



Loyalty, referral and affiliate program (reward points)

Allows customers to earn rewards (points or cash) when they buy, sell or refer new customers to your website. Includes 3 marketing programs: Loyalty, Referral and Affiliate programs to boost your sales and customers

A product of PrestaHero

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I. WELCOME

Thank you for purchasing our product. We hope to guide you through all the aspects of the module installation and the module setup within this document. If you have any questions that are beyond the scope of this documentation, please feel free to contact us.

***Note:**

All instruction screenshots are taken from PrestaShop 1.7, but installing and configuring this module on PrestaShop 1.6 is similar.

II. INTRODUCTION

Loyalty, referral and affiliate program (reward points) is an advanced marketing module for PrestaShop that brings a comprehensive solution for your website. This module can help you deploy Loyalty, Referral and Affiliate Marketing programs on your PrestaShop store promptly and easily. You don't need to have much knowledge about marketing to use it, **Loyalty, referral and affiliate program (reward points)** will do the rest for you!

* ***"Loyalty, referral and affiliate program (reward points)"** is compatible with PrestaShop 1.6.x, PrestaShop 1.7.x and PrestaShop 8.x*

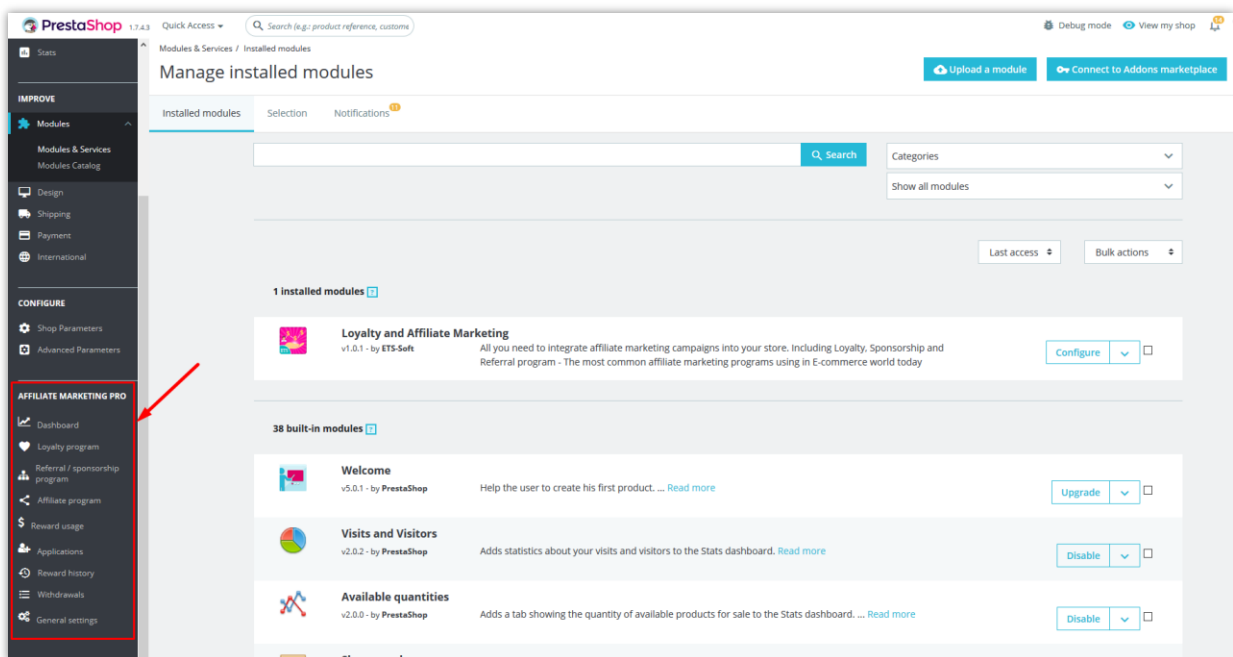
III. INSTALLATION

1. Navigate to **"Modules / Modules & Services"**, click on **"Upload a module / Select file"**

2. Select the module file **“ets_affiliatemarketing.zip”** from your computer then click on **“Open”** to install

❖ Click on **“Configure”** button of the module you just installed to open the module’s configuration page.

You can also navigate to **Loyalty, referral and affiliate program (reward points)** module through the quick access menu:



IV. MARKETING PROGRAMS

1. Loyalty program

❖ Conditions

Loyalty program allows customers to earn rewards when they purchase products.

- To launch this program, firstly you should turn on the **Enable loyalty program** option.
- Next, select the **Applicable customer group** who can join loyalty program.
- You can select to **require customer to submit an application to join loyalty program** or not.

- Finally, set **availability time** of the loyalty program and **minimum amount customer spent to join loyalty program**. This condition is to make sure customer who has spent a specific amount of money on your website will receive loyalty rewards if they purchase more.

Don't forget to click **Save** when you finish.

❖ Reward settings

On this sub tab you can set up how to calculate reward for customers when they purchase your loyalty products.

♥ Loyalty program

Allow your customers to earn rewards when they purchase products

Conditions **Reward settings** Messages

How to calculate loyalty reward when customer purchase this product?

<input checked="" type="radio"/> Fixed amount per loyalty product
<input type="radio"/> Percentage of loyalty product price
<input type="radio"/> Fixed amount per shopping cart (Exclude shipping)
<input type="radio"/> Percentage of shopping cart value (Exclude shipping)
<input type="radio"/> No reward

This is default setting. You can select particular setting for each product on product information page. Loyalty products are products available for loyalty program and are selected in "Conditions" tab

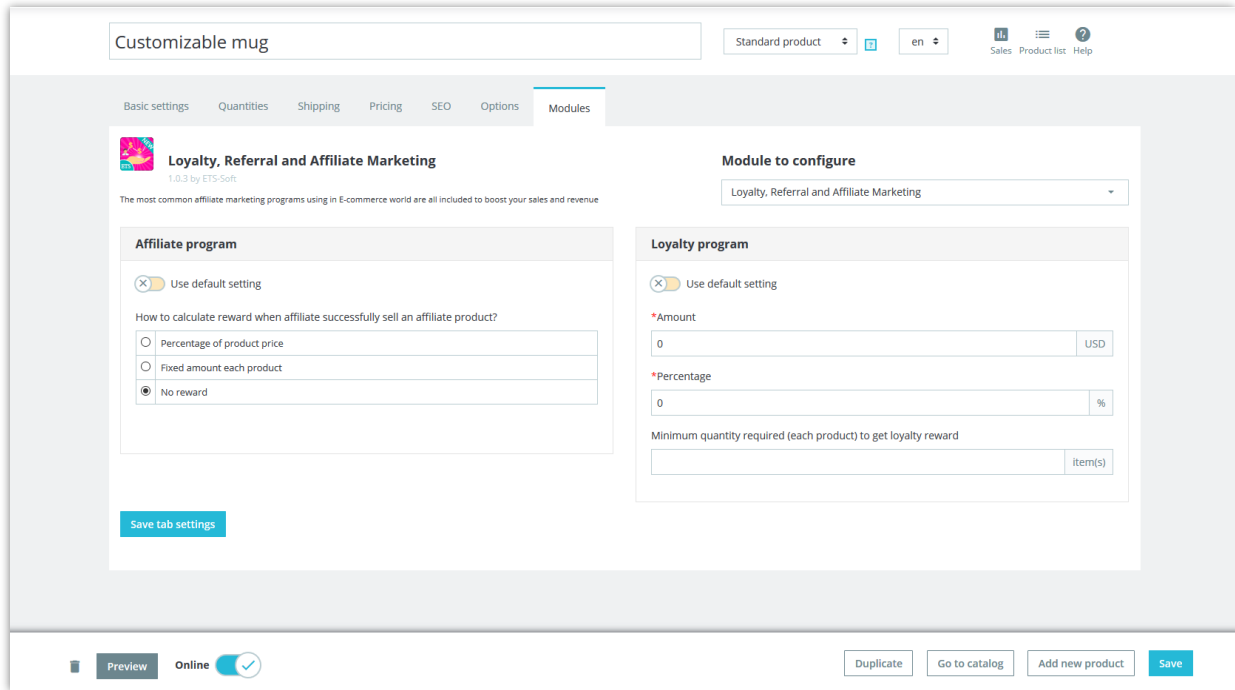
* Amount USD

There are 5 plans for you to choose:

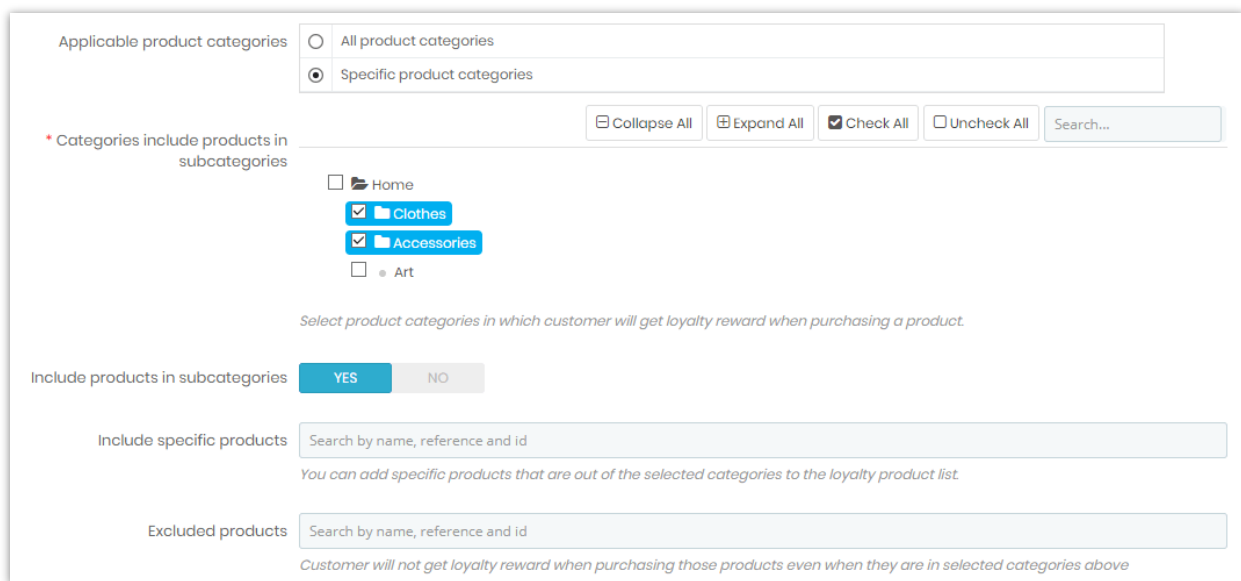
- give customers fixed amount per loyalty product (you will enter the reward amount right below);
- by percentage of loyalty product's price (you will need to enter the percentage);
- give customers fixed amount per shopping cart (exclude shipping);
- by percentage of total value of shopping cart (exclude shipping);
- no reward.

Note:

*You can select particular setting for each product on product information page. Loyalty products are products available for loyalty program and were selected in "**Reward settings**" tab.*



The next step is selecting the **applicable product categories**. You can include all the product categories or pick some specific categories. You can also **add specific products** that are out of the selected categories to the loyalty product list or **exclude specific products** in selected categories above.



