

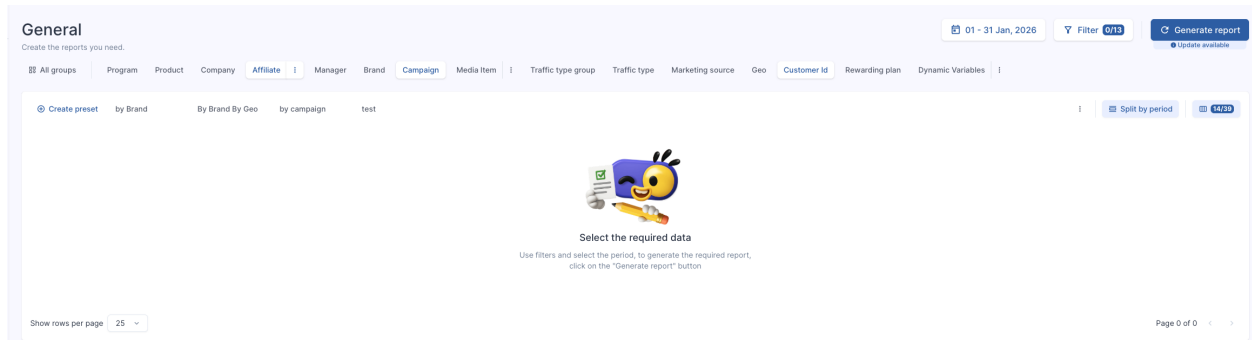
Reports

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General

There is only one activity report in ReferOn, however, this is designed in this way so that you can have full transparency on what you are earning and what you are generating through a number of functions without the need of going to other areas in the system.

You can access this via the Reports side bar.



Use the grouping feature to extract the data on exactly the level you need:

- Program
- Product
- Company
- Affiliate
- Manager
- Brand
- Campaign
- Media Item
- Traffic Type Group
- Traffic Type
- Marketing Source
- Geo
- Customer ID
- Rewarding Plan
- Dynamic Variables

Filters

In addition, use the date range and filters to select further choices:

- Affiliate signup period (Master level only)
- Player Signup Period
- Affiliate

- Brand
- Campaign
- Media Item
- Country
- Traffic Type
- Product
- Customer
- Dynamic Variables
- Reward Plan



The GEO column is equivalent to the IP and country of registration of the player.

Example 1 - where registrations exist:

1. GEO of media item is selected as 'All Countries' and the tracker goes to GEO homepage.
2. Player has VPN of DE
3. Player follows links but selects CH as signup country.
4. GEO of player in report is CH.

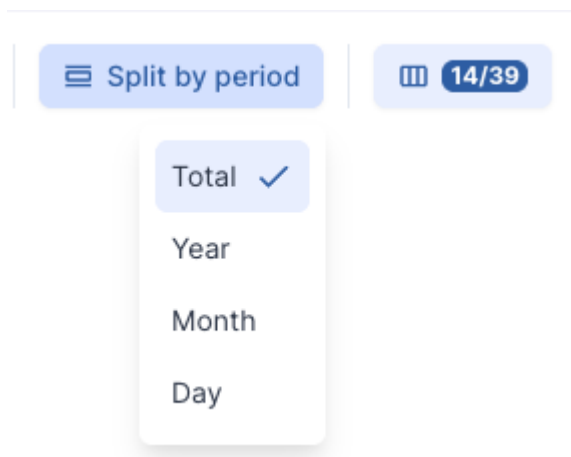
Example 2 - where clicks exist only:

1. GEO of media item is selected as 'All Countries' and the tracker goes to GEO homepage.
2. Player has VPN of DE
3. Player follows links but does not sign up
4. GEO is click of DE.

