

# EXT:t3m\_affiliate

Extension Key: **t3m\_affiliate**

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The content of this document is related to TYPO3  
- a GNU/GPL CMS/Framework available from [www.typo3.com](http://www.typo3.com)

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## Introduction

### What does it do?

This extension is a complete affiliate program. If a guest gets to your TYPO3 website using a special affiliate URL, he gets registered and a click is counted for the affiliate partner. If the guest does a specific action (i.e. Filling out some form), a lead or conversion is counted. In the backend, there are statistics regarding all your affiliate partners and their clicks, leads, conversions and provisions. Last but not least, there is a frontend plugin which displays promotional material for your affiliate partners.

Please get a more detailed german manual on the website <http://www.typo3-macher.de/typo3-online-marketing-guide.html>

## Screenshots

### Frontend

This is the statistics for affiliate partners.

Partnerprogramm  
Login  
Statistik  
Werbemittel  
Benutzerdaten  
Suche

### Statistik

Monat	Klicks	Provision	Anzahl Käufe	Umsatz	Provision Leads	Provision
12/2006	8	0,00	1	2,55	0,00	- 0,00
01/2007	8	0,40	17	630,30	52,50	- 0,00
02/2007	37	4,02	21	1855,00	194,78	15 37,50
<b>Gesamt:</b>	<b>53</b>	<b>4,42</b>	<b>39</b>	<b>2487,85</b>	<b>247,28</b>	<b>15 37,50</b>

Datum	Klicks	Provision	Anzahl Käufe	Umsatz	Provision Leads	Provision
01.02.2007	2	0,20	-	0,00	0,00	- 0,00
02.02.2007	10	1,00	5	500,00	52,50	- 0,00
03.02.2007	4	0,40	2	200,00	21,00	- 0,00
04.02.2007	-	0,00	-	0,00	0,00	- 0,00
05.02.2007	-	0,00	-	0,00	0,00	- 0,00
06.02.2007	5	0,50	9	800,00	84,00	6 15,00
07.02.2007	5	0,60	1	100,00	10,50	5 12,50
08.02.2007	1	0,12	-	0,00	0,00	- 0,00
09.02.2007	-	0,00	-	0,00	0,00	- 0,00
10.02.2007	-	0,00	-	0,00	0,00	- 0,00
11.02.2007	-	0,00	-	0,00	0,00	- 0,00


Illustration 1 - Frontend Statistics

Textbanner 2:  
Noch mehr Beispiel-Text

```
<a href="http://www.typo3-macher.de/280.html?partner=1&banner=5" target="_blank">Noch mehr Beispiel-Text</a>
```

Banner (Grafik)

T3A Banner White:



```
<a href="http://www.typo3-macher.de/280.html?partner=1&banner=3" target="_blank"></a>
```

TYPO3 Banner Orange:



```
<a href="http://www.typo3-macher.de/280.html?partner=1&banner=2" target="_blank"></a>
```

Illustration 2 - Selecting Advertising Materials

## Backend

Pfad: /Affiliate/

Affiliate: Werbemittel NEU - [PID: 266] Affiliate

Verstecken:

Titel:

Banner-Datei Grafik:

GIF PNG JPEG JPG

... oder Banner-Datei Flash:

SWF

Breite des Banners:

Höhe des Banners:

ClickTag-Variable:

... oder Werbemittel Text:

Illustration 3 - Promotional Material

The screenshot shows the configuration interface for a content element in TYPO3. The title is 'Seiteninhalt [1904]'. Under 'Typ', there is a dropdown menu with 'Plugin einfügen' selected. The 'Überschrift' field is empty. Under 'Erweiterung', the dropdown menu shows 'Conversion zählen (Affiliate)'. The 'Plugin Optionen' section is expanded to show 'DEF: Allgemein'. There are two checkboxes: 'Lead zählen' (unchecked) and 'Conversion zählen' (checked). Below these is a text input field for 'Wert einer Conversion' containing the value '80.00'.