If you select to reward your customers by **fixed amount per loyalty products**, you can adjust the following reward settings:

The screenshot shows a configuration page for reward settings. It includes several toggle switches and input fields with descriptive text for each:

- Multiply loyalty reward by product number:** Toggle set to **Yes**. Description: *Customer will get more reward if they buy more of the same product. Will apply if not specified for single product*
- Recalculate commission when admin add/edit the products for customer's order:** Toggle set to **Yes**. Description: *The module does not recalculate points/rewards and does not interfere further when the admin adds a discount code to the order. The module will only recalculate the points/rewards when changing the product of the order. If the admin manually adds a discount code to the order, they will also need to manually edit the points/rewards for the customer.*
- Exclude taxes before calculating reward:** Toggle set to **No**
- Do not give reward on discounted products:** Toggle set to **No**
- Minimum cart total to get loyalty reward:** Input field (empty) with a **USD** dropdown.
- Minimum quantity required (each product) to get loyalty reward:** Input field (empty) with an **item(s)** dropdown. Description: *This is default value. You can set particular value for each product on product information page. Leave blank to ignore this condition*
- Maximum reward amount per shopping cart:** Input field (empty) with a **USD** dropdown. Description: *Maximum reward amount that customer will be given when they complete an order. If reward amount is greater than this value (after being calculated based on set rules), it will be lowered to this value. Leave this field blank to ignore this limitation*
- Reward availability:** Input field (empty) with a **day(s)** dropdown. Description: *Reward will be expired if not used by customers within this limited time since they get it. Leave blank to make reward available all the time. If you set any value for this field, please also set up cronjob so that when this condition is satisfied, cronjob will update status of the reward.*

A **Save** button is located at the bottom right of the form.

Note: The module does not recalculate points/rewards and does not interfere further when the admin adds a discount code to the order. The module will only recalculate the points/rewards when changing the product of the order. If the admin manually adds a discount code to the order, they will also need to manually edit the points/rewards for the customer.

If you select to reward your customers by **shopping cart** plans, you can adjust the following reward settings:

♥ Loyalty program

Allow your customers to earn rewards when they purchase products

Conditions
 [Reward settings](#)
 Messages

How to calculate loyalty reward when customer purchase this product?

Fixed amount per loyalty product
 Percentage of loyalty product price
 Fixed amount per shopping cart (Exclude shipping)
 Percentage of shopping cart value (Exclude shipping)
 No reward

* Amount USD

Recalculate commission when admin add/edit the products for customer's order Yes

The module does not recalculate points/rewards and does not interfere further when the admin adds a discount code to the order. The module will only recalculate the points/rewards when changing the product of the order. If the admin manually adds a discount code to the order, they will also need to manually edit the points/rewards for the customer.

Minimum cart total to get loyalty reward USD

Customer is required to have total cost of all products in their shopping cart exceeds this value to be eligible to get loyalty rewards

Maximum reward amount per shopping cart USD

Maximum reward amount that customer will be given when they complete an order. If reward amount is greater than this value (after being calculated based on set rules), it will be lowered to this value. Leave this field blank to ignore this limitation

Reward availability day(s)

Reward will be expired if not used by customers within this limited time since they get it. Leave blank to make reward available all the time. If you set any value for this field, please also set up cronjob so that when this condition is satisfied, cronjob will update status of the reward.

[Save](#)

❖ Messages

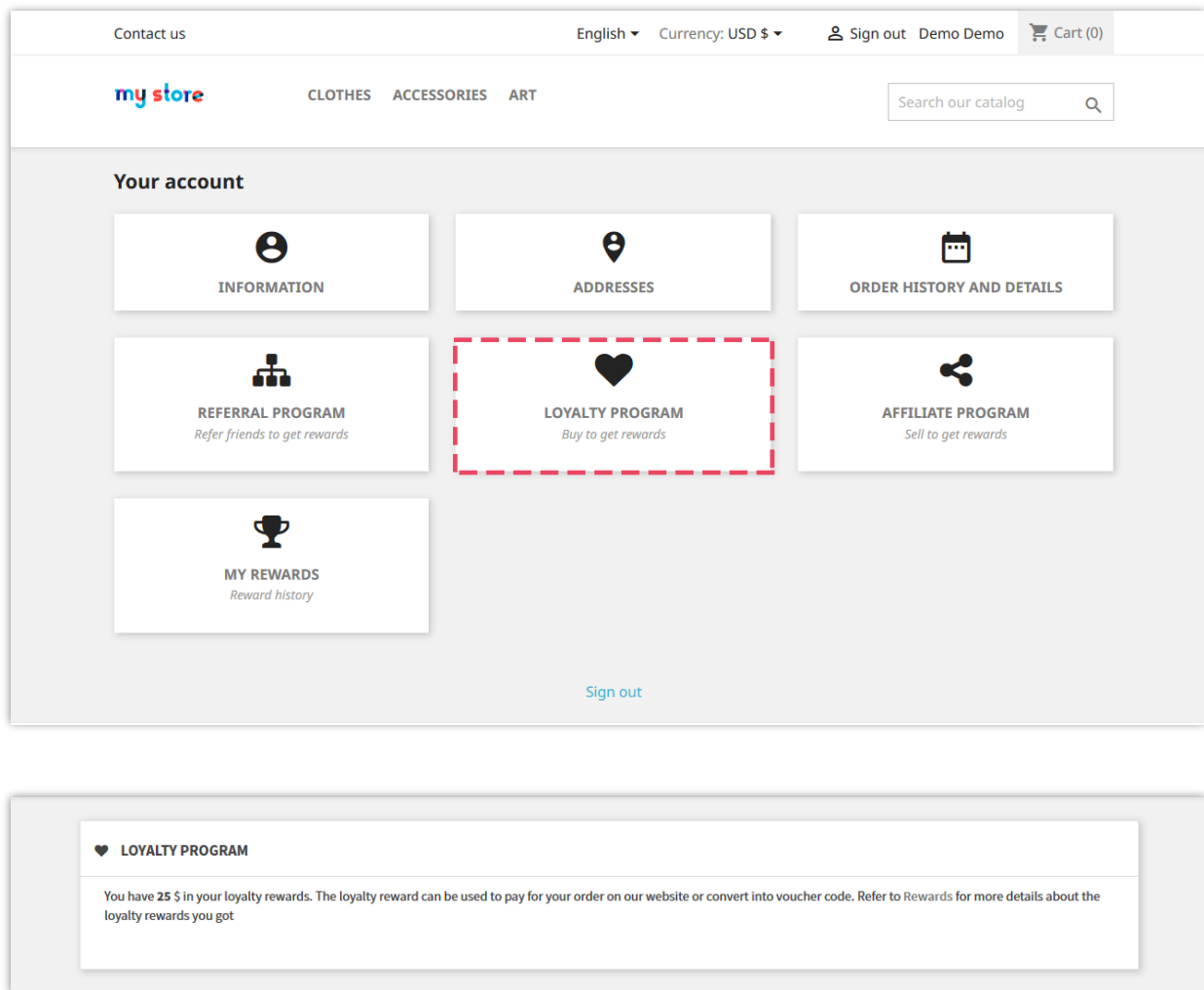
On this sub tab you can edit content of the messages will be displayed on **product page**, **shopping cart page** when minimum shopping cart amount required and when customer is eligible to get reward. You can also write some **introduction about the loyalty program**.

Conditions
 Reward settings
 Messages

<p>Message on product page when minimum cart amount is NOT required or has been satisfied</p>	<p>You will get [amount] in reward when purchase [min_productnumber] of this product. The reward can be used to pay for your next orders, converted into voucher code or withdrawn to your bank account.</p> <p><i>Available data-tags: [amount], [min_productnumber]. Leave blank to not display this message.</i></p>	<input type="text" value="en"/>
<p>Message on product page when minimum cart amount is required</p>	<p>You will get [amount] in reward when purchase [min_productnumber] of this product. The reward can be used to pay for your next orders, converted into voucher code or withdrawn to your bank account. Shopping cart minimum amount of [cart_minimum_amount] is required</p> <p><i>Available data-tags: [amount], [min_productnumber], [cart_minimum_amount]. Leave blank to not display this message</i></p>	<input type="text" value="en"/>
<p>Message on shopping cart page when minimum shopping cart amount required</p>	<p>You're nearly to be eligible to join our loyalty program, just buy [amount_left] more to get ready!</p> <p><i>Available data-tags: [amount], [amount_left]. Leave blank to not display this message.</i></p>	<input type="text" value="en"/>
<p>Message on shopping cart page when customer is eligible to get reward</p>	<p>Congratulations! You're eligible to join our loyalty program. You will get [amount] in reward when complete checking out this shopping cart.</p> <p><i>Available data-tags: [amount]. Leave blank to not display this message.</i></p>	<input type="text" value="en"/>
<p>Message on confirmation page when customer complete order</p>	<p>Congratulations! You get [amount] in reward. Reward status: [reward_status].</p> <p><i>Available data-tags: [amount], [reward_status]. Leave blank to not display this message.</i></p>	<input type="text" value="en"/>
<p>Introduction about program</p>	<p>Join our loyalty program to purchase products at cheaper prices. This program is not public to all customers, please submit an application with additional information about you. Our moderator team will review your application to decide if you are eligible for attending the program.</p> <p><i>This message will display on the program's registration page. Leave blank to not display this message</i></p>	<input type="text" value="en"/>
<p>Message on "My account" page when customer is not eligible to join loyalty program due to total order spent doesn't meet minimum amount required</p>	<p>You are NOT eligible to join our loyalty program because your total past order value [total_past_order], doesn't meet minimum amount required [min_order_total]. Please purchase [amount_left] more to be eligible for loyalty program.</p> <p><i>Available data-tags: [total_past_order], [min_order_total], [amount_left]. Leave this field blank to hide "loyalty program" tab from "My account" page when minimum total order doesn't reach the required amount</i></p>	<input type="text" value="en"/>

❖ On customer's side

Your customers can see how much reward they earned from loyalty program on the front office. On **Account management** page of each customer, there will be a **Loyalty program** section appear. Your customer's available loyalty reward will display at here.



2. Referral/Sponsorship program

❖ Conditions

Referral program allows customers to become sponsors of your website. They can earn reward when their friends CREATE ACCOUNT or when their friends PURCHASE PRODUCTS on the website.

- To launch this program, firstly you should enable the **Enable referral/sponsorship program** option.

- Next, select the **Applicable customer group** who can join referral program.
- You can select to **require customer to submit an application to join referral/sponsorship program** or not. You (admin) will need to manually approve the applications.

Referral / sponsorship program

Turn your existing customers into sponsors and give rewards to the sponsors every time their friends register an account or make an order on your website

[Conditions](#)
[Reward settings](#)
[Voucher](#)
[Sponsor URL & Banner](#)
[Messages](#)
[Email](#)

Enable referral/sponsorship program YES NO

This program allows customers to become sponsors of your website. They can earn reward when their friends CREATE ACCOUNT or when their friends PURCHASE PRODUCTS on the website

* Applicable customer groups

<input checked="" type="checkbox"/>	All
<input checked="" type="checkbox"/>	Customer

Select customer groups who can join referral program

Require customer to submit an application to join referral/sponsorship program YES NO

This option makes sure only customers who are really interested in the referral/sponsorship program will be sponsor for your website. You (admin) will need to manually approve the applications to allow customer to join referral/sponsorship program

Minimum order total required to become a sponsor USD

Calculated by total cost of all past orders. This is to make sure you only allow quality customers to become sponsor. Leave blank to allow all customers from selected groups to become sponsor

Maximum number of friend can be sponsored

This helps limit the width of multi-level marketing tree by making sure a sponsor can only have a limited number of directed sponsored friends. Leave blank if you do not want to limit the number of friend that a sponsor can refer to your website

Display customer email on front office YES NO

Enable this to allow sponsor to see their friend's email addresses

Allow sponsor to invite their friends via email YES NO

This option allows sponsor to enter their friend email and name into an invitation form on the front office to send invitation to the friends encouraging them to create new account on the website.

