

Technical Documentation

- [Technical Documentation](#)

Technical Documentation

General

Creating an Account

To create an account on your affiliate program navigate to <https://ro-affiliate.YOURAFFILIATEPROGRAM.com/registration> and follow the login steps:

Welcome back 🖐️

To get started, please log in

Email or username

Password

[Reset your password](#)



Log In

Need new account? [Create an account](#)

1. Start with username, email and password.

Sign up

Let`s create your account

What`s your username? *

e.g. firstname.lastname

What`s your work email? *

e.g. fullname@example.com

Password *

Set password



Sign up

Already have an account? [Log in](#)

By signing up, you agree with Terms and conditions,
Privacy policy and Data protection agreement.

2. Choose option to create a Company or join an Existing Company (see 2.1).

Welcome to ReferOn 🤗

Join an existing account or create a new one



Create a new one



New to the partner? Start fresh and create your first account now.



Join an existing account



Already have an account with the partner? Set up an additional one.

Continue

← Back

2.1. Join an existing company using Account UID (Company Identifier).

Welcome to ReferOn 🤗

Join an existing account or create a new one



Create a new one



New to the partner? Start fresh and create your first account now.



Join an existing account



Already have an account with the partner? Set up an additional one.

Account UID

fb7c450c-835c-4260-8b42-616f9 ✓

e.g., 40df-bbcd-dc225f80228e

What`s your first name? *

Tester ✓

What`s your last name? *

Test ✓

Create account

← Back

3. Create a new one. Choose whether it is a Personal or Company account.

The differences are only in the Company Name:

Welcome to ReferOn 🤗

Let's set up your new account. Manage all your affiliates under this account.



Personal



Company



What's your company name? *

e.g. SomeCompany Inc.