Illustration 4 - Inserting Lead and/or Conversion Count

## Users manual

### Integration of the extension

1. Install the extension via the extension manager. Confirm the database changes.
2. Insert a new Content element "Conversion Counter (Affiliate)" to the page where you would like a conversion and/or lead being counted.

This screenshot is identical to the one in Illustration 4, showing the configuration for the 'Conversion Counter (Affiliate)' plugin. The 'Typ' is 'Plugin einfügen', 'Erweiterung' is 'Conversion zählen (Affiliate)', and 'Plugin Optionen' includes 'Allgemein', 'Lead zählen' (unchecked), 'Conversion zählen' (checked), and 'Wert einer Conversion' set to '80.00'.

Illustration 5 - Properties of the plugin "Conversion Counter"

3. Add or edit frontend users. Standard frontend users are used, some fields are new though.

Illustration 6 - New fe\_users fields

4. User management is your part. You can use the well known existing extensions like sr\_feuserregister or newloginbox for such things.
5. You can insert user statistics for your affiliate partners. Insert the Frontend Plugin “FE User Overview (Affiliate)” on any page – note that it will only work if a fe\_user is logged in, and that it will only show data if “User is affiliate?” is clicked in the according fe\_users entry.

Illustration 7 - Configuration of Frontend Statistics

6. If you want to offer advertising materials to your partners, you first have to insert some of them via the new dataset type “Advertising Materials”. Those will be displayed to your partners if you insert the frontend plugin “FE User Overview (Affiliate)” and configure it to display advertising materials.

Illustration 8 - Configuration of Advertising Materials Display

7. Your affiliate partners have to use a special URL for your website so his clicks, leads and conversions can be counted. Your partners can take their link from the advertising materials page. The URL should contain the parameter “partner=<id>”, where <id> is the uid of the Frontend User.

8. You can see information and statistics in the backend module "Affiliate". There are options for monthly and daily statistics for single users and all users, balance and overview for single users (see screenshot) and an overview.

The screenshot shows the 'Affiliate' module interface. At the top, it displays 'TimTypo3' and a 'Bilanz' dropdown menu. Below this is a 'BILANZ' section with a '(Alle)' dropdown. The main content area is divided into several sections:

- User Information:** User-ID: 1, Username: www.inmedias.de, Name: Andreas von Studnitz.
- Bank Information:** Kontonummer: 123456, Bankleitzahl: 87654321, Bank-Name: Deutsche Bank Aachen, Kontoinhaber: Andreas von Studnitz.
- Payment Rates:** Pay per Click: 0,12, Pay per Lead: 2,50, Provisionssatz (Pay per Sale): 10,50%.
- Transaction Table:**

Datum	Summe	Bemerkungen
08.01.2007	224,50	www.inmedias.de 20070108
12.02.2007	22,50	www.inmedias.de 20070212
<b>Gesamt: 247,00</b>		
<b>Provision: 282,70</b>		
<b>Bilanz: 35,70</b>		

Illustration 9 - Backend Module

9. You can insert payments to users for administration purposes as datasets of the type "Payment". Put them into any page. Payments can be viewed in the balance sheet in the backend module.

The screenshot shows a table titled 'Affiliate: Zahlungen (2)'. The table has columns for 'Titel', '[Ref]', 'Zahlungssumme', 'Partner', and '[crdate]'. There are two rows of data:

Titel	[Ref]	Zahlungssumme	Partner	[crdate]
www.inmedias.de 20070212		22,5	www.inmedias.de	12-02-07 21:37
www.inmedias.de 20070108		224,5	www.inmedias.de	08-01-07 13:00

Illustration 10 - Payment Datasets

10. You are done!

## FAQ

- Waiting for feedback.

## Configuration

The flexform and database fields should be self-explanatory. Please see the website <http://www.typo3-macher.de/typo3-online-marketing-guide.html> for a more detailed german manual.

## Known problems

Nothing so far. Please provide feedback!!!

## To-Do list

- Integration of tx\_commerce
- Counting if banner views
- Supply statistics concerning single banners

## Changelog

0.5.0: First public version.