL.</p> <p>Our complete returns policy can be found at: http://www.seekairun.com.au/viewStory/Returns+And+Exchanges</p> <p>TAX INVOICE</p> <p>From: See Kai Run (Australia & New Zealand) ABN 86007270242 81 Gamon Street, Yarraville VIC 3013</p> <p>To: Dale Carter Attention: Dale Carter 174 Hampden Road Nedlands</p>
Send Email To Customer?	<input checked="" type="radio"/> Yes <input type="radio"/> No
Change Order Status To	Archived Order ▼
<p>Note: Make sure payment is processed before archiving order. Payment information will be deleted once order is archived.</p> <p><input type="button" value="Process"/></p>	

Click Process

Email to be Sent to the Affiliate

Modify and Send the email below to the affiliate

Order **410531** has been successfully archived

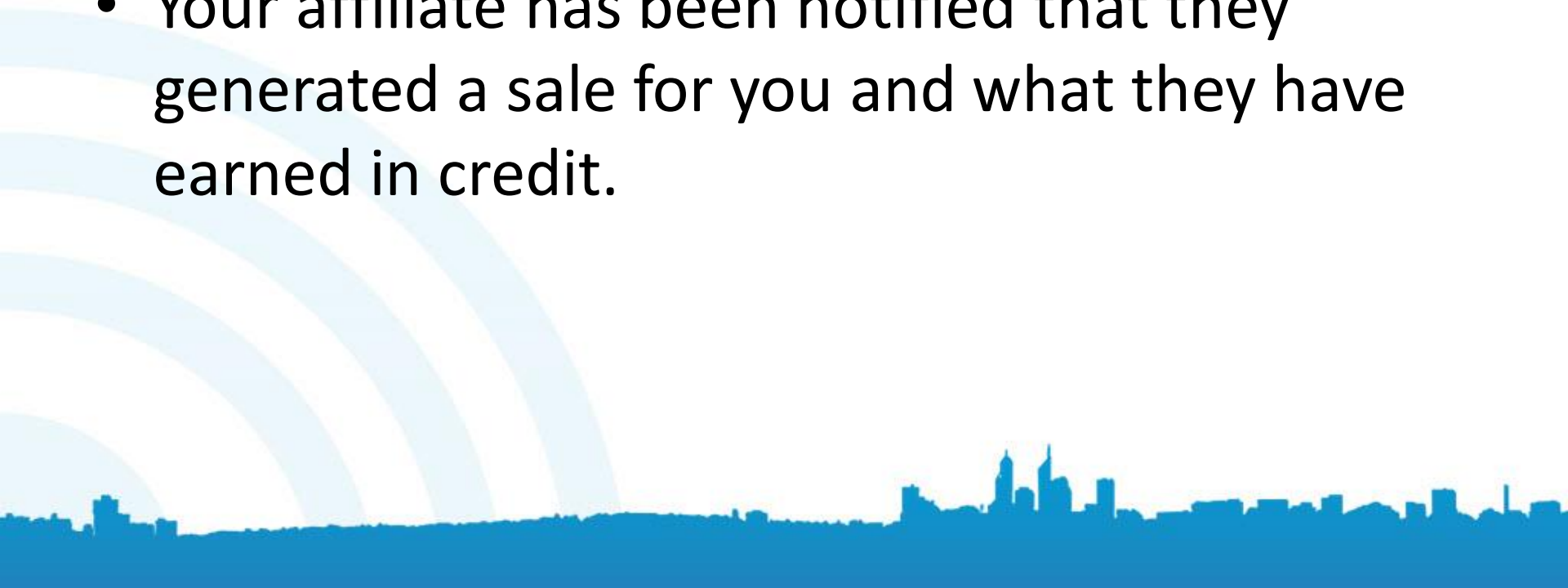
The customer has been notified of archived order