Maximum number of invitation

Maximum number of invitation that sponsor can send to their friends via email. Leave blank to not limit the number of invitation

❖ Reward settings

How to give reward when new accounts generated? (Invite friends to create account to earn reward)

You can turn on this feature to encourage customers to invite their friends to create a new account on the website.

Dashboard Marketing programs Rewards Customers Backup / Restore Cronjob General settings

Marketing programs > Referral / sponsorship program

Referral / sponsorship program

Turn your existing customers into sponsors and give rewards to the sponsors every time their friends register an account or make an order on your website

Conditions **Reward settings** Voucher Sponsor URL & Banner Messages

HOW TO GIVE REWARD WHEN NEW ACCOUNTS GENERATED? (INVITE FRIENDS TO CREATE ACCOUNT TO EARN REWARD)

Give reward to sponsor when their friends register new account **YES** NO
This is to encourage customers to invite their friends to create a new account on the website

How much do you pay for each new registration? USD
Leave this field blank will stop giving reward when a new account is generated by any sponsor

Only pay for first new registrations
Leave blank if you want to pay for all new accounts generated by a sponsor

Only give reward to sponsor when their friend completes first order (They have paid for the first order) **YES** NO
This is to make sure new account is REAL and only pay if new user has bought something on the website.

Exclude certain categories Collapse All Expand All Check All Uncheck All search...

- Home
- Clothes
- Accessories
- Art
- Ebook
- KOMOOI bag

Exclude certain products Search by name, reference and ID

Exclude products with discount **YES** **NO**

You can also select specific categories or products to exclude from your Referral program.

How to give reward when new orders generated? (Multi-level marketing - Earn reward on sponsored friends' orders)

This feature allows sponsors to earn reward when their sponsored friends purchase products. It supports multi-level marketing (sponsors can also earn reward when customers from all lower levels purchase products).

HOW TO GIVE REWARD WHEN NEW ORDERS GENERATED? (MULTI-LEVEL MARKETING - EARN REWARD ON SPONSORED FRIENDS' ORDERS)

Give reward to sponsor when their friend purchase products? (Multi level marketing) YES NO
This allows sponsors to earn reward when their sponsored friends purchase products. Support multi-level marketing (sponsors can also earn reward when customers from all lower levels purchase products)

Only give reward on orders of first new friends
This is to limit the number of orders that sponsors will earn reward by limiting the number of direct sponsored friends that sponsors can earn rewards on their orders. When an order is placed by a customer who is out of this limit, all sponsors (any level) will not receive reward. Leave blank if you want to give reward to sponsors when any of friends that they sponsored purchase products from your shop

Only give reward for first orders of each friend
This is to limit the number of orders that sponsors will earn reward by limiting the number of order to give reward to sponsors (all level) of each friend. Leave blank if you want to give reward to sponsor on all their friend's orders

Minimum order total of sponsor friend required to get reward USD
Apply for the order of sponsor friend. This is to make sure you earn money more than the reward you give. Leave blank to give the reward to sponsor for any amount order of their friend

How to calculate reward for sponsor when their friends purchase products?
 Percentage of order total cost (shipping excluded)
 Fixed amount each order

Sponsor cost (by order percentage) % of order total cost
This is maximum total of money that you want to pay for the sponsorship system when an order is generated. Calculated by percentage based on order total cost. This is to make sure you will not pay so much marketing cost when an order is generated by sponsorship system. How much in total would you want to pay to sponsors for each order of their friend? Leave this field blank will stop giving reward to all sponsors when a new order is generated.

Exclude taxes before calculating reward YES NO

Level 1 % of initial sponsor cost
This is direct level of a sponsored account. Leave blank to not give reward to direct sponsor when a customer purchased products.

[+ Add level](#)

Lower levels % of remaining sponsor cost after paying for higher levels
Leave blank if you don't want to give reward for lower levels. Leave this field blank will help limit the depth of multi-level marketing tree by not giving rewards to all sponsor levels


Add the rest sponsor cost (if have) to "Level 1" if no more level found YES NO
Enable this if you would want to give the rest money from "Sponsor cost" (if have after calculating reward for all sponsor levels defined above) to "Level 1" (direct sponsor). Otherwise the rest money won't be give to any sponsors, just keep it for you!

Exclude certain categories Collapse All Expand All Check All Uncheck All

- Home
- Clothes
- Accessories
- Art
- Ebook
- KOIMOOI bag

Exclude certain products

Exclude products with discount YES NO

 Save

Sponsor cost is maximum total of money that you want to pay for the sponsorship system when an order is generated. This is to make sure you will not pay so much marketing cost when an order is generated by sponsorship system.

To help you understand better, here is an example about calculating referral reward:

Level 1	<input type="text" value="50"/>	% of initial sponsor cost
<i>This is direct level of a sponsored account. Leave blank to not give reward to direct sponsor when a customer purchase products.</i>		
<input type="button" value="+ Add level"/>		
Lower levels	<input type="text" value="50"/>	% of remaining sponsor cost after paying for higher levels
<i>Leave blank if you don't want to give reward for lower levels. Leave this field blank will help limit the depth of multi-level marketing tree by not giving rewards to all sponsor levels</i>		
Add the rest sponsor cost (if have) to "Level 1" if no more level found	<input type="button" value="YES"/>	<input type="button" value="NO"/>
<i>Enable this if you would want to give the rest money from "Sponsor cost" (if have after calculating reward for all sponsor levels defined above) to "Level 1" (direct sponsor). Otherwise the rest money won't be give to any sponsors, just keep it for you!</i>		

For example, we set the **level 1** customer will receive **50%** of initial sponsor cost and the **lower levels** customers will receive **50%** of remaining sponsor cost after paying for higher levels. The sponsor cost is **10%** of order total cost.

Now, let's pretend that we have John Doe – a sponsor of the website. John is the level 1 customer mentioned above. John invited Mary, one of his friends to register a new account on this website. Mary created an account and purchased a pair of high-heel boots, her order total is 204 USD.

The sponsor cost is **204 USD * 10% = 20.4 USD**.

Because John is the level 1 customer, he will receive **20.4 USD * 50% = 10.2 USD** as a reward.

Next, Mary invited Mark to join this website. Mark ordered 3 printed sweaters and his order total is 84 USD. The sponsor cost is **84 USD * 10% = 8.4 USD**.

Mary is the **level 1** customer of Mark, so she will receive **8.4 USD * 50% = 4.2 USD** reward money. Remember John? Now John is the **level 2** customer of Mark and he will receive **(8.4 - 4.2) USD * 50% = 2.1 USD** reward money.

❖ Voucher

Customer's voucher code / Sponsored friend's voucher code

Giving a voucher code to sponsored friend will help improve the efficiency of the Referral/ Sponsorship program. Sponsored friends will see the voucher code after they finish creating an account.

Our module supports **2 types of vouchers**: fixed voucher code and dynamic voucher code. You can write a **welcome message** attached with the voucher code.

The screenshot shows a configuration page titled "CUSTOMER'S VOUCHER CODE". At the top, there are navigation tabs: "Conditions", "Reward settings", "Voucher" (selected), "Sponsor URL & Banner", and "Messages".

The main content area includes the following settings:

- Offer a voucher code to sponsored friend?** YES (selected) NO
- Give a voucher code to sponsored friend will help improve the efficiency of the Referral / sponsorship program. Sponsored friends will see the voucher code after they finish creating account*
- Voucher type**: Fixed voucher code Dynamic voucher code
- Free shipping** YES NO
- Apply a discount**: Percentage (%) Amount None
- * Discount percentage**: [] %
Does not apply to the shipping costs
- Minimum amount**: [] USD [Tax excluded] [Shipping excluded]
Minimum amount in shopping cart to apply the voucher code.
- Discount prefix**: REF_
- * Discount name**: Programma di sponsorizzazione [en]
- * Discount availability**: 30 days
- * Welcome message**: Congratulazioni! Ottieni un codice voucher di [discount_value] per i tuoi prossimi ordini. Il tempo è limitato !! Sbrigati. [en]

At the bottom, it says "Available tags: [discount_value]"

Sponsor's voucher code

Sponsors can generate their own voucher codes to send to their friends. When their friends use the voucher code, they will get a discount and sponsors will get a commission.

SPONSOR'S VOUCHER CODE

Allow sponsors to generate their voucher code? YES NO

Sponsor can generate their own voucher code to send to their friends. When their friends use the voucher code, they will get discount and sponsors will get commission

* Sponsor voucher code description en ▼

Display explanation of how this "sponsor voucher code" works to your sponsors. Available tags: [discount_value]

Free shipping YES NO

Apply a discount Percentage (%) Amount None

* Discount percentage %
Does not apply to the shipping costs

Minimum amount

Minimum amount in shopping cart to apply the voucher code

Discount prefix

* Discount name en ▼

* Discount availability days

* Total available

❖ Sponsor URL and banner


Sponsor banner

Sponsor banner is used for advertisement of Referral/Sponsorship program. Sponsors can copy banner's embed code then paste it on their website, blog, forum, etc. When someone clicks on the banner, they will be redirected to the sponsor's URL. If the customer buys products or register new account, sponsor will get a reward.

- You can **upload the default sponsor banner** or **allow sponsors to upload their custom banner**.
- Fill in the **redirect URL** to redirect customer to another URL when they land on a sponsor's URL. Sponsor's ID is saved in cookie before the redirection in order to identify if customer come from reference of a sponsor when they register new account or purchase products.

SPONSOR BANNER

Default sponsor banner



Sponsor banner is used for advertisement of Referral / sponsorship program. Sponsor can copy banner's embed code then paste it on their website, blog, forum, etc. When someone click on the banner, they will be redirected to the sponsor's URL where the sponsor's ID will be saved in cookie to calculate reward for the sponsor if the customer buy products or register new account

Available image type: jpg, png, gif, jpeg

Resize banner image before uploading

Allow sponsor to upload their custom banner

Enable this option to allow customer to upload their own banner from their sponsor account management area on the front office. If no custom banner is uploaded, the default banner will be used

Redirect URL

Redirect customer to another URL when they land on a sponsor's URL. Sponsor's ID is saved in cookie before the redirection in order to identify if customer come from reference of a sponsor when they register new account or purchase products. Leave this field blank to keep customer stay on the sponsor's URL

Social network appearance: configure how sponsor's URL will be shared on social networks.

SOCIAL NETWORK APPEARANCE

Title

Custom title appears on social networks (Facebook, Twitter, Linked in, etc) when sponsor's URL is shared. Leave blank to use default website title.

Description

Custom description appears on social networks when sponsor's URL is shared. Leave blank to use default website description.

