

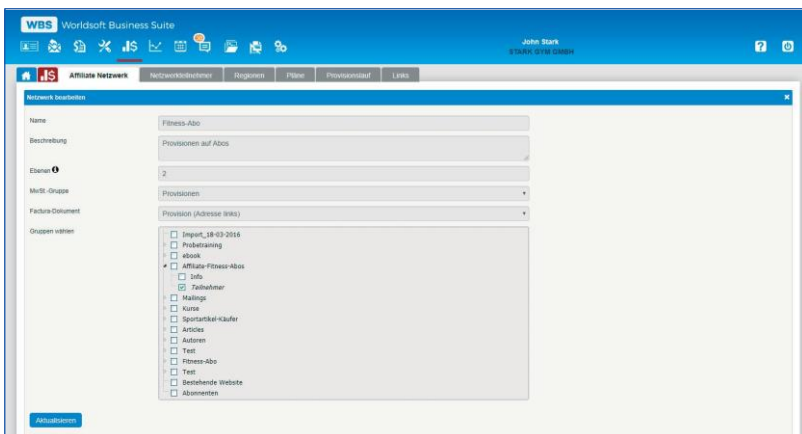
Affiliate (WBS)

The fully automated affiliate programme from Worldsoft increases your turnover and generates contacts.

Your affiliates link to your offers and products. In return, these partners receive a commission as reimbursement of advertising costs.

You provide affiliate links that automatically allocate the commission claim. The internal area for affiliates provides transparency by displaying the referrals and the booked and settled commissions.

Once the invoice has been paid, the commission is automatically posted. The commission statements due are created during the monthly invoice run. A SEPA payment file for your bank simplifies the transfer of commissions.

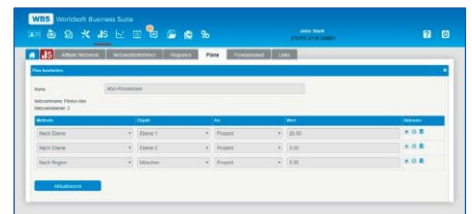


Amazon, the inventor of affiliate marketing, has shown the way. The more websites link to the offers and the more people recommend the products, the more sales.

You pay for advertising before it results in customers. You pay an advertising fee after customers have been acquired. Your affiliates receive fixed commissions for successful referrals of your products or services.

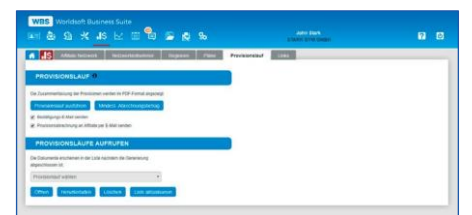
Affiliate networks

You can define any number of affiliate networks and commission plans for different products and product groups. This makes your affiliate programme very flexible.



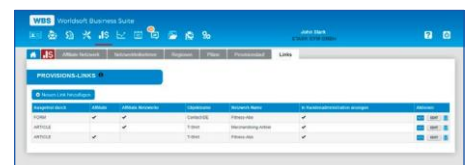
Commission settlement

With the commission run, the software automatically creates all commission statements that are due. You can define a minimum amount from which you would like to settle, e.g. 50 euros.



Advertising links and banners

Affiliate links can be created for forms and quick shops. Affiliate links and banners are provided online in the customer admin under Affiliate.



Affiliate (WBS)

General information:

- Arrangement of the navigation tabs via drag & drop
- Standardised user interface and detailed online help
- User language (German, English, French)
- Permitted languages and countries (all possible)
- API documentation, apps, WebHooks, Webinars
- Affiliate based on Factura, EMS and CRM from Worldsoft

Internal affiliate area in customer administration

- Internal pages for affiliate information, advertising links and advertising banners
- Display of open commissions
- Display of referred contacts
- Display of referred affiliates at several levels
- Commission statements
- User profile
- Affiliate area can be used in all languages

Affiliate networks:

- Definition of different affiliate networks
- Any number of commission levels
- Assignment of the VAT group
- Selection of the Factura document for commission settlement
- Group coding for network
- Editor for confirmation e-mail after registration
- Editor for information in the internal affiliate area
- Different emails and other information possible for each network

Network participants:

- Display of participants by network
- If there are several commission levels, the participants and their affiliates are displayed in a tree structure

Affiliate area in the customer detail view of the CRM with:

- Possibility to add affiliates manually
- Display in which networks the customer himself is an affiliate
- Display through whom the customer was acquired
- Display of the customers referred by this affiliate

Regions:

- Any number of regions can be defined according to: Country, federal states/cantons, postcode and city
- A regional manager can be assigned to each region.
- The regional manager can be assigned to a network.
- The regions are also required to define VAT groups by region in Factura.

Commission plans:

- Commission plans can be assigned to each network
- Commissions possible as a percentage or as a fixed amount
- Commission methods:
 - a) Per level: Define commissions per level - assignment of the commission claim via affiliate link
 - b) Additional commission: Extra commission in addition to the commission in the first level. Example: An affiliate should receive 30 % instead of 20 % in the first level. Setting: 10 % for this affiliate.
 - c) By region: Commission for regional managers (see regions)
 - d) By person: The defined person always receives a commission - regardless of who has sold. Example: A book author receives 10 % author's fee from every book sold.
- Execute commission claim after a defined number of days
- Time period for the commission claim in days - e.g. commission is only paid during a promotion of 30 days

Affiliate assignment (commission assignment):

- Affiliate form: Form and Quick-Shop as Generate affiliate link that automatically assigns the affiliate
- Manual assignment of a network and an affiliate
- When using the multi-user module of the Worldsoft CMS, affiliates have an affiliate URL for the website. In the WBS, you define whether the contact form of this website should make an affiliate assignment. The automatic process "Affiliate assignment" is used for this.
- When using the multi-user module of the Worldsoft CMS, only one network is possible when selling articles (shop).

To make affiliates (building affiliates):

- Affiliate form: Forms and Quick-Shop as Generate affiliate link that makes the contact to the affiliate
- Manual assignment as an affiliate to a network
- Form: Automatic process to assign the new contact as an affiliate to a network
- Groups: Automatic process of assigning as an affiliate to a network when the group is assigned to a contact
- Article: Automatic process of assignment as an affiliate to a network when an article has been paid or invoiced

Article assignment to network plans:

- Affiliate based on the articles in Factura
- Affiliate plans can be assigned to articles in article management. If these articles are paid for and referred by an affiliate, the affiliate receives a commission.

Affiliate links:

- Affiliate links automatically assign the commission claim
- Forms and quick shops are turned into affiliate links in the affiliate module
- JavaScript links and direct URL links for embedding on the website
- Affiliate links and advertising banners are made available in the internal area for affiliates

Commission run:

- The commission run settles commissions due.
- A minimum settlement amount can be set.
- Confirmation e-mail when the commission run is complete
- Affiliate receives commission statement automatically by e-mail
- Save commission runs as collective files (PDF)
- SEPA credit function in Factura generates the commission transfers due as a SEPA file for the bank.

Lists:

- Creation of lists of commission statements by period, country, status, payment type, VAT and booking account
- Lists as CSV file (ISO-8859-1, UTF-8), list PDF and document collection file (PDF)

Statistics:

- Top affiliates: display of rankings by period, network and country
- Article commissions as a table by date, network and comparison period
- Article commissions as a chart
- Network turnover
- Network affiliates
- Filter statistics
- Customised statistics