Send an email to the referrer

From	<input type="text" value="See Kai Run"/> <input type="text" value="info@seekairun.com.au"/>
To	<input type="text" value="Dale Carter"/> <input type="text" value="dale@gtp.com.au"/>
Subject	<input type="text" value="Re: See Kai Run Referral"/>
Message	<p>Thank you; A sale has just been made and confirmed on our web site, thanks to you. As your reward, we have applied a \$10.00 credit to your account, which you can use on your next purchase with us, subject to our standard "referral rewards terms and conditions".</p> <p>To claim your credit, login to our site and place an order. Your referral reward will be shown when you go to pay for your order at the checkout. Make sure you login on our site with your username as dale@gtp.com.au and your password: carter before ordering.</p> <p>We will store your friends name and e-mail details as someone that you have referred to us and you will earn rewards if they ever become a customer. We also promise not to e-mail your contacts directly, until they have personally subscribed themselves to our newsletter, or become a member themselves. Once they have been linked to your account, you may let them know about our web-site via e-mail, phone, word of mouth etc and if they should become a customer, we will reward you.</p> <p>Remember your friends will also enjoy convenience and great savings by shopping online with us and they can also refer their friends to earn referral bonuses as well.</p> <p>We hope you like the program and thanks once again for helping to build our business by word of mouth.</p> <p>Regards</p> <p>See Kai Run Australia and New Zealand See Kai Run (Australia & New Zealand)</p> <p>02 8021 7512</p>

Outcomes of Processing an Affiliate Generated Order

- Your customer has been communicated with about their order status.
- Your affiliate has been notified that they generated a sale for you and what they have earned in credit.

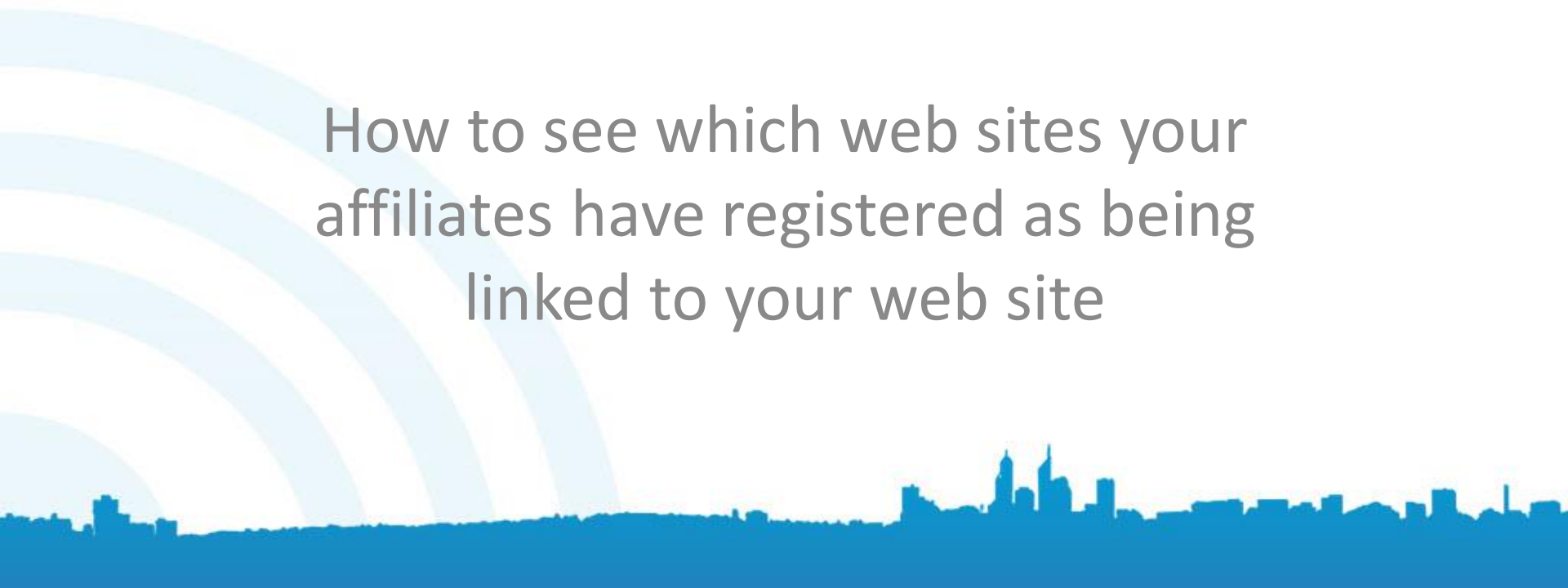


End of Section



How to View Affiliate Web Referral Links

How to see which web sites your affiliates have registered as being linked to your web site