Image

Custom image appears on social networks when sponsor's URL is shared. Leave blank to use default image (specified by social network when it feeds your website content)

Available image type: jpg, png, gif, jpeg

Referral/sponsorship program introduction popup

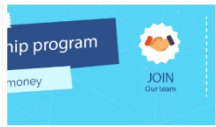
Enable this feature to display an introduction popup to introduce/invite customers to join referral/sponsorship program when they land on the website.

REFERRAL/SPONSORSHIP PROGRAM INTRODUCTION POPUP

Enable introduction popup YES NO

Enable this option to display an introduction popup to introduce/invite customers to join referral/sponsorship program when they land on the website.

Popup banner Add file



Available image type: jpg, png, gif, jpeg

* Popup title on ▾

* Popup content on ▾

You can also set the **time to redisplay popup** and select **customer group** who can see this popup.

Redisplay popup in day(s)

Leave blank to display the popup just once for each customer (do not display the popup again if customer closes it)

Do not display the popup if customer has invited their friends YES NO

Customer group to see the popup

<input checked="" type="checkbox"/>	All
<input checked="" type="checkbox"/>	Visitor
<input checked="" type="checkbox"/>	Guest
<input checked="" type="checkbox"/>	Customer

❖ Messages

On this sub tab you can edit content of the explanation messages will be displayed on **Referral program area**. You can also write some **introduction about the program**.

Referral / sponsorship program
 Turn your existing customers into sponsors and give rewards to the sponsors every time their friends register an account or make an order on your website

[Conditions](#)
[Reward settings](#)
[Voucher](#)
[Sponsor URL & Banner](#)
[Messages](#)

Explanation message about referral / sponsorship program en ▾

This message appears on "Referral program" area to explain to customer/sponsor how the program works. Leave this field blank if you do not want to display any explanation message.

Introduction about program en ▾

This message will display on the program's registration page

Message on "My account" page when customer is not eligible to join referral program due to total order spent doesn't meet minimum amount required en ▾

Available data-tags: [total_past_order], [min_order_total], [amount_left]. Leave this field blank to hide "Referral program" tab from "My account" page when minimum total order doesn't reach the required amount.

[Save](#)

❖ On sponsor's side

From **Referral program** area on "My account" page, your customers can see the information of the friends they successfully invited and necessary info to invite more friends.

Contact us English ▾ Currency: USD \$ ▾ Sign out Demo Demo Cart (0)

my store CLOTHES ACCESSORIES ART Search our catalog 🔍

Your account

[INFORMATION](#)
[ADDRESSES](#)
[ORDER HISTORY AND DETAILS](#)

[REFERRAL PROGRAM](#) Refer friends to get rewards
 [LOYALTY PROGRAM](#) Buy to get rewards
 [AFFILIATE PROGRAM](#) Sell to get rewards

[MY REWARDS](#) Reward history

Get our latest news and special sales

Your email address: [redacted]

You may unsubscribe from our newsletter. Back to your account Home

Please find our contact info in the legal notice.

REFERRAL PROGRAM My friends How to refer friends?

ID	Name	Level	Orders	Earning reward approved	Friend(s)	Action
41	Jessica Andrew	1	\$36.00	\$0.00	0	View details
40	Dan Brown	1	\$44.72	\$2.85	1	View details
39	Anna Smith	1	\$25.90	\$1.90	0	View details




Time range: All the time Filter Reset

Your customers can invite their friends by sharing their sponsor info or sending an invitation:

Home / Your account / Referral program / How to refer friends

REFERRAL PROGRAM My friends How to refer friends?


SHARE YOUR SPONSOR INFO TO YOUR FRIENDS

Sponsor URL:   

Sponsor Email: jimmytest@gmail.com

Sponsor ID: 3


Sponsor banner:



```
<a href="http://localhost/thutest/en?refs=3"></a>
```

SPONSOR VOUCHER CODE

Your sponsor voucher code



Send the voucher code to your friends to get discount 5%, and you will get commission when your friends use your voucher code.

SEND INVITATION TO YOUR FRIENDS

Name:

Email:

*Note: You have sent 0

INVITATIONS

Email	Name	Date of invitation	Status
No data found			

3. Affiliate program

❖ Conditions

This program allows customers to become an affiliate of your website who can refer/sell your website's products to their friends and earn commission (reward) when someone buys the products they refer.

- To launch this program, firstly you should enable the **Enable affiliate program** option.
- Next, select the **Applicable customer group** who can join affiliate program.
- You can select to **require customer to submit an application to join affiliate program** or not. You (admin) will need to manually approve the applications.

🔗 Affiliate program

Turn your customers into hardworking sellers, they can sell your products and get commission (rewards)

Conditions Reward settings Voucher Messages Email

Enable affiliate program YES NO

This program allows customers to become an affiliate of your website who can refer/sell your website's products to their friends and earn commission (reward) when someone buys the products they refer

* Applicable customer groups All Customer

Select customer groups who can join affiliate program

Require customer to submit an application to join affiliate program YES NO

This is to make sure the affiliate program is only available for customers who are really interested in the program. You (admin) will need to manually approve the applications

Minimum order total required to join affiliate program
This option is to make sure only quality customers are able to join the affiliate program. Leave blank to ignore this condition

Applicable product categories All product categories
 Specific product categories

* Categories (does not include products in subcategories) Check All Uncheck All

Home
Select product categories in which affiliate can sell and earn commission

Include specific products
You can add specific products if they are out of the selected categories to the affiliate product list

Excluded products
Those products will not be available for affiliate program even if they are in the selected categories

Exclude products with discount

❖ Reward settings

On this sub tab you can set up how to calculate and give reward to affiliates and customers:

Conditions
 Reward settings
 Voucher
 Messages

Give reward if customer buy other affiliate products after viewing a directly referred product
 YES
 NO
When affiliate refers a customer to a specific product, the customer also buys other affiliate products, enable this option if you want to give reward to affiliate for the sales the other products.

How to calculate reward when affiliate successfully sell an affiliate product?

<input checked="" type="radio"/>	Percentage of product price
<input type="radio"/>	Fixed amount each product
<input type="radio"/>	No reward

This is default setting. You can select particular setting for each product on product information page.

* Percentage %
This is default value. You can set particular value for each product on product information page.

Exclude taxes before calculating reward
 YES
 NO

Multiply reward value by the number of products
 YES
 NO
Give more reward to affiliate if customer purchase more of the same product

Allow sellers to get reward when they purchase an affiliate product using their own affiliate link
 YES
 NO

❖ Voucher

Give voucher code to customers if they buy affiliate product will improve the efficiency of your affiliate program. The voucher code will be presented on a popup if customer hit page product page with a link shared by an affiliate (affiliate link).

This module supports **2 voucher types**: fixed voucher code and dynamic voucher code.

Conditions
 Reward settings
 Voucher
 Messages

Offer a voucher code to customer if they come from an affiliate link? YES **NO**

Give voucher code to customer if they buy affiliate product will improve the efficiency of your affiliate program. The voucher code will be presented on a popup if customer visits product page with a link shared by an affiliate (affiliate link)

Voucher type:
 Fixed voucher code (general voucher code used for all customers)
 Dynamic voucher code (each customer 1 voucher code)

* Voucher code:

You need to generate a voucher code by creating a new cart rule that customer can use when checkout to get discounted on their order.

* Discount name: en ▼

* Welcome message: en ▼

This message appears on a popup when customer land on product page by clicking on an affiliate link. Available tags: [discount_value]

Only give voucher to customer for the first time they purchase an affiliate product YES **NO**

Allow seller to get voucher when they purchase an affiliate product using their own affiliate link YES **NO**

❖ Messages

You can adjust content of the following messages:

- **Propose affiliate program on product page:** This message is displayed if customer hasn't joined affiliate program yet and they are eligible to join the program.
- **How to share:** This message is displayed if customer has joined affiliate program.
- **Introduction about the program:** This message will display on the program's registration page
- **Message on "My account" page** when customer is not eligible to join affiliate program due to total order spent doesn't meet minimum amount required

Propose affiliate program on product page en ▾

This message is displayed if customer has not joined affiliate program yet and they are eligible to join the program. Leave blank to disable this message. Available tags: [commission_value], [join_button]

How to share en ▾

This message is displayed if customer has joined affiliate program. Leave blank to disable this message. Available tags: [commission_value], [affiliate_link]

Introduction about program en ▾

This message will display on the program's registration page

Message on "My account" page when customer is not eligible to join affiliate program due to total order spent doesn't meet minimum amount required en ▾


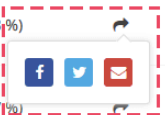








Available data-tags: [total_past_order], [min_order_total], [amount_left]. Leave this field blank to hide "Affiliate program" tab from "My account" page when minimum total order doesn't reach the required amount

❖ On affiliate (seller)'s side

Affiliates can view a list of available affiliate products on their account management page. Each of products is attached to their "affiliate link", when any of their friends purchase the product, affiliate will earn commission from the sales.

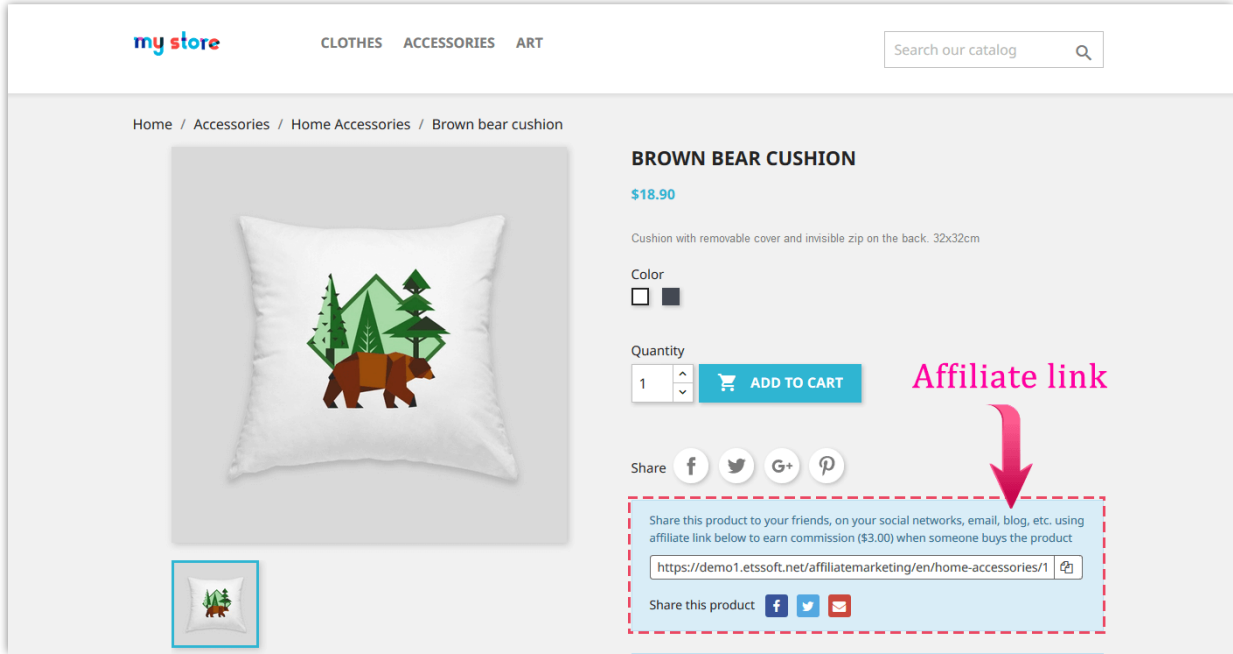
← AFFILIATE PROGRAM
My sales
Affiliate Products

Sell our affiliate products to earn commission. Each product in the table below is available for the affiliate program and is attached to your "affiliate link". Share these links with your friends via Facebook, Twitter, Email, Blog, Google Adwords, etc. When any of your friends purchase the products, you will earn commission from the sales

ID ▾▲	Image	Product ▾▲	Price ▾▲	Commission Rate ▾▲	Share
13		Brown bear - Vector graphics https://demo1.etssoft.net/affiliatemarketing/en/art/1	\$9.00	\$3.00 (33.33%)	
10		Brown bear cushion https://demo1.etssoft.net/affiliatemarketing/en/hom	\$18.90	\$3.00 (15.87%)	
17		Brown bear notebook https://demo1.etssoft.net/affiliatemarketing/en/stati	\$12.90	\$3.00 (23.26%)	
14		Hummingbird - Vector graphics https://demo1.etssoft.net/affiliatemarketing/en/art/1	\$9.00	\$3.00 (33.33%)	
11		Hummingbird cushion https://demo1.etssoft.net/affiliatemarketing/en/hom	\$18.90	\$3.00 (15.87%)	

Filter Categories All ▾ Filter Reset

On product detail page, you can find the affiliate link for each product:



There is a table containing all the info related to affiliate program so affiliate can keep track of their sales and reward.