Output

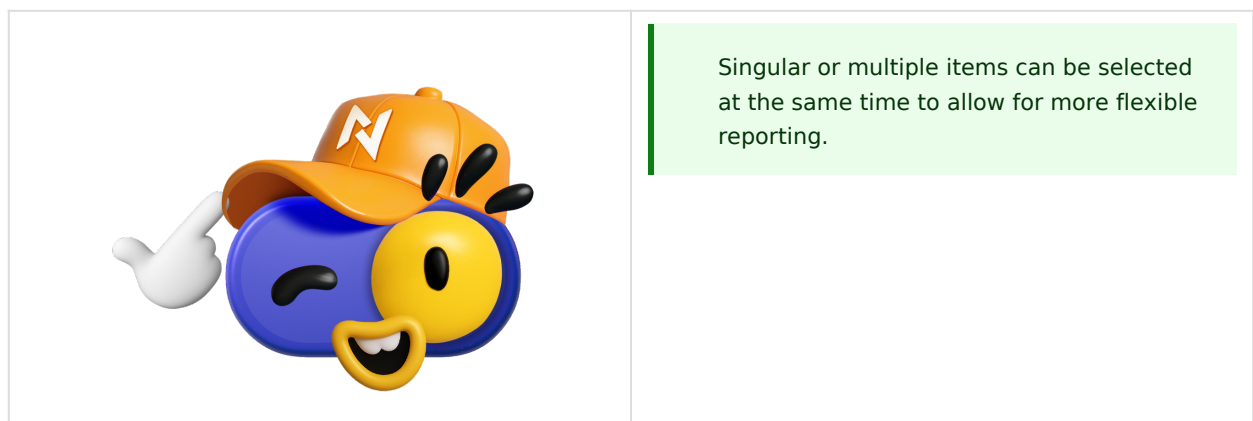
As well as exporting the csv of the report, you will also have the option of breaking down the data into periods;

- Total
- Year
- Month
- Day



Depending on the option chosen, an additional column is added to the report.

Moreover, should you need a cleaner view for exporting or for screenshots you can adjust which columns show using the 'Column Chooser' icon to the right.



Filter 0/13

Generate report



Split by period

14/39

All columns Reset

Search metrics...

- Ad serving
- Customers
- Conversion
- Activity
- ☒ Revenue
- Commission

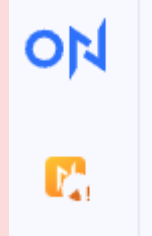
Additional metrics

Advanced



If you see a loading bar on the logo of the affiliate program to the top left. This denotes a recalculation is occurring on the system. This process normally takes 1-3 minutes to run.

While this is running, we advise to **not** review reports or statistics as calculations are ongoing.



Revenue Share vs RS Distribution

In the cases where a media item, player, campaign or brand becomes negative in a given date range and is on a revenue share plan, taking revenue share outputs at the face value at affiliate level would then not make sense. To combat this discrepancy in the reports, two columns are shown: Revenue Share and RS Distribution.

The logic for redistributing negative Revenue Share is not limited to a specific level, but rather it is applied consistently across various breakdowns, including by day, brand, geo, marketing source, etc. This approach ensures that the Total Reward calculation remains accurate and transparent, regardless of the level of granularity required for assessing performance and profitability.

For example, we need to accurately represent how much each brand has earned while ensuring that the negative revenue share doesn't impact the other earnings.

Example

Total Affiliate Earnings:

An affiliate has earned a total of 1093 Euros in Revenue Share and 4200 Euros in CPA, resulting in a grand total of 5293 Euros ($1093 + 4200 = 5293$ Euros)

Brand Earnings:

Brand A: -1118 Euro RS and 2400 Euro CPA, resulting in a total of 2400 Euros (because negative RS should not eat into CPA).

Brand B: 199 Euro RS and 900 Euro CPA, totaling 1099 Euros.

Brand C: 672 Euro RS and 750 Euro CPA, totaling 1422 Euros.

Brand D: 1340 Euro RS and 150 Euro CPA, totaling 1490 Euros.

Total Brand Earnings:

The sum of brand earnings: $2400 + 1099 + 1422 + 1490 = 6411$ Euros.

Here's the explanation for the difference between the affiliate's total earnings and the sum of brand earnings:

The difference arises because the "Revenue Share" column includes both positive and negative values for all brands, which is why it's showing there a total of 5293 Euros. Total earnings for the affiliate includes here the impact of the negative revenue share from one brand.

On the other hand, the "RS Distribution" column, which should be a correct distribution, doesn't really show the total earnings for the affiliate based on the percentage. Instead, it accurately represents how much each brand has earned by distributing the total revenue share of the affiliate based on positive active customers of that particular affiliate. This column helps ensure that the negative revenue share doesn't affect the CPA earnings.