What's your master account first name? *

Enter first name

What's your master account last name? *

Enter last name

Country / Area of residence *



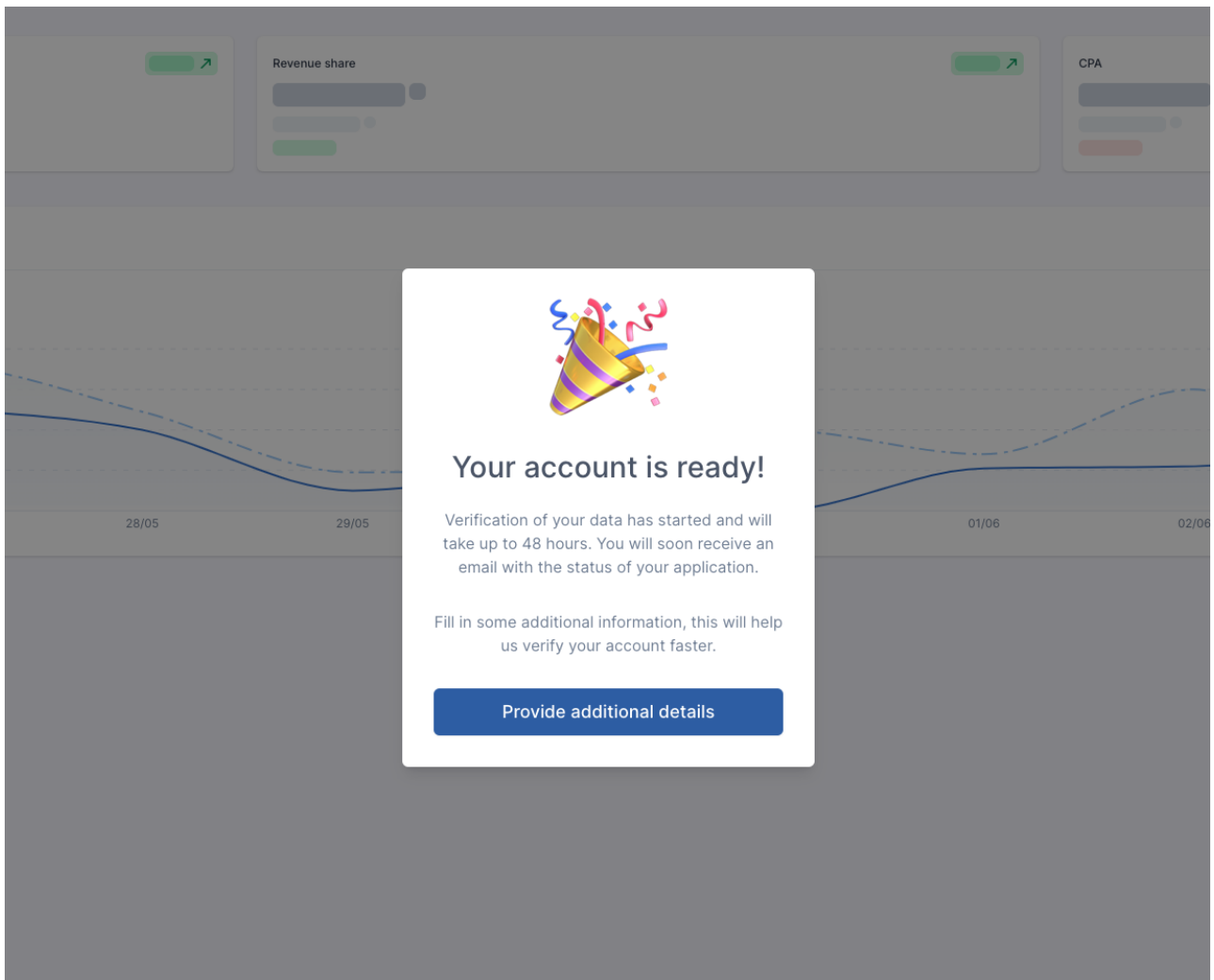
Andorra



Create account

← Back

4. Your account is ready. You may now fill in additional information, such as contact details, traffic source, payment methods.



5. Fill in your contact details.

Current period (CP)

Previous period (PP)

Contact details

Phone number *

+356

Skype

Enter skype username

Telegram

Enter telegram username

6. Fill in your Traffic Source details.

The Traffic Type list is based on the operators list they have created. Should you need one that is not in the list, please contact the affiliate team.

Traffic sources details

Traffic type (optional)

Select traffic type

Marketing source

+ Add marketing source

7. Fill in payment details.

Payment method

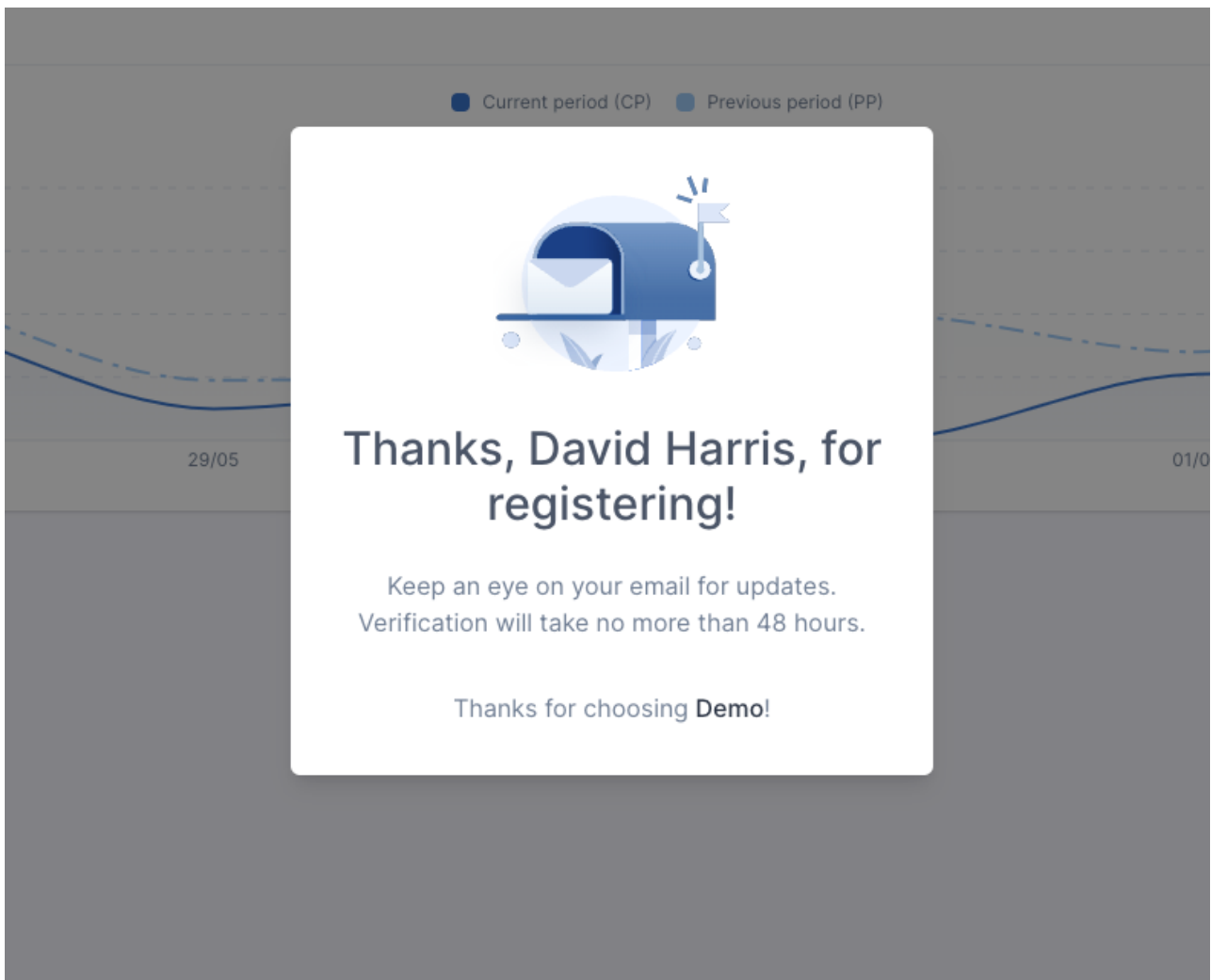


Create your first payment method

There is currently no payment method. You can create a payment method at the touch of a "Create payment method"