Home / Your account / Affiliate program / My sales

AFFILIATE PROGRAM My sales Affiliate Products

ID	Product	Sales	Orders	Earning rewards	Views	Conversion Rate	Action
13	Brown bear - Vector graphics	202	2	\$606.00	4	50%	<input type="button" value="View details"/>
2	Hummingbird printed sweater	1	1	\$3.00	1	100%	<input type="button" value="View details"/>
10	Brown bear cushion	2	1	\$6.00	2	50%	<input type="button" value="View details"/>

Total earning rewards: \$615.00

Reward status: All Time range: This month - 08/2019

[Back to your account](#)

V. REWARDS

1. Reward usage

1.1. Usage settings

You can configure how can customers use their earned rewards: pay for next orders, convert into voucher or withdraw reward through different payment methods.

\$ Reward usage

How customer/seller/sponsor uses their rewards and payment methods for reward withdrawal

Usage Settings

Payment methods

Allow customer to pay for their order using reward balance

YES NO

Minimum reward balance required to be usable to pay for order

USD

Reward balance need to exceed this value in order to customer can use it to checkout. Leave blank to allow customer to use reward balance without this limit

Maximum reward balance can be used to pay for each order

USD

The maximum amount of reward that can be used to pay for each order when customer checkout. Leave blank to allow customer to pay for their orders using any amount of reward they have in their account

Allow customer to convert reward balance into voucher

YES NO

They can use this voucher when checking out their order

Minimum reward balance required to be usable to convert into voucher

USD

Reward balance need to exceed this value in order to customer can use it to convert into voucher. Leave blank to allow customer to use reward balance without this limit

Maximum reward balance that can be converted into voucher (each time)

USD

The maximum amount of reward balance that customer can convert into voucher code (each time they do that). Leave blank to allow customer to convert any amount of reward balance into voucher code.

Display "Convert voucher" message in shopping cart

YES NO

"Convert voucher" message:

You have [available_reward_to_convert] in your balance. It can be converted into voucher code.[Convert_now]

gl ▾

This message is displayed in shopping cart page to inform customer their own available reward which can be used to convert into voucher code. Available tags: [available_reward_to_convert], [Convert_now]

Allow customer to withdraw reward YES NO
Enable this feature to allow customer to withdraw their reward balance to their bank account, Paypal account, Amazon gift card, etc. Create payment methods you want in "Payment methods" tab

Minimum reward balance required to be usable to withdraw USD
Reward balance need to exceed this value in order to customer can use it to withdraw. Leave blank to allow customer to use reward balance without this limit

Maximum amount can withdraw each request USD
Maximum amount of reward balance that customer can withdraw (each time). Leave blank to allow customer to withdraw any amount of reward balance they have in their account.

Allow customer to withdraw loyalty rewards YES NO


Require invoice? YES NO
Ask customer to submit an invoice when they withdraw their reward balance.

Require customer to wait until the last pending withdrawal request to be processed to submit new one? YES NO
Enable this option will limit customer to be able to submit new withdrawal request if the last one has been processed

NOTE: If customers want to pay for an order using their reward, their reward balance must be greater than or equal to the total order value.

If you enable "Display Convert voucher message in shopping cart" you can edit the message that will be appeared on Shopping cart page:

SHOPPING CART



Mug The adventure begins
\$11.90

\$11.90

[Continue shopping](#)

Congratulations! You're eligible to join our loyalty program. You will get \$2.38 in reward when complete checking out this shopping cart.

You have \$26.15 in your balance. It can be converted into voucher code. [Convert now](#)

1 item	\$11.90
Shipping	\$7.00
Have a promo code?	
Total (tax excl.)	\$18.90
Taxes	\$0.00

PROCEED TO CHECKOUT

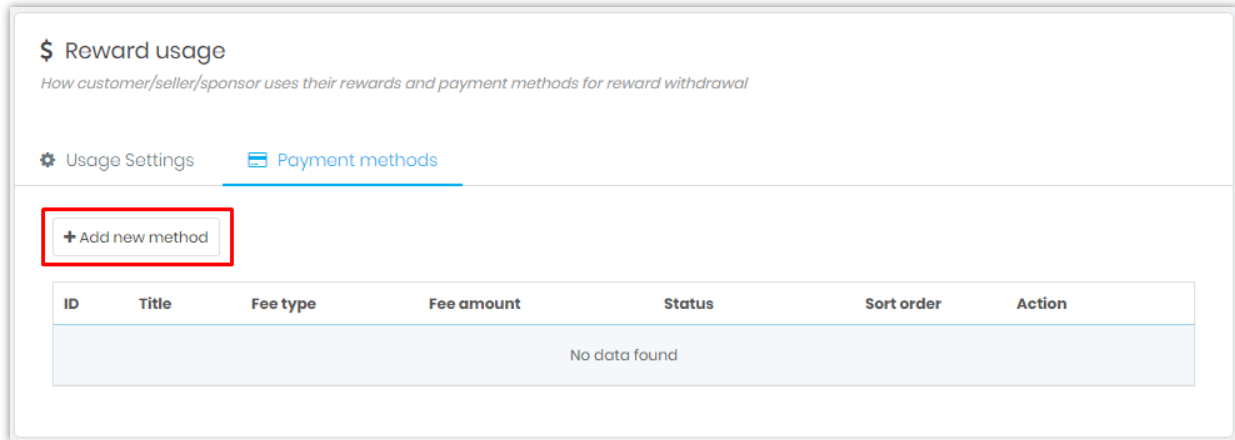
Security policy (edit with Customer reassurance module)

Delivery policy (edit with Customer reassurance module)

Return policy (edit with Customer reassurance module)

1.2. Payment methods

You can add new payment method to help your customers withdraw their rewards. To create new payment method, click on **“Add new method”** button.



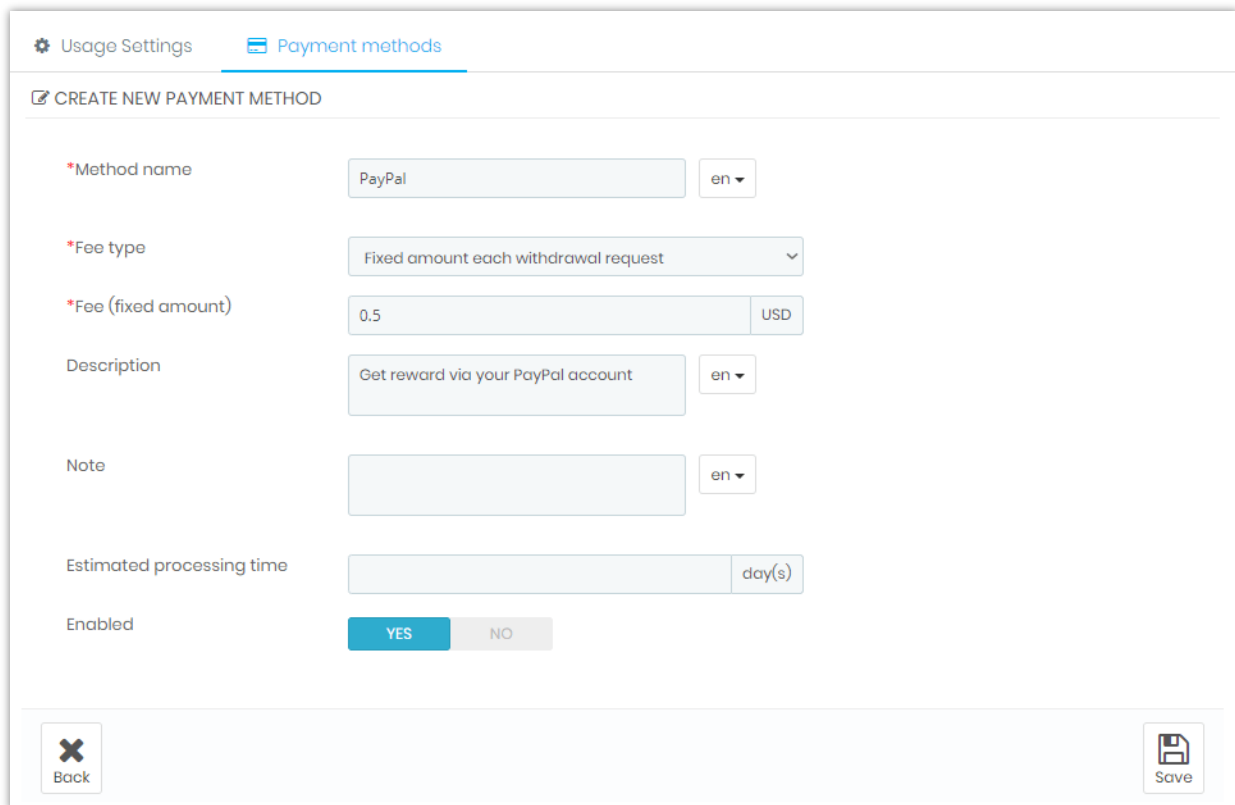
\$ Reward usage
How customer/seller/sponsor uses their rewards and payment methods for reward withdrawal

Usage Settings [Payment methods](#)

+ Add new method

ID	Title	Fee type	Fee amount	Status	Sort order	Action
No data found						

Fill in the required fields. Click **Save** to finish.



Usage Settings [Payment methods](#)

CREATE NEW PAYMENT METHOD

*Method name:

*Fee type: ▼

*Fee (fixed amount):

Description:

Note:

Estimated processing time:

Enabled:

After creating a payment method, you can add several input fields (Bank account number, PayPal address, etc.) to collect necessary information from customer to process their withdrawal request.

Estimated processing time day(s)

Enabled YES NO

☰ PAYMENT METHOD FIELDS

? You can add several input fields (Bank account number, Paypal address, etc.) to collect necessary information from customer to process their withdrawal request. Drag/Drop to sort payment method fields

+ Add new field

X Back **Save**

2. Reward history

In this tab you will find all the rewards generated by marketing programs and their status. You can approve, cancel or delete a reward.