In summary, the "RS Distribution" column is a more accurate representation of how much each brand has earned without letting negative revenue share impact the CPA earnings. The difference between the affiliate's total and the sum of brand earnings is due to the presence of the negative revenue share, which is redistributed to ensure fair payments while preserving the integrity of CPA earnings.

Key Notes

- The 'RS Distribution' column redistributes negative Revenue Share, preventing it from affecting other earnings in the Total Reward calculation.
- 'RS Distribution' column may change daily and impact past dates due to dynamic factors, but actual earnings are based on the snapshot at the end of the payment period. This is a logical outcome since the total revenue share can both increase and decrease within the month. Consequently, it becomes crucial to accurately redistribute the updated amounts across all activities throughout the entire open period. It is related to the dynamic nature of the calculations and how they are influenced by future events, particularly for players who win or lose large sums.
- Due to the universal approach, it may not always be evident with all positive numbers that the distribution model functions universally for all scenarios, yet the calculation remains entirely accurate. This implies that, for instance, when all brands have positive figures, the brand with the most positive customer activities will receive the highest proportion of the total Revenue Share amount. In other words, even if the total NGR for a particular brand is positive but significantly lower than that of other brands, the RS Distribution column will still display the largest share for that brand.
- It is entirely your decision whether you want to regard these distribution figures as applicable to your business and as part of the logic for calculating the brand's profitability and performance. This is precisely why we have a separate column that straightforwardly and simply calculates the revenue share percentage "as is."
- The "Revenue Share" column and "RS Distribution" will consistently display the same total amount for each affiliate, regardless of the breakdown level you select. The total sum for "SUM of Total Reward" remains constant for the entire affiliate, even if the distribution at each individual level differs between "SUM of Revenue Share" and "SUM of RS Distribution"
- RS Distribution is also the basis for future Independent Deal Calculation (No Bundling) automation; creating a foundation for future functionality, such as the ability to unbundle or separate commissions. This will give our system the flexibility to adapt to changing business needs.

Remember that these figures are intended to provide a transparent and straightforward calculation of revenue share percentages, allowing you to adapt them to your specific business needs.

Further In-Depth Calculations

We have the date range 01 of October - 25 of October, example for one affiliate ID.

1. Calculate the total Revenue Share values for all customers for the entire period from October 1 to October 25.
2. Calculate the total Revenue Share values for all customers who have positive Revenue Share values for the entire period.
3. Define the ratio (coefficient) between the total Revenue Share values for all customers and the total Revenue Share values for all positive customers. This ratio is calculated by dividing the total Revenue Share for all customers by the total Revenue Share for all positive customers. Let's call this ratio K1.
4. For each individual customer with positive total Revenue Share values (RS1), calculate the list of all positive customers with positive Revenue Share values for each activity (RS2).
5. Calculate the second coefficient ratio (K2) by dividing RS1 by RS2.
6. Apply the formula for each positive individual activity in the initial list to determine the Revenue Share Distribution for that activity: $RS \text{ Distribution} = RS * K1 * K2$

Where:

RS Distribution is the Revenue Share to be paid for the specific activity.

RS is the Revenue Share value for that activity.

K1 is the first coefficient ratio (the ratio of total Revenue Share for all customers to total Revenue Share for all positive customers).

K2 is the second coefficient ratio (calculated for each individual customer with positive total Revenue Share values).



IMPORTANT NOTE: Currently, we cannot split a particular media item, campaign or reward plan away from the combined company or affiliate statistics. However, if this is required, you can use the Reports and Group By the desired output to see a rounded approximate value at Revenue Share level.

How to use the Reports?