+ Create payment method

8. After additional information is filled in please await approval of your account. You will receive notification on your email address.



After you have been notified that the account has been approved, you can then go to: <https://ro-affiliate.YOURAFFILIATEPROGRAM.com/login> and use the username and password details given on sign up. (Also found in the notification email)

Upon log in and approval you will then see your dashboards.



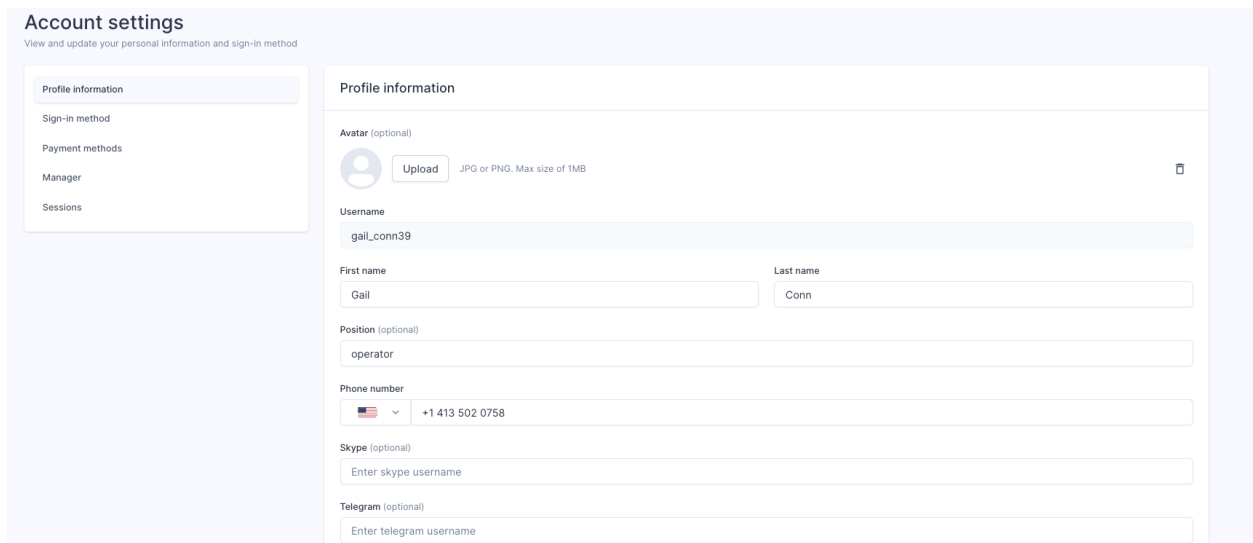
To create an account on your affiliate program navigate to <https://ro-affiliate.YOURAFFILIATEPROGRAM.com/registration> and follow the login steps:

The instructions in this document are for Company Account Level. If you are logging in as an affiliate level, follow the same instructions as above BUT you will NOT have the filter of choosing 'Affiliate' in the system.

Account Settings

Found to the bottom left of the system, this allows a user to adjust their profile information, such as name, password, title, etc.

Click the avatar of the user, then Account Settings.



Account settings
View and update your personal information and sign-in method

- Profile information
- Sign-in method
- Payment methods
- Manager
- Sessions

Profile information

Avatar (optional)
 Upload JPG or PNG. Max size of 1MB

Username
gall_conn39

First name
Gail

Last name
Conn

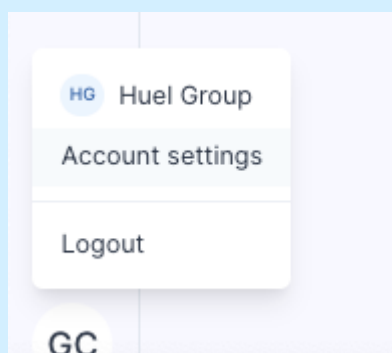
Position (optional)
operator

Phone number
 +1 413 502 0758

Skype (optional)
Enter skype username

Telegram (optional)
Enter telegram username

If you are logged as the master account, you will also have a Company shortcut in the bottom left as well.



Adjusting Payment Methods

This area is only for Company Level access.