Reward history
All the rewards generated by marketing programs

Reward ID	Program	Customer	Reward	Reward status	Date	Note	Action
R-20	Affiliate program	Demo Demo	\$300.00	Pending	2019-08-16 10:16:06	Affiliate commission (Order: #73)	Approve
R-19	Loyalty program	Denis Van der Zwart	\$180.00	Pending	2019-08-16 10:16:01	Purchased loyalty products (Approve
R-18	--	Demo Demo	\$5.00	Approved	2019-08-16 04:11:27	Added by Shop owner	Cancel
R-17				Pending	2019-08-16 04:02:17	Referral commission (Order: #72, Level: 1)	Approve
R-16				Pending	2019-08-16 04:02:14	Refer new user (#41)	Approve
R-15	Loyalty program	Jessica Andrew	\$5.80	Pending	2019-08-16 04:02:11	Purchased loyalty products (Order: :	Approve
R-14	Loyalty program	Demo Demo	\$13.92	Approved	2019-08-16 03:56:57	Purchased loyalty products (Order: :	Cancel
S-10	Referral program	Demo Demo	-\$2.62	Deducted	2019-08-16 00:32:48	Withdrawn (Bankwire, ID withdrawat: 4)	Refund
S-9	Loyalty program	Demo Demo	-\$2.38	Deducted	2019-08-16 00:32:48	Withdrawn (Bankwire, ID withdrawat: 4)	Refund
S-8	Loyalty program	Demo Demo	-\$1.75	Refunded	2019-08-16 00:26:47	Withdrawn (PayPal, ID withdrawat: 3) - Returned reward	Deduct
S-7	Referral program	Demo Demo	-\$14.90	Deducted	2019-08-16 00:26:33	Paid for order #70	Refund
S-6	Affiliate program	Demo Demo	-\$4.00	Deducted	2019-08-16 00:26:33	Paid for order #70	Refund
R-13				Approved	2019-08-16 00:26:31	Purchased loyalty products (Order: #70)	Cancel
R-12				Approved	2019-08-16 00:26:01	Added by Shop owner	Cancel
S-5	Affiliate program	Demo Demo	-\$2.00	Deducted	2019-08-16 00:25:12	Withdrawn (PayPal, ID withdrawat: 2) - Deducted reward	Refund

The positive number is the reward amount customer earned from marketing programs

Approve, cancel or delete a pending reward amount

Refund or delete a deducted reward

The negative number is the reward amount customer paid for order, withdrew, converted into voucher or the reward deducted by shop owner

When a customer uses reward point to pay for order, withdraw or convert into voucher, this module will deduct money from reward account as the following order: *loyalty reward > other reward > referral reward > affiliate reward*. If a reward account doesn't have enough money, this module will deduct money from remaining reward accounts. You may find these activities on "**Reward history**" tab.

Loyalty program	Demo Demo	\$13.92	Approved	2019-08-16 03:58:57	Purchased loyalty products (Order: #71)
Referral program	Demo Demo	-\$2.62	Deducted	2019-08-16 00:32:48	Withdrawn (Bankwire, ID withdrawal: 4)
Loyalty program	Demo Demo	-\$2.38	Deducted	2019-08-16 00:28:33	Paid for order #70
--	Demo Demo	-\$3.75	Deducted	2019-08-16 00:28:33	Paid for order #70
Referral program	Demo Demo	-\$6.90	Deducted	2019-08-16 00:28:33	Paid for order #70
Affiliate program	Demo Demo	-\$8.00	Deducted	2019-08-16 00:28:33	Paid for order #70
Loyalty program	Demo Demo	\$2.38	Approved	2019-08-16 00:28:31	Purchased loyalty products (Order: #70)
Referral program	Demo Demo	\$20.00	Approved	2019-08-16 00:28:01	Added by Shop owner
Affiliate program	Demo Demo	-\$2.00	Deducted	2019-08-16 00:25:12	Withdrawn (PayPal, ID withdrawal: 2) - Deducted reward
Affiliate program	Demo Demo	\$6.00	Approved	2019-08-16 00:22:35	Affiliate commission (Order: #69)

This module also provides a filter to help you find the rewards on a specific time range.

Show entries Total: 49 result(s) found

1 2 > >|

Program:
 Status:
 Customer:
 Time range:

Program dropdown: All, Loyalty, Referral, Affiliate, Rewards used only
 Status dropdown: All, Approved, Pending, Canceled, Expired

3. Withdrawals

On this tab you can manage the withdrawal requests of customers. You can approve, decline – return reward or decline – deduct reward and delete withdraw request.

Withdrawals
Manage the withdrawal requests from customers

ID	Customer	Payment method	Amount	Status	Note	Action
1	Demo Demo	PayPal	\$5.00	Approved	Withdrawn (PayPal)	Q View
2	Demo Demo	Bank wire	\$10.00	Pending	Withdrawn (Bank wire)	Q View
3	Tiki Tiki	PayPal	\$2.00	Pending	Withdrawn (PayPal)	Q View

Show 30 entries Total: 3 result(s) found

Status: All Customer: Customer's ID or name Time range: All the time Filter Reset

- ✓ Approve
- ✗ Decline - Return reward
- ✗ Decline - Deduct reward
- 🗑 Delete

You can also view detailed reward status and withdrawal info of a customer.

Withdrawals #1
Manage the withdrawal requests from customers

REWARD STATUS

Full name: Demo Demo

Total reward balance: \$129.96

Loyalty program: \$72.46

Referral program: \$88.50

Affiliate program: \$42.00

Withdrawn: \$5.00

Paid for orders: \$0.00

Converted to voucher: \$0.00

Total used: \$35.00

WITHDRAWAL INFO

Amount to withdraw: \$5.00 (Valid withdrawal request)

Payment method: PayPal

Fee type: Fee fixed

Fee value: \$1.00

First name: Demo

Last name: Demo

Email: demo@demo.com

Paypal address: 523 Poplar Lane Miami LQ 33131

Phone: (123)-456-789

Date of withdrawal: 2019-01-07 03:18:42

Status: Approved

🗑 Delete

Note


Withdrawn (PayPal)


📄 Save note


4. On customer's side


Customers can keep track of their reward status from **My reward** area on account management page.


Your account



 INFORMATION



 ADDRESSES


 ORDER HISTORY AND DETAILS


 REFERRAL PROGRAM
Refer friends to get rewards


 LOYALTY PROGRAM
Buy to get rewards


 AFFILIATE PROGRAM
Sell to get rewards


 MY REWARDS
Reward history


Sign out

Home / Your account / My rewards / Dashboard

MY REWARDS Dashboard | Reward History | Withdrawals | Convert into vouchers


REWARD BALANCE

\$52.28




LOYALTY REWARD

\$52.28




EARNING REWARD

\$0.00




REWARD USED

\$105.00

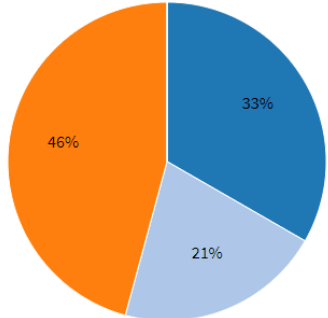


Earned and used rewards



Month	Reward	Reward usage
1	86.96	40.00
2	0.00	0.00
3	10.00	0.00
4	60.00	60.00
5	0.00	0.00
6	0.00	0.00
7	0.00	0.00
8	0.00	0.00
9	0.00	0.00
10	0.00	0.00
11	0.00	0.00

Reward ratio (USD)



Category	Percentage
Loyalty	33%
Referral	21%
Affiliate	46%
Others	0%

Reward status: Approved
Time range: This year - 2019

Customers can see their entire reward history from **“Reward history”** tab.

Home / Your account / My rewards / Reward history

MY REWARDS Dashboard **Reward History** Withdrawals Convert into vouchers

Reward ID	Reward value	Program	Products	Status	Note	Date
R-48	\$15.04	Loyalty program	Hummingbird printed t-shirt Mug Today is a good day	Approved	Purchased loyalty products (Order: #6)	2019-04-15 00:13:11
R-45	\$30.00	Affiliate program		Approved	Affiliate commission (Order: #40)	2019-04-14 22:27:11
R-46	\$2.00	Referral program		Approved	Refer new user (#21)	2019-04-14 22:27:11
R-47	\$14.90	Referral program		Approved	Referral commission (Order: #40, Level: 1)	2019-04-14 22:27:11
S-9	-\$10.00	--		Approved	Converted into voucher	2019-04-03 04:53:00
S-8	-\$50.00	--		Approved	Withdrawn (PayPal)	2019-04-03 04:51:55
R-41	\$2.00	Referral program		Approved	Refer new user (#20)	2019-03-29 06:28:18
R-42	\$72.50	Referral program		Cancelled	Referral commission (Order: #38, Level: 1)	2019-03-29 06:28:18

On **“Withdrawals”** tab, your customers can select one of available payment methods to submit their money withdrawal request.

Home / Your account / My rewards / Withdrawals

MY REWARDS Dashboard Reward History **Withdrawals** Convert into vouchers

Select one of available payment methods below to submit your money withdrawal request

Method	Description	Estimate processing time	Fee	Available balance for withdrawal
PayPal	The fastest method to withdraw funds, directly to your local bank account!	30 day(s)	\$1.00	\$0.00
Bank wire	The fastest method to withdraw funds, directly to your local bank account!	10 day(s)	5%	
No fee		--	No Fee	

YOUR LAST WITHDRAWAL REQUESTS

Withdrawal ID	Amount	Payment method	Status	Processed date	Note
1	\$5.00	PayPal	Pending	2019-05-15(estimated)	Withdrawn (PayPal)
2	\$10.00	Bank wire	Pending	2019-04-25(estimated)	Withdrawn (Bank wire)
4	\$50.00	PayPal	Pending	2019-05-15(estimated)	Withdrawn (PayPal)

Your customers can also **convert their reward balance money into voucher code**. Voucher code can be used to checkout their shopping cart.

The screenshot shows a user interface for converting reward balances into voucher codes. At the top, there is a breadcrumb trail: Home / Your account / My rewards / Convert into vouchers. Below this is a navigation bar with tabs: MY REWARDS (active), Dashboard, Reward History, Withdrawals, and Convert into vouchers. The main content area contains the following text: "You have \$52.28 in your balance. It can be converted into voucher code. Fill in required fields below to convert your reward balance into voucher code. Voucher code can be used to checkout your shopping cart." Below this text is a form labeled "Amount to convert:" with an input field containing "0.00" and a dropdown menu set to "USD". A note below the form states: "Note: Min amount to convert \$1.00. Max amount to convert \$100.00. Voucher availability: 30days." A blue button labeled "CONVERT NOW" is positioned below the form. Underneath the form is a section titled "YOUR VOUCHER CODES" which contains a table with the following headers: Code, Description, Quantity, Value, Minimum, Cumulative, Expiration date, and Status. The table body is empty, displaying "No data found".

VI. CUSTOMERS

1. Applications

If you require customer to submit an application to join any marketing program, the applications will appear on this tab.