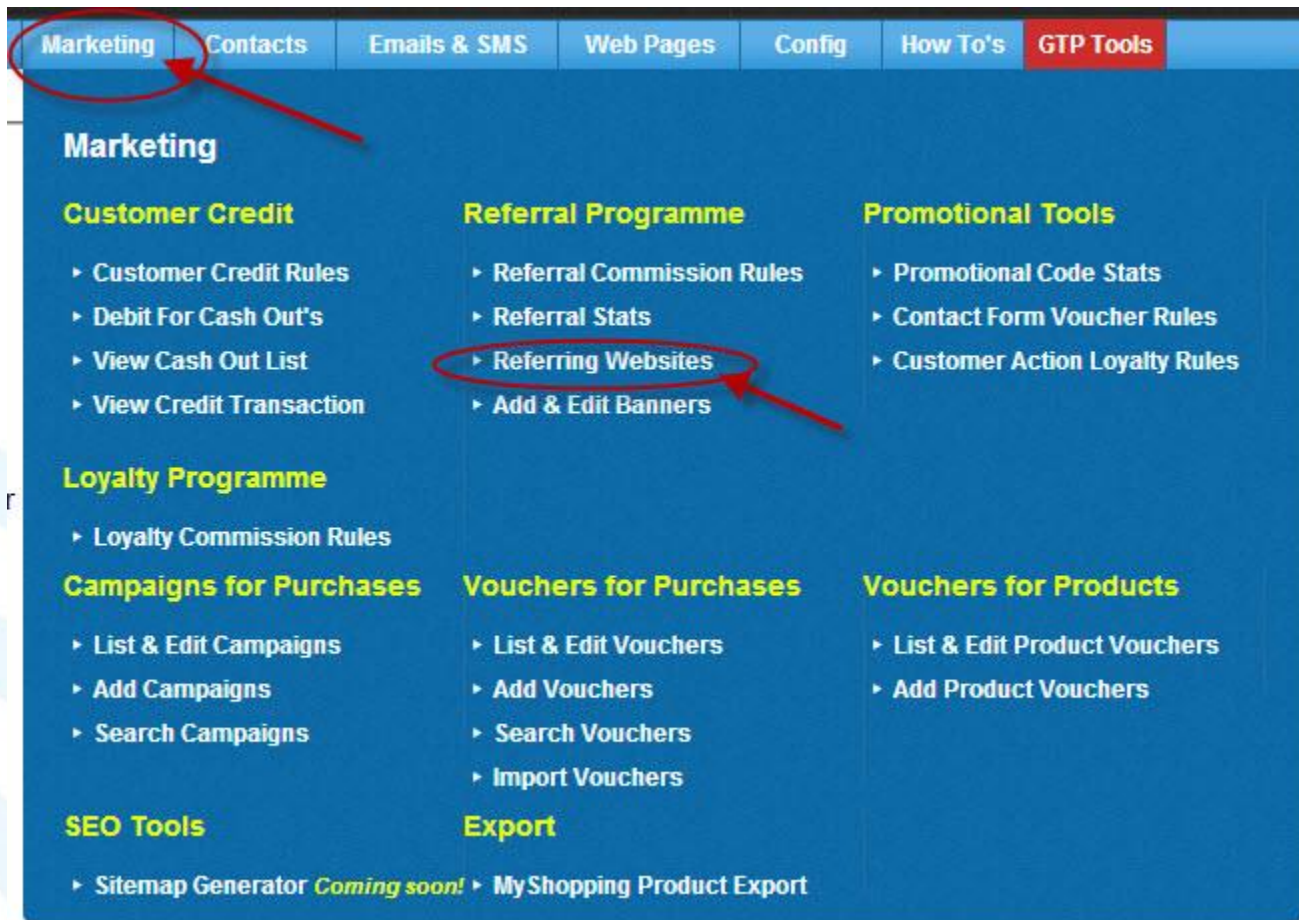
Luke CMS Sites – Click the Affiliate Tab

Then click Referring Websites



Darth CMS Sites – Click the Marketing Tab

Then click Referring Websites



Affiliate Web Referral Links

- A list of websites will appear if your affiliates have registered their web sites as having links back to yours.



End of Section



How to View Email Linked Affiliates

This is to view which affiliates have used the refer a friend form inside the members section of your site.