Within ReferOn, a company can contain multiple methods for their affiliates allowing flexibility in payouts for example if some affiliates in a network need bank wire but others need cryptocurrency.

To set up your payment methods, follow the below instructions:

1. The company level access or master user must first add the applicable payment methods via Account Settings - Payments, Company shortcut - Payment Methods or My Company - Edit - Payment Methods and clicking Add Payment Method.

Payment methods

NAME	DETAILS	AFFILIATES
 Skrill	skrill@test.com, 123456	2
 Skrill	newskrill@test.com, 78910	0
 Cryptocurrency	BRC, abc, abc	0
 MiFinity	mifinity@test.com, +35610	0
		

Cancel

Save

2. Add the associated details and click Save Payment Method.

Creating payment method



Payment method



Bank transfer



Company name

Enter your company name

Company adress

Enter your company adress

ZIP code

Enter your ZIP code

IBAN

Enter your IBAN

BIC/SWIFT

Enter your BIC/SWIFT

Bank name

Enter your bank name

Cancel

Save payment method

3. This method is now available, and can now be assigned to the affiliates in the company.

After submitting the above, it will redirect back to the Edit page. click Save and update individually or in bulk via Change Payment Method in the My Company screen for the accounts.

Active

Pending

Deact

Change payment method

Find by IC



2 selected



Change payment method



5981

VB

Vlady B

Vladimir.b@soft2bet.com

Vla



5077

GC

Gail Conn

vlad.b@soft2bet.com

gai

4. Select the appropriate method.

Setting up affiliate payment method



Payment method

Select available payment method ^

 **Skrill** (skrill@test.com, 123456)

 **Skrill** (newskrill@test.com, 78910)

 **Cryptocurrency** (BRC, abc, abc)

 **MiFinity** (mifinity@test.com, +356123123, 123456)

5. The method will then show in the My Company screen.

MAIN TRAFFIC TYPE	TELEGRAM	PAYMENT METHOD	LICENSE
-	-	 Skrill	-
-	-	 Skrill	-

6. To set a particular payment method as a default method, go to Company Information - Payment Methods and click Set Default Method.

Payment methods

PAYMENT METHOD	PAYMENT DETAILS	AFFILIATES
 Neteller	gcvhbj@vybujk.com, 123456, 123456	Set Default Method   

Video

Your browser does not support HTML5 video.

Release Version

Found to the bottom right of the screen, this displays the current version of the system.

Widgets

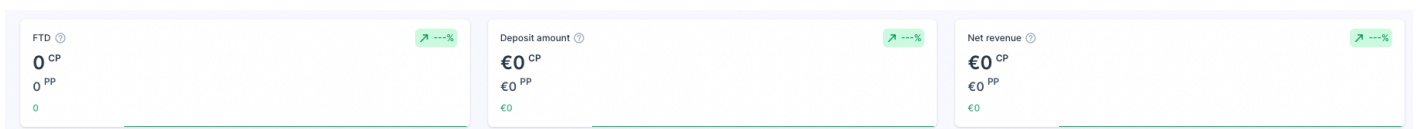
Widgets are shared in several areas and are found at the top of the page. They can be found in the following areas:

- Dashboard
- My Company/My Account
- Campaigns
- Media Items

They display the following metrics:

- First Time Deposits
- Deposit Amount
- Net Revenue

These are based on the date range selected (see Data Range Selector below) and show Current Period (CP) and Previous Period (PP) with a visualisation of the trend by metric.



The Dashboard has similar outputs but vary by tab - see Dashboard overview for more details.

Date Range Selector

This function can be found to the top right of most sections and is used to review your data from custom or set date ranges.

To select a custom range, select your first date and then the end date, lastly click Apply.

Adjusting this date range will update the widgets and Statistics shown.

Today
Yesterday
Current week
Current month
Last month
Current quarter
This year
Last year
Custom

<< <
December 2022
January 2023
> >>

Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa	Su
28	29	30	1	2	3	4	26	27	28	29	30	31	1
5	6	7	8	9	10	11	2	3	4	5	6	7	8
12	13	14	15	16	17	18	9	10	11	12	13	14	15
19	20	21	22	23	24	25	16	17	18	19	20	21	22
26	27	28	29	30	31	1	23	24	25	26	27	28	29
2	3	4	5	6	7	8	30	31	1	2	3	4	5

31 days selected
01/12/2022 - 31/12/2022
Clear
Apply
Cancel

After the first use, the date range will stay as your previous selection regardless if you sign out and sign back in.

Filter

This is found next to the Data Range Selector to the top right of the page and varies section by section. It will allow the user to filter the current screen by an assortment of factors.

You may also find a 'soft filter' search bar above the list shown in the center of the page.