Applications
If you require customers to submit an application to join any marketing program, their applications will appear on this tab

ID	Customer	Program	Status	Date of request	Action
3	Helen Le	Loyalty program	Approved	2019-01-07 02:47:40	Q View ▾
2	Demo Demo	Loyalty program	Approved	2019-01-07 02:38:58	Q View ▾
1	Demo Demo	Referral program	Approved	2019-01-07 02:38:52	Q View ▾

Show entries Total: 3 result(s) found

Status: Time range:

You can view detail, approve, decline or delete customer application.

Applications #3
If you require customers to submit an application to join any marketing program, their applications will appear on this tab

Full name: [Helen Le](#)

Email:

Introduction about customer: I am currently in 4th Semester, persuaing BE in Information Technology under Gujarat Technological University from Gyanmanjari Institute of Technology.

Register date: 2019-01-07 02:45:19

Status:

2. Users

Here in this tab you will find information of all the users who joined marketing programs.

Dashboard > Marketing programs > Rewards > Customers > Backup / Restore > Cronjob > General settings

Customers > Users

Users
Users joined marketing programs

+ Add user

ID	Name	Balance	Loyalty	Referral	Affiliate	Other reward	Withdrawals	Sponsored	Status	Has reward
44	Denis Van der Zwart	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	--	Active	Yes
41	Jessica Andrew	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	--	Active	Yes
40	Dan Brown	\$7.54	\$7.54	\$0.00	\$0.00	\$0.00	\$0.00	Level 1:1	Active	Yes
39	Anna Smith	\$2.00	\$3.78	\$0.00	\$0.00	\$0.00	\$0.00	--	Active	Yes
2	Demo Demo	\$26.15	\$16.30	\$24.75	\$14.00	\$5.00	\$11.75	Level 1: 5 Level 2: 1	Active	Yes

You can add user manually by clicking on “Add user” button.

Dashboard > Marketing programs > Rewards > Customers > Backup / Restore > Cronjob > General settings

Customers > Users

Users
Users joined marketing programs

+ Add user

Search for customers

Search for customer by ID, email or name

Join program

Loyalty program

Referral / Sponsorship program

Affiliate program

+ Add

For each user, you can view their detailed reward amount and **modify their reward balance manually** (deduct or add reward amount). You can also manually add sponsored friends for each user by clicking on “Add friend” button.

Users #2

Users joined marketing programs

MODIFY USER BALANCE

USER INFO

Full name: Demo Demo
 Email: demo@demo.com
 Birthday: Unknown
 Registration Date: 27/12/2018 22:58:41

Status: Active Suspend

Loyalty program: Active Suspend

Referral program: Active Suspend

Affiliate program: Active Suspend

Total reward balance: \$26.15
 Loyalty program: \$13.92
 Referral program: \$7.23
 Affiliate program: \$0.00
 Other programs: \$5.00
 Withdrawn: \$10.00
 Paid for orders: \$18.90
 Converted to voucher: \$5.00
 Total used: \$33.90

Action: Deduct

Amount: USD

Program: --

Reason: Deducted by Shop owner

REWARD HISTORY

Reward ID	Program	Reward	Reward status	Date created	Note	Action
R-20	Affiliate program	\$300.00	Pending	2019-08-16 10:16:06	Affiliate commission (Order: #73)	<input type="button" value="Approve"/>
R-18	--	\$5.00	Approved	2019-08-16 04:11:27	Added by Shop owner	<input type="button" value="Cancel"/>
R-16	Referral program	\$1.00	Pending	2019-08-16 04:02:14	Refer new user (#41)	<input type="button" value="Approve"/>
R-14	Loyalty program	\$13.92	Approved	2019-08-16 03:56:57	Purchased loyalty products (Order: #71)	<input type="button" value="Cancel"/>
S-10	Referral program	-\$2.62	Deducted	2019-08-16 00:32:48	Withdrawn (Bankwire, ID withdrawal: 4)	<input type="button" value="Refund"/>
S-9	Loyalty program	-\$2.38	Deducted	2019-08-16 00:32:48	Withdrawn (Bankwire, ID withdrawal: 4)	<input type="button" value="Refund"/>
S-8	Loyalty program	-\$1.75	Refunded	2019-08-16 00:26:47	Withdrawn (PayPal, ID withdrawal: 3) - Returned reward	<input type="button" value="Deduct"/>

SPONSORED FRIENDS

Customer ID	Name	Email	Level	Total spent	Earning reward approved
41	Jessica Andrew	jessica@etssoft.net	1	\$36.00	\$0.00
40	Dan Brown	danbrown@etssoft.net	1	\$44.72	\$2.85
39	Anna Smith	anna@etssoft.net	1	\$25.90	\$1.90

Marketing

Marketing programs

/04/2019 20:41:25

ram

ty program

Reason

er: #41)

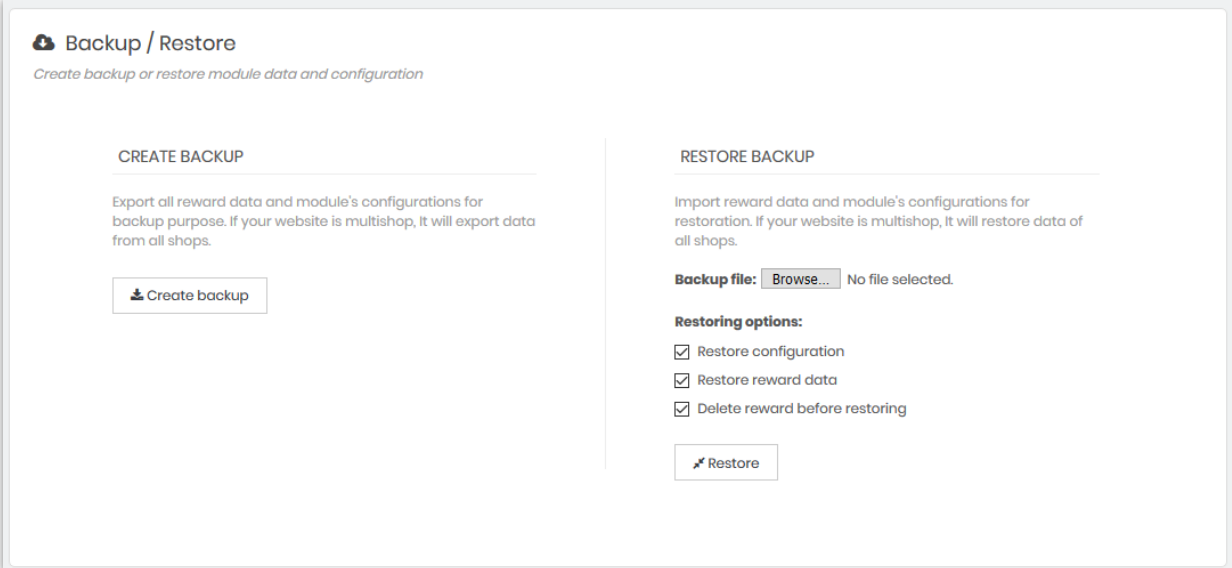
Search for customers

Demo Demo (demo@demo.com)	Already is a referral/sponsor
Dragon Knight (demo1@demo.com)	<input type="button" value="Add"/>
Dennis M. Marshall (demo2@demo.com)	<input type="button" value="Add"/>
Shannon J. Thompkins (demo4@demo.com)	<input type="button" value="Add"/>
Dragon K.Nick (demo1@etssoft.net)	<input type="button" value="Add"/>
Demo Demo (demo@demo.fr)	<input type="button" value="Add"/>
Dragon Knight (demo12@demo.com)	Already in friends list of another sponsor
Dragon Knight (demo22@demo.com)	Already in friends list of another sponsor
demo demo (demo@demo123.com)	<input type="button" value="Add"/>
demode test (demode@demode.com)	Already in friends list of another sponsor
asasasas asas (demo@demo.com)	Already in friends list of another sponsor

VII. BACKUP / RESTORE

You can export all reward data and module's configurations for backup purpose in just one click. If your website is in multi-shop mode, this module will export data from all shops.

You may also import reward data and module's configurations for restoration. Select restoring options, choose backup file and click **Restore** button. And you're done!



The screenshot displays a web interface titled "Backup / Restore" with the subtitle "Create backup or restore module data and configuration". It is divided into two main sections: "CREATE BACKUP" and "RESTORE BACKUP".

CREATE BACKUP: This section includes the instruction: "Export all reward data and module's configurations for backup purpose. If your website is multishop, it will export data from all shops." Below this text is a button labeled "Create backup".

RESTORE BACKUP: This section includes the instruction: "Import reward data and module's configurations for restoration. If your website is multishop, it will restore data of all shops." It features a "Backup file:" label followed by a "Browse..." button and the text "No file selected." Below this, there is a "Restoring options:" section with three checked checkboxes: "Restore configuration", "Restore reward data", and "Delete reward before restoring". At the bottom of this section is a button labeled "Restore".

VIII. CRONJOB

Cron is used to schedule commands at a specific time. These scheduled commands or tasks are known as "Cronjob". With this module, you can set up cronjob to **send notification emails automatically when loyalty reward of customer is going to be expired or already expired.**

Note: Cronjob does not work for Referral/Sponsorship and Affiliate program.

1. Config

To run cronjob, please make sure that:

- ✓ You've enabled Loyalty program
- ✓ You've set available time for loyalty reward

There are 2 ways to set up and execute cronjob: automatically or manually.

* Setup a cronjob as below on your server to automatically change loyalty reward status to "expired" when it is expired and send emails to customer when their loyalty reward is going to be expired

```
0 * * * php /home/ets/public_html/demo/affiliatemarketing/modules/ets_affiliatemarketing/cronjob.php secure=QeR1ynEdxB
```

* Execute the cronjob manually by clicking on the button below

Cronjob secure token:
Auto save on change

2. Cronjob log

You can see the cronjob history on this tab. You can also clear cronjob log to get more storage space for your website.

Cronjob

Send notification emails automatically via cronjob

[Configuration](#) [Cronjob log](#)

```
2019-04-01 21:16:32 R-76 expired
2019-04-01 21:16:40 Mail to hienletest01@gmail.com: R-76 is expired
2019-04-01 21:16:40 R-77 expired
2019-04-01 21:16:40 R-78 expired
2019-04-03 03:21:19 Mail to hienletest01@gmail.com: R-2 will expire in 1 day(s)
```

IX. GENERAL SETTINGS

1. General

You can choose to display rewards to customer on the front office in "customer's selected currency" unit or "point".

The screenshot shows the 'General' settings page for rewards. It features a navigation bar with 'General' (active) and 'Email'. The main content area is divided into sections for front office and back office settings.

Front Office Settings:

- How to display reward on front office?:** Radio buttons for 'Currency (that customer selected)' and 'Custom unit (Point)'. The 'Custom unit (Point)' option is selected.
- * Reward unit label:** A text input field containing 'Point' and a language dropdown menu set to 'en'.
- * Conversion rate: 1USD =** A text input field containing '10' and a unit dropdown menu set to 'Point'.

Back Office Settings:

- How to display reward on back office?:** Radio buttons for 'Default currency (USD)' and 'Custom unit (Point)'. The 'Default currency (USD)' option is selected.

Helpful text for front office settings: "You can choose to display rewards to customer on the front office in "customer's selected currency" unit or "Point".