Video

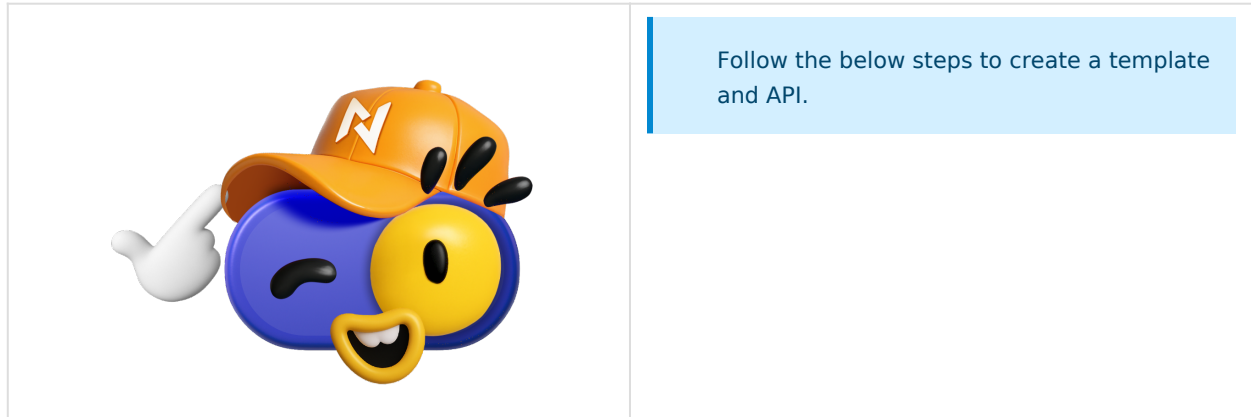
Your browser does not support HTML5 video.

Examples

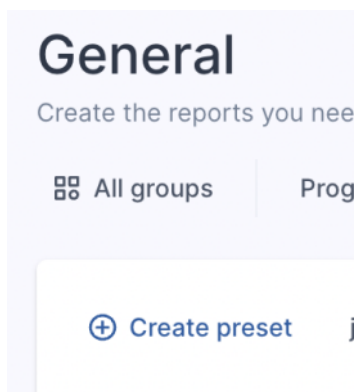
- I need to find my best performing geo in total for the date range:
 - *Select Geo only*
- I need to find my best performing brand and campaign
 - *Select Brand and Campaign*
- I need to find my marketing source information by reward by day
 - *Select Marketing Source and Rewarding Plan*
 - *Select Split by Day*



How to Create API Reports



1. Go to Reports - General
2. Select your desired outputs, e.g. group bys, date range, columns and split bys
3. Select Create Preset



4. Insert a name and click Create preset

Create Name before share

Use presets for quick API availability.

Name

50 characters left.

Cancel

Create preset



Click the Save icon to the bottom right, to keep it saved in your top 5 presets.

5. Upon click you will then be shown the API screen:

Edit preset

Use presets for quick API availability and Restrict access.

Name

By Brand By Geo

35 characters left.

API availability

Make report preset available via API link

Regenerate

Copy link

Restrict access

Add username and password

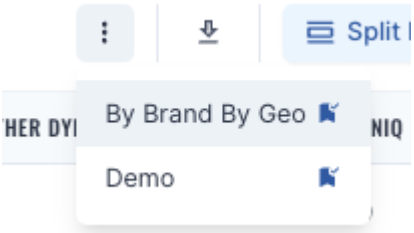
Cancel

Save changes

Copy the API Link for instant access outside of ReferOn. This will instantly download a CSV upon use.

Use restricted access if sharing with third parties.

6. Upon saving, it can then be found via the Open icon (three dots) to the right. To bookmark it to the preset toolbar check the bookmark icon:



Payments Report

Grouping

The grouping functionalities allow you to easily pick the various groups of the report.

The grouping options are:

- Program
- Company
- Affiliate
- Brand
- Type
- Reward/Fixed Fee Name
- Manager
- Campaign
- Media Item
- Payment Method

	Singular or multiple items can be selected at the same time to allow for more flexible reporting.
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Date Range Selector

This mirrors the same functionality found throughout the system for this function.

Filters

The filters that are available for this section are as follows:

- Payment Date
- Minimum and Maximum Accounts
- Status
- Type
- Company
- Affiliate
- Managers
- Brands
- Payment Methods
- Reward Plan

Example:

Payments

01 - 31 Dec, 2022

Filter 2/10

Generate report

Track monthly affiliate payments.