Example filter options in Dashboard - Customer Activities page:

- Product
- Affiliate ID (For Company Level)
- Manager
- Traffic Type
- Brand
- Country

Statistics Toggle

The statistics toggle allows a user to quickly see statistics for the given view and is linked with the data range selector. For all areas it will show the following measures, with the grouping before depending on the page view:

- Banner View Count
- Click Count
- Unique Click Count
- Reg. Count (total)
- Reg. Count (sub-affiliate)
- Reg. Count
- FTD Count
- Reg. to FTD
- Click to FTD
- Active customers
- Depositing customers
- Bonuses
- Deposits
- Count of deposits
- CPA count
- CPC count
- Avg. deposit
- Click to REG
- FTD Amount
- FTDs Deposits
- Deposits per FTD
- Deposits per Active
- FTDs Deposits per FTD
- Turnover
- NGR
- Revenue Share
- RS distribution
- CPA
- CPC
- Sub-affiliate reward
- Fixed Fee
- Total Reward

- To help with data management, you may also choose to hide or show the columns in each page via the Column Chooser to the right of the screen. This also applies to the list page when statistics is not switched on as well.
- Every page can also be extracted in CSV via the 'download' button should additional data pulls be required.

Statistics		19/34	
NDC	CLICK TO FTD	BONUSES	DEPOSITS
0	0%	€0.00	€0.00
0	0%	€0.00	€0.00

- Personal - Ideal for single accounts. It will auto fill the Company Name as the First Name and Last Name.
- Company - Ideal for multi accounts. It will give the user a choice in Company Name.

Dashboard

Overview

The Dashboard provides high level overview of the data in the system, giving you the access to adjust date ranges and filters by a number of fields.

The Dashboard is split into 3 sections focusing on various outputs:

- Reward
 - Total Rewards
 - Revenue Share
 - CPA
 - CPC
 - Fixed Fee
- Revenue
 - Deposit amount
 - Net Revenue
 - Deposits by FTDs
- Customer Activities
 - Reg Count
 - Clicks
 - FTDs
 - NDCs
 - Active Customers

Each dashboard shows the widgets and adaptable buttons as per the above the KPIs. The buttons then adapt the line graph, the 'by brand' graph and the 'by country' graph. Moreover, it showcases 'Current Period' (CP) to 'Previous Period' (PP) quick comparison in all widgets and charts. The 'Previous Period' will be the direct date range behind the current selected range, i.e. selecting Current Week would compare to the Week before that.

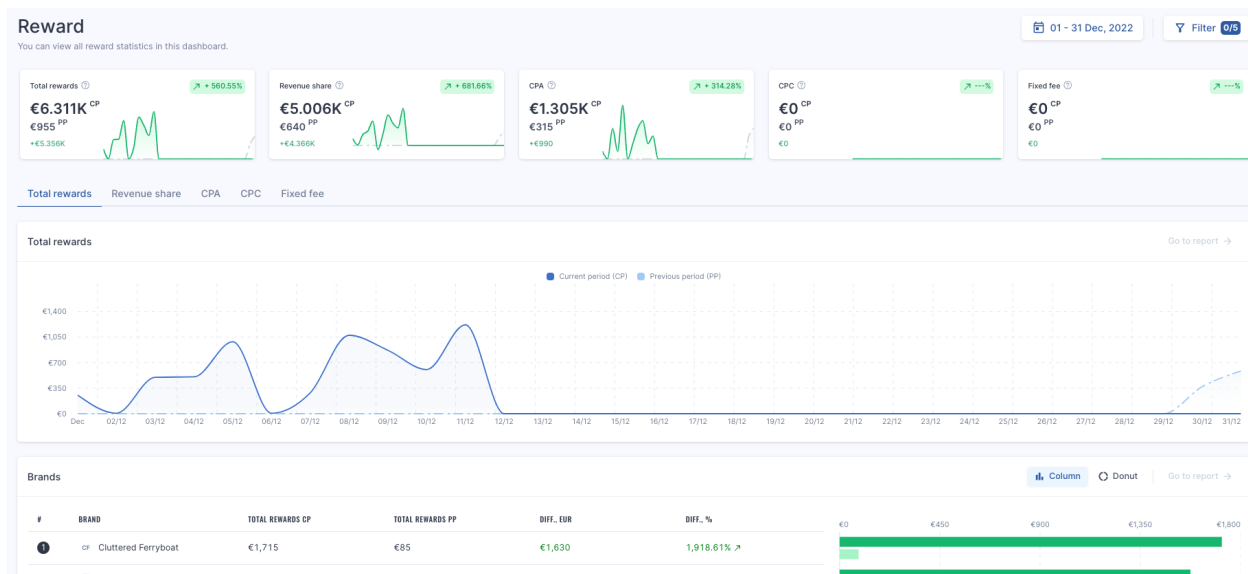
Scroll down below to see examples of each screen.