Helpful text for conversion rate: "Convert money value to custom unit. This rate is used for default currency (USD), other currencies (if have) will be converted to points based on its exchange rate with default currency (USD)".

Helpful text for back office settings: "You can choose to display rewards in back office in "default currency (USD)" unit or "Point".

You can set the order status whose reward will be created with "Awaiting validation".

* Reward is created with "Awaiting validation" if order status is

<input checked="" type="checkbox"/>	Awaiting bank wire payment
<input checked="" type="checkbox"/>	Awaiting Cash On Delivery validation
<input checked="" type="checkbox"/>	Awaiting check payment
<input checked="" type="checkbox"/>	Delivered
<input checked="" type="checkbox"/>	On backorder (not paid)
<input checked="" type="checkbox"/>	On backorder (paid)
<input checked="" type="checkbox"/>	Payment error
<input checked="" type="checkbox"/>	Processing in progress
<input checked="" type="checkbox"/>	Reward payment accepted

You can also set the order status whose reward will be validated

* Reward is validated and changed to "Approved" status if order status is

<input checked="" type="checkbox"/>	Delivered
<input checked="" type="checkbox"/>	Payment accepted
<input checked="" type="checkbox"/>	Remote payment accepted
<input checked="" type="checkbox"/>	Reward payment accepted
<input checked="" type="checkbox"/>	Shipped

These statuses are also used to consider an order as PAID when calculating total spent for a customer

Other options:

Only validate reward if order has been changed to day(s) statuses above for

Reward status will remain "Pending" until the required days exceeded. Leave blank to validate reward immediately when order status is changed to one of the statuses above. If you set any value for this field, please also set up cronjob so that when this condition is satisfied, cronjob will update status of the reward.

* Cancel reward if order status is

<input checked="" type="checkbox"/>	Canceled
<input checked="" type="checkbox"/>	Payment error
<input checked="" type="checkbox"/>	Refunded

Require customer to accept Terms & conditions when submit application to join marketing program? YES NO

Display customer email on front office YES NO

Enable this to allow sponsor to see their friend's email addresses

Display customer name on front office YES NO

Enable this to allow sponsor to see their friend's name

Display order ID on front office YES NO

Enable this to allow sponsor to see order ID

2. Email

You can set up email address to receive notification and the following email options:

General settings
General settings for reward and notification email

General **Email**

Email addresses to receive notifications

Notification messages ("New reward created", "Reward validated", "New withdrawal request", etc.) will be sent to these emails. Enter emails separated by a comma (",") if you want to send notification messages to more than 1 email

Send email to admin when customer submits an application to join promotion programs YES NO

Send email to customer when their application is approved YES NO

Send email to customer when their application is declined YES NO

Send email to admin when a reward is created for customer YES NO

Send email to admin when a reward is validated or canceled YES NO

Send email to customer when reward is created for them YES NO

Send email to customer when reward is validated or canceled YES NO

Send email to customer when loyalty reward is going to be expired YES NO

• Before expiration day(s)


You need to enable cronjob to activate this feature. See more detail in "Cronjob" tab

Send email to customer when reward is expired YES NO

You need to enable cronjob to activate this feature

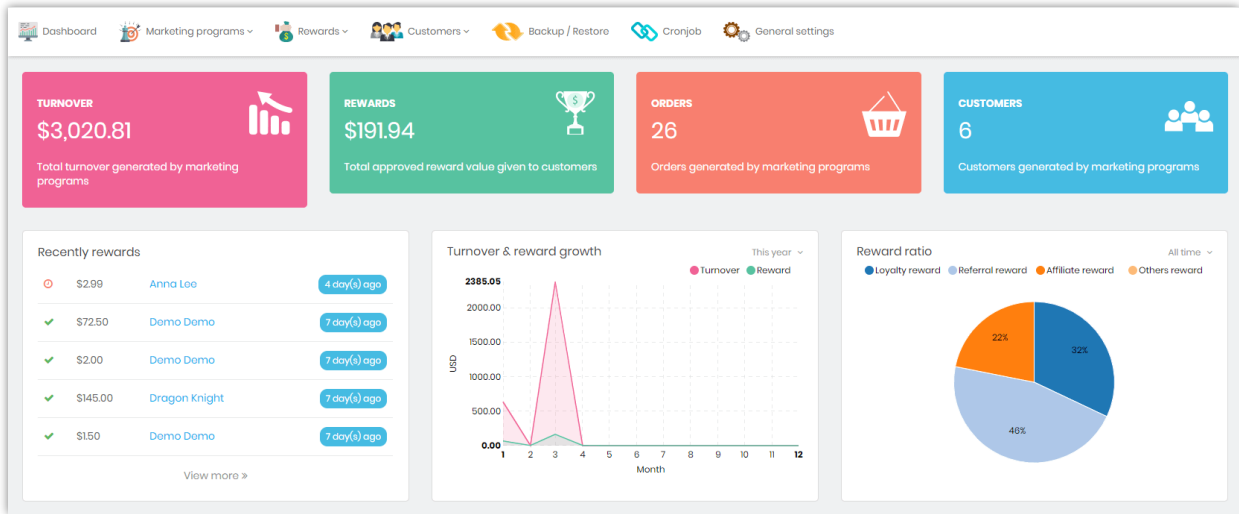
Send email to customers when admin add a reward for them YES NO

Send email to customer when admin deduct a reward of them YES NO

 Save

X. DASHBOARD

Dashboard provides a detailed statistics tool to help you keep track of the growth and the efficiency of your marketing programs.



❖ Sales and rewards statistic

Recent orders: recent orders of products including in marketing programs

Sales & rewards ⓘ

[Recent orders](#)
[Best selling products](#)
[Top sponsors](#)
[Top affiliates](#)
[Top loyalty customers](#)
[Top reward accounts](#)

Recent orders ⓘ

Customer Name	Products ⓘ	Total orders ⓘ	Date	Status	Action
Dragon Knight	50	\$1,450.00	2019-03-29 06:28:18	Payment accepted	Q
Dragon Knight	100	\$2,872.00	2019-03-29 06:15:35	Cancelled	Q
Dragon Knight	5	\$95.60	2019-03-29 06:08:02	Delivered	Q
Dragon Knight	10	\$287.20	2019-03-29 06:07:29	Payment accepted	Q
Demo Demo	4	\$118.00	2019-03-29 06:03:13	Payment accepted	Q
Demo Demo	5	\$145.00	2019-03-29 06:02:34	Payment accepted	Q
Demo Demo	10	\$119.00	2019-03-29 06:01:57	Shipped	Q
Anna Lee	1	\$29.87	2019-03-24 20:48:25	Payment accepted	Q
Holan Lo	1	\$30.16	2019-03-22 21:04:29	Payment accepted	Q
Anna Lee	1	\$12.38	2019-03-21 02:57:43	Payment accepted	Q








1 2 3 > <

Order state: All Time range: All the time Filter Reset

Best-selling products in marketing programs

[Recent orders](#)
[Best selling products](#)
[Top sponsors](#)
[Top affiliates](#)
[Top loyalty customers](#)
[Top reward accounts](#)

Best selling products ⓘ

Product image	Product name	Sales ⓘ	Total cost ⓘ	Action
	Hummingbird printed sweater	126	\$3,619.87	Q
	Today is a good day Framed poster	54	\$1,566.00	Q
	Mug Today is a good day	18	\$214.20	Q
	Hummingbird printed t-shirt	15	\$292.92	Q
	Mug The best is yet to come	7	\$83.78	Q
	The adventure begins Framed poster	5	\$145.00	Q
	The best is yet to come Framed poster	3	\$89.32	Q

Top sponsors, top affiliates, top loyalty customers and top reward accounts

Sales & rewards ⓘ

[Recent orders](#)
[Best selling products](#)
[Top sponsors](#)
[Top affiliates](#)
[Top loyalty customers](#)
[Top reward accounts](#)

Top sponsors ⓘ

Sponsor ⓘ	Friends ⓘ	Orders ⓘ	Sales ⓘ	Sponsor rewards ⓘ	Action
Demo Demo	6	7	\$5,577.50	\$93.50	<input type="button" value="Q"/>

Order state:
 Reward status:
 Time range:

Sales & rewards ⓘ

[Recent orders](#)
[Best selling products](#)
[Top sponsors](#)
[Top affiliates](#)
[Top loyalty customers](#)
[Top reward accounts](#)

Top affiliates ⓘ

Affiliate ⓘ	Orders ⓘ	Sales ⓘ	Affiliate rewards ⓘ	Action
Demo Demo	3	\$39.52	\$42.00	<input type="button" value="Q"/>

Order state:
 Reward status:
 Time range:

Sales & rewards ⓘ

[Recent orders](#)
[Best selling products](#)
[Top sponsors](#)
[Top affiliates](#)
[Top loyalty customers](#)
[Top reward accounts](#)

Top loyalty customer ⓘ

Customer Name	Orders ⓘ	Total paid ⓘ	Loyalty rewards ⓘ	Action
Dragon Knight	1	\$2,872.00	\$287.20	<input type="button" value="Q"/>
Dragon Knight	1	\$1,450.00	\$145.00	<input type="button" value="Q"/>
Demo Demo	8	\$57.44	\$81.11	<input type="button" value="Q"/>
Dragon Knight	2	\$287.20	\$38.28	<input type="button" value="Q"/>
Jully Smile	1	\$159.08	\$15.91	<input type="button" value="Q"/>
Shannon J. Thompkins	3	\$38.24	\$10.27	<input type="button" value="Q"/>
Tiki Tiki	2	\$0.00	\$9.14	<input type="button" value="Q"/>
Dennis M. Marshall	1	\$59.50	\$5.95	<input type="button" value="Q"/>
Anna Lee	2	\$29.87	\$4.22	<input type="button" value="Q"/>
Helen Le	1	\$39.52	\$3.95	<input type="button" value="Q"/>


Recent orders Best selling products Top sponsors Top affiliates Top loyalty customers **Top reward accounts**

Top reward accounts ⓘ

Account Name	Loyalty reward ⓘ	Sponsor reward ⓘ	Affiliate reward ⓘ	Total reward balance ⓘ	Action
Dragon Knight	\$287.20	\$0.00	\$0.00	\$287.20	Q
Demo Demo	\$81.11	\$93.50	\$42.00	\$157.96	Q
Dragon Knight	\$145.00	\$0.00	\$0.00	\$145.00	Q
Dragon Knight	\$38.28	\$0.00	\$0.00	\$28.72	Q
Tiki Tiki	\$9.14	\$0.00	\$0.00	\$8.14	Q
Dennis M. Marshall	\$5.95	\$0.00	\$0.00	\$5.95	Q
Anna Lee	\$4.22	\$0.00	\$0.00	\$4.22	Q
Helen Le	\$3.95	\$0.00	\$0.00	\$3.95	Q
Shannon J. Thompkins	\$10.27	\$0.00	\$0.00	\$1.70	Q
Dragon K.Nick	\$1.19	\$0.00	\$0.00	\$0.00	Q

❖ Cronjob notification

Cronjob notification



Cronjob didn't run in last 12 hours. Please check again cronjob configuration to make sure Cronjob run correctly

[View Cronjob setting here >](#)

X

XI. THANK YOU

Thank you again for purchasing our product and going through this documentation. We hope this document is helpful and efficient in the complete setup of this module on your website.

If you do have any questions for which the answer is not available in this document, please feel free to contact us.