Email Referred Contacts

gtpcommerce

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Products Images Orders Reports **Marketing** Contacts Emails & SMS Web Pages Config How To's GTP Tools Help Logout

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Vouchers for Products

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SEO Tools


- ▶ Sitemap Generator *Coming soon!*

Export

- ▶ MyShopping Product Export


Click Referral Stats to see Email Referred Contacts

Email Referred Contacts Report



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[How To's](#)
[GTP Tools](#)
[Help](#)
[Logout](#)


Marketing

REFERRAL STATISTICS

[<< START](#)
[<< PREVIOUS](#)
1 of 3
[NEXT >>](#)
[END >>>](#)

has referred has 546 referrers

✓ ID	Name	Email	Contacts Referred	Referring Websites	Referral Credit	Loyalty Credit	Credit Balance	View
<input type="checkbox"/> 12759	Gina Czerniak	ginaczerniak@bigpond.com	2 View		\$0.00	\$0.00	\$0.00	Credit Summary
<input type="checkbox"/> 18916	Anthea Darmon	antheadarmon@gmail.com	2 View		\$0.00	\$0.00	\$0.00	Credit Summary
<input type="checkbox"/> 275670	Fiona Dixon	ajfmdixon@inet.net.au	4 View		\$0.00	\$0.00	\$0.00	Credit Summary
<input type="checkbox"/> 292657	Natale McFarlane	chinaski@bigpond.net.au	1 View		\$0.00	\$0.00	\$0.00	Credit Summary
<input type="checkbox"/> 305866	Alex Wood	alexwood@inet.net.au	2 View		\$0.00	\$0.00	\$0.00	Credit Summary
<input type="checkbox"/> 306916	Contact no longer exists		6 View		\$0.00	\$0.00	\$0.00	Credit Summary
<input type="checkbox"/> 307982	Sandy Arthur	imbono@inet.net.au	6 View		\$0.00	\$0.00	\$0.00	Credit Summary
<input type="checkbox"/> 308560	Sandra Moulton	smoulton@inet.net.au	2 View		\$0.00	\$0.00	\$0.00	Credit Summary
<input type="checkbox"/> 314719	Simon Royle	s_royle@amnet.net.au	2 View		\$0.00	\$0.00	\$0.00	Credit Summary
<input type="checkbox"/> 317024	Baden Bowen	bmbowen@bigpond.net.au	1 View		\$-1.53	\$1.11	\$-0.42	Credit Summary
<input type="checkbox"/> 359917	Susan Barnsley	suja90@yahoo.com.au	2 View		\$0.00	\$0.00	\$0.00	Credit Summary
<input type="checkbox"/> 360607	Stan Szymon	triples013@gmail.com	4 View		\$3.30	\$0.00	\$3.30	Credit Summary
<input type="checkbox"/> 370333	Contact no longer exists		4 View		\$0.00	\$0.00	\$0.00	Credit Summary
<input type="checkbox"/> 388212	Geoff & Katrina Van Leeuwen	geoff.vanleeuwen@three.com.au	2 View		\$0.00	\$0.00	\$0.00	Credit Summary
<input type="checkbox"/> 388542	James Codroft	jamescodroft@primus.com.au	10 View		\$0.00	\$0.00	\$0.00	Credit Summary
<input type="checkbox"/> 389116	Brett Smyth	smtyh69@hotmail.com	4 View		\$0.00	\$0.00	\$0.00	Credit Summary
<input type="checkbox"/> 393309	Darren Madigan	bigmadz@gmail.com	2 View		\$0.00	\$0.00	\$0.00	Credit Summary

Earned Credit Summary

Logged in liquordirect - (61+8) 9248 1999 - 21st April, 2014 - 22:44:35
 You are using Chrome Version 33.0.1750.154 on Windows

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GTP Contact

EDIT CONTACT: 360607
[View Orders](#)

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Category
 Online Order
 WA

SubCategory
 All
 all

Delete
☐ View Category
☐ View Category

Update

Category Choose Target ▼
 Subcategory No Subcategories ▼
☐ Add to other category ...

Contact
 Account
 Billing
 Delivery
 Organisation
 Misc/Notes
 Orders
 Credit

Credit Summary -
[add credit](#)
[remove credit](#)

No Loyalty rules found in loyaltycreditownerrules table. No Loyalty credit will be displayed.