- Unlike other areas in the system, the widgets in the dashboard change depending on the sub-section you are currently in.
- Aside from column format, the Brands and Countries graphs can be shown in the following formats as well:
 - Brands: Column and Donut
 - Countries: Map, Column and Donut
- Filters for the Dashboard are as follows:
 - Product
 - Affiliates (Master Affiliate Access only)
 - Traffic Types
 - Brands
 - Countries (player level)

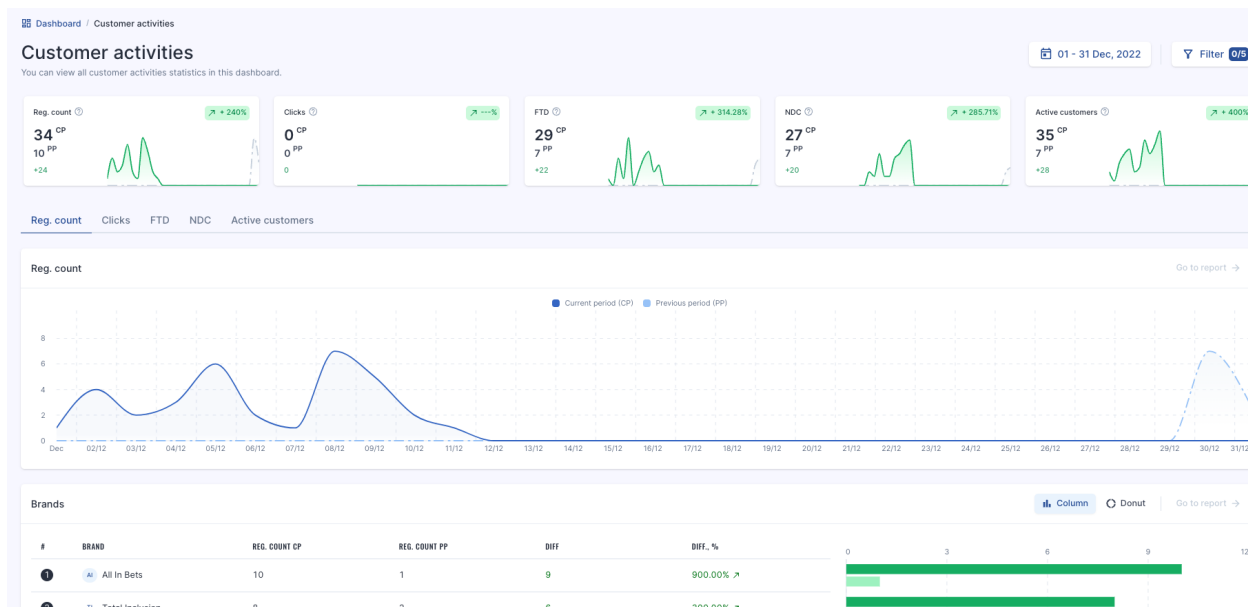
Revenue



Reward



Customer Activities



My Company

Company Overview Page

This page is only available to those with Company Affiliate access. If you have standard affiliate access you will be shown the Affiliate Overview page instead.

This page provides the details of your individual company, including widgets.

HG

Huel Group

3121 Demo

01 - 31 Dec, 2022

Filter 0/5

Create affiliate

2 affiliates21 media campaigns61 media items

@ vlad.b@soft2bet.com
+14135020758

6507 Reanna Crescent Suite 441

FTD ⓘ
29 CP
7 PP
+22

+ 314.28%

Deposit amount ⓘ
\$22.5K CP
\$2.75K PP
+\$19.75K

+ 718.18%

Net revenue ⓘ
\$12.52K CP
\$1.601K PP
+\$10.92K

+ 681.66%

Active Pending Deactivated Declined

Find by ID, Name or Email

Statistics

14/14

ID	AFFILIATE	USERNAME	COMPANY	MANAGER	ASGMT DATE	REWARD PLAN	COUNTRY
5981	VB Vlady B Vladimir.b@soft2bet.com	Vladb	HG Huel Group ID: 3121	Demo User ID: 157	-	40% RS	FR
5077	GC Gail Conn vlad.b@soft2bet.com	gail_conn39	HG Huel Group ID: 3121	Testmanag... ID: 125	18/04/2024 10:49:42	400€ CPA (20) (IT) + 200€ ...	FR

Show rows per page 25

Page 1 of 1

You will see the following information on the page:

- Affiliate ID
- Affiliate Name
- Affiliate Username
- Company
- Manager
- Reward Plan
- Country
- Registration Date
- Skype
- Position
- Main Traffic Type
- Telegram
- Payment Method

The statistics toggle is available as well.

Creating Affiliates

Within the My Company window, you can then add more affiliates under your company via the 'Create affiliate' button. Avoiding the need to use the signup URL for the affiliate program.