All groups

Program

Company

Affiliate

Brand

Type

Reward/Fixed fee name

Manager

Campaign

Media Item

Payment method

Find by ID, Name or Email

5/5

AFFILIATE	MONTH	PMT STATUS	PMT DATE	AMOUNT
G gail_conn39 ID: 5077	2022-12-01	Confirmed		\$6,311.96
Total				\$6,311.96

Show rows per page

25

Page 1 of 1

Formulae

Name	Definition	Calculation
Banner View Count	-	-
Click Count	-	-
Unique Click Count	-	-
Reg. Count (total)	-	-
Reg. Count (sub-affiliate)	-	-
Reg. Count	-	-
FTD Count		-
NDC	Count of customers who registered and deposited within the selected period	-
RDC	Count of customers who did NOT register in the selected period but did deposit	-
Reg. to FTD	-	REG / FTD
Click to FTD	-	Unique clicks / FTD
Active customers	Customers who has any activity for the selected period	-
Depositing customers	Customers who deposited for the selected period	-
Bonuses	-	Released bonuses + Cash bonus
Deposits	-	-
Count of deposits	-	-
CPA count	-	-
CPC count	-	-
Avg. deposit	-	Total Deposit / Depositing Customers
Click to REG	-	REG/Unique clicks
FTD Amount	-	-
NDC Deposits	New Depositing Customers	Sum of all deposits in the selected period for customers who registered in the selected period

RDC Deposits	Returning Depositing Customers	Sum of all deposits in the selected period for customers who not registered in the selected period
FTDs Deposits	-	Sum of all deposits in the selected period for customers who made FTD in the selected period
Deposit per FTD	-	Deposit / FTD
Dep per Active	-	Deposits / Active customer count
FTDs Deps per FTD	-	FTD Deposits / FTD Count
FTD Deps ratio	-	FTDs deposits / Sum of CPA rewards for the selected period
Turnover	-	Total Bets of the player
NGR	Net Gaming Revenue	GGR - Bonuses - Adjustments
Revenue Share	-	NGR * Revenue Share %
CPA	Cost Per Action/Cost Per Acquisition	-
CPC	Cost Per Click	-
Sub-affiliate reward	-	Either RS+CPA or NGR
Fixed Fee	Positive Fixed Fees	-
Deduction	Negative Fixed Fees	-
RS distribution	Revenue Share based on affiliate (or IDC) level that removes negative values	-
Commission Reward	Commission Reward	RSD + CPA + CPC + SA - Deductions
Total Reward	Total Reward	Reward Commissions + Fixed Fee



Please note that due to data frequency the following metrics may not be accurate:

- Count of Deposits
- FTD amount

Please note that the following metrics may not be accurate using split 'by day' in General report:

- NDC/RDC
- Uniq visits
- Uniq click count
- Active Customer Count
- Depositing customer count

We advise generating the report in "Total" for the selected period to ensure the accuracy of the above mentioned metrics.

Customers Report

This report can be used to further enhance the visibility of details and associated performance of players.

Date Range Selector

This mirrors the same functionality found throughout the system for this function.

Filters

The filters that are available for this section are as follows:

- Signup Date
- First Deposit Date
- Birth Date
- Gender
- Geo
- Company
- Affiliate
- Brand
- Media Campaign
- Media Item

Output

The csv and UI output will provide the following columns:

- Customer ID
- Gender
- Country
- Signup Date
- Company ID
- Company Name
- Affiliate ID
- Affiliate Username

- Brand ID
- Brand Name
- Campaign ID
- Campaign Name
- Media Item ID
- Media Item Name
- Reward Plan ID
- Reward Plan Name
- CPA Processed Date
- First Deposit Date
- Fluid
- Deposits Count
- Bonuses
- Deposits
- Avg Deposit
- FTD Amount
- FTD Deposits Ratio
- Turnover
- NGR
- Reward RS
- Reward CPA
- Reward RS to Pay
- Dynamic Variables
- var1
- var2
- var3
- var4
- var5
- subid
- pubid
- relative_path
- clickid
- click_id

Example:

Customers

01 Oct, 2023 - 01 Nov, 2025

Filter 0/10

Generate report

Find by Customer ID, Username, fluid

45/45

CUSTOMER ID	GENDER	BIRTH DATE	GEO	IP ADDRESS	SIGNUP DATE	COMPANY	AI
5_580352233	♂	24/04/1991	 SE	127.0.0.1	11/12/2022	 Brown, Barton and B... ID: 3085	
5_580352232	♂	15/11/1993	 GB	127.0.0.1	11/12/2022	 Hyatt - Metz ID: 3101	
5_580352231	♀	16/10/1996	 FR	127.0.0.1	11/12/2022	 ReferOn Demo Ltd ID: 3105	
5_580352230	♀	24/12/1975	 BG	127.0.0.1	11/12/2022	 Hamill Group ID: 3125	