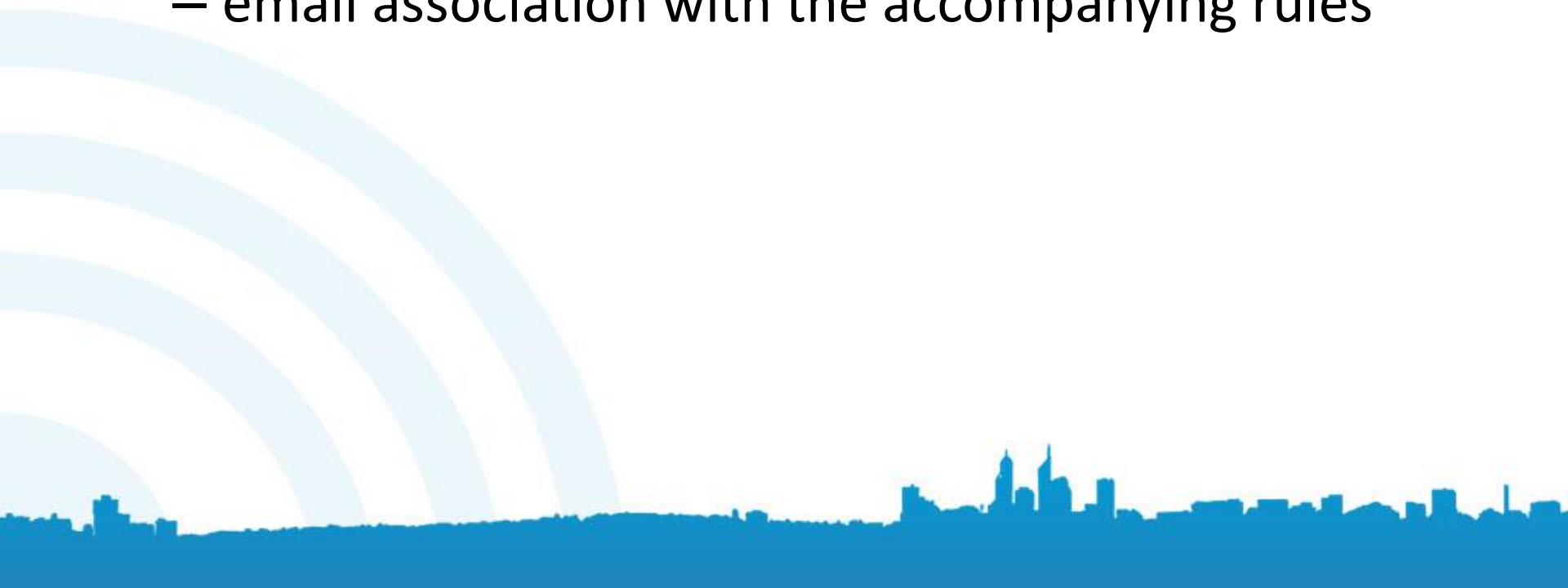
The credit summary is made up of

Credit ID	Order ID	Credit Type	Debit	Credit
55547	10084895	Referral		0.42
55563	10085931	Referral		0.43
55624	10089868	Referral		0.40
55654	10091655	Referral		0.18
55712	10095032	Referral		0.40
55754	10098995	Referral		0.42
55812	10105367	Referral		0.42
58933	10135974	Referral		0.27
59212	10138262	Referral		0.34
Loyalty Sub-totals:			0.00	+ 0.00
Referral Sub-totals:			0.00	+ 3.30

Total Customer Credit Balance: = \$3.30

Congratulations

- You now know how to set up affiliate marketing with either:
 - click through web links or
 - email association with the accompanying rules



Check out Loyalty Credit

- Loyalty Credit rewards your customers for their orders through your web site.
- Follow the link for more information:
 - <http://gtpsupport.gtp-icommerce.com.au/viewArticle//Loyalty+Credit+For+Customer+-+How+it+Works>



End of Presentation

- GTP iCommerce Support
- Email support@gtp.com.au
- <http://gtpsupport.gtp-icommerce.com.au>
- Ph: 1300 853 533
- www.gtp-icommerce.com
- www.gtphub.com