 This year

 Create affiliate



 2 affiliates  10 media campaigns  70 media items

Upon clicking this, you will see the window below:

Creating affiliate

×

Create an affiliate by filling in all the necessary information.

Personal data

First name

Last name

Username

Avatar (optional)



Upload

JPG or PNG. Max size of 1MB

Position (optional)

Main traffic type (optional)

Cancel

Save affiliate

Upon creation, the affiliate will need to be approved by the affiliate manager before access is granted and ultimately for rewards to be calculated.

Affiliate Overview Page

Upon clicking on an affiliate you will be shown the below window:

If you are using an affiliate account login, this will be starter page of access. You will NOT see payment details at this stage - those are stored at the Company level. For adjusting the payment method steps, follow this link: [Technical Documentation](#)

The screenshot shows the 'Gail Conn' affiliate overview page. At the top, there's a header with the affiliate's name, ID (# 5077), email (@ gail_conn39), and a 'Demo' button. Below this, there are tabs for 'Brands' (14), 'Campaigns' (17), 'Media items' (55), and 'Marketing sources' (8). The 'Brands' tab is selected, showing a list of brands. The table below has columns for NAME, URL, FOUNDED DATE, REWARD PLAN, CAMPAIGNS, MEDIA ITEMS, and CUSTOMERS. The brands listed are Brand M, Referon, Brand A, Brand B, and Brand C.

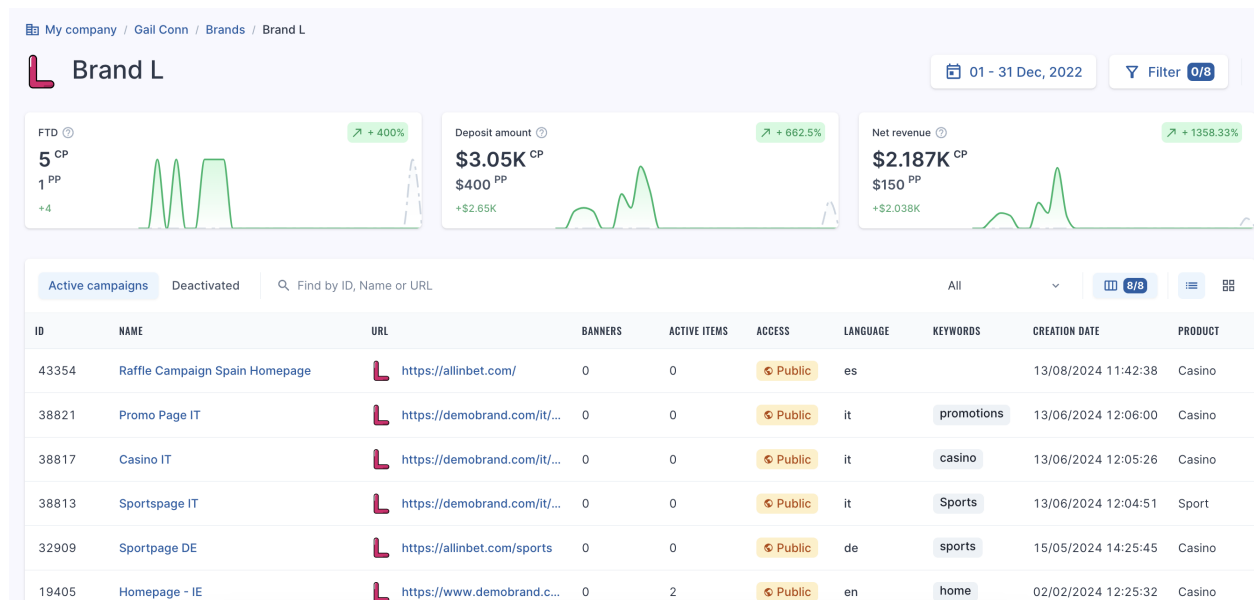
NAME	URL	FOUNDED DATE	REWARD PLAN	CAMPAIGNS	MEDIA ITEMS	CUSTOMERS
Brand M ID: 601	https://google.com	10/06/2024	400€ CPA (20) (IT) + 200€ ...	1	1	0
Referon ID: 261	https://demo-affiliate.referon.com	31/01/2024	5% SA (NGR)	0	0	0
Brand A ID: 229	https://www.demobrand.com/de	23/10/2023	Empty	0	0	0
Brand B ID: 225	http://11greenlc.net	18/10/2023	400€ CPA (20) (IT) + 200€ ...	0	0	0
Brand C ID: 221	https://www.google12345678.com/	05/10/2023	400€ CPA (20) (IT) + 200€ ...	1	2	0

Much like the My Company page you will find the usual widgets and date range selectors in the Campaigns and Media Items tabs. However, in this case you will see the brands, campaigns, media items and marketing sources for the affiliates.

- You may wish to view Deactivated campaigns via the tab choice. By default, it will always show the Active tab.
- Similar to the previous page with the hover functions, you can also edit the affiliate information too via the top right button.

Clicking one of the campaigns will then show the media items underneath it, such as the below screen:

The below is discussed in more detail in the [Affiliate Media](#) section.



Media

Overview

The Media area is your central management area for all campaigns and media items.

You may select from the current list of campaigns or media items here, without the need of finding the specific link from other sections.

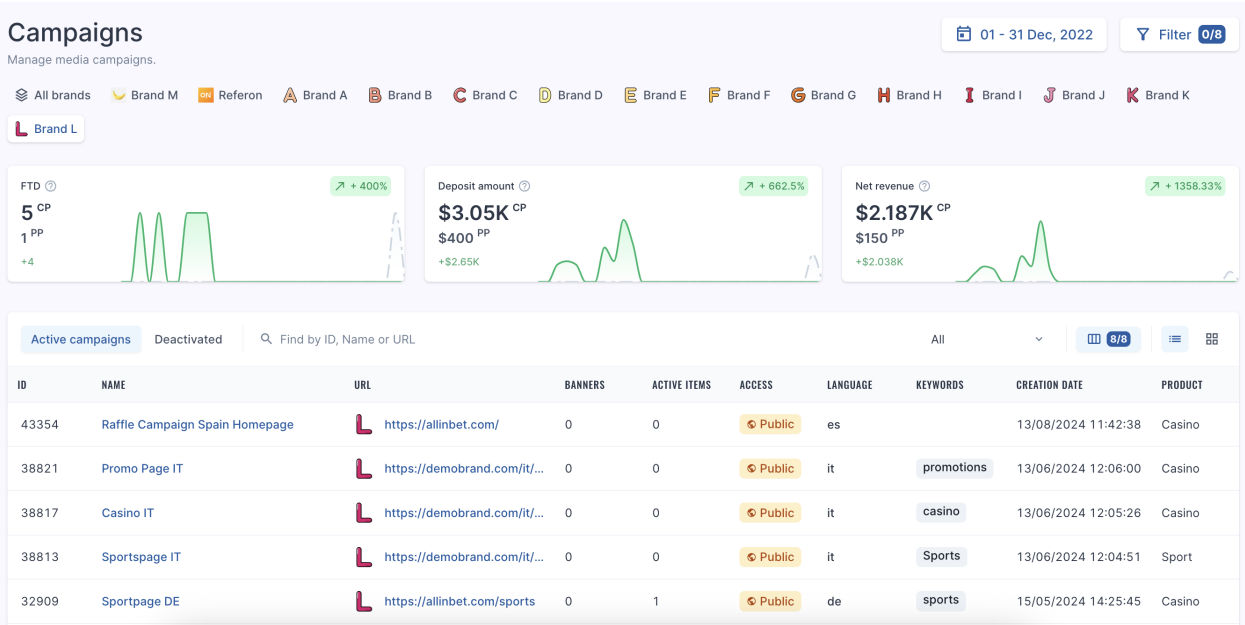
Campaigns

Here is where you can view all the current URLs or 'Campaigns' available in the system.

The following fields are shown:

- Campaign ID
- Campaign Name
- Banner Count
- URL
- Active Items
- Access
- Language
- Keywords
- Creation Date

- Product



Filters

The Filter on this page covers the following:

- Creation Period Date
- Count of media items
- Count of banners
- Product
- Campaign
- URL
- Language
- Access

To filter by brand, you can select one or multiple of the brand names at the top of the page.

Media Items

Here you will find all media items of the entire system. Showing the following fields:

- Media Item ID
- Media Item Name
- Media Item Type
- Brand
- Reward Plan

- Campaign Name
- Affiliate Name and ID
- Company
- Traffic Type
- Traffic Type Group
- Marketing Source
- Geo
- Creation Date

The Statistics toggle is also available.

Items
Create and manage media items.

01 - 31 Dec, 2022 Filter 0/9 Create media item

All brands Brand M Referon Brand A Brand B Brand C Brand D Brand E Brand F Brand G Brand H Brand I Brand J Brand K

Brand L

FTD 0 CP 0 PP 0 Deposit amount \$0 CP \$0 PP \$0 Net revenue \$0 CP \$0 PP \$0

Active items Deactivated Find by name of Item Statistics 11/11

ID	MEDIA ITEM	MEDIA ITEM TYPE	BRAND	REWARD PLAN	CAMPAIGN	AFFILIATE	COMPANY
1364192	Norwaytest	Link	Brand L ID: 17	100€ CPA (20) + 30% RS	Homepage NO ID: 817	gail_conn39 ID: 5077	Huel Grou ID: 3121
1364136	DEtest	Link	Brand L ID: 17	120€ CPA (20) (DE) + 25% ...	Homepage DE ID: 1297	gail_conn39 ID: 5077	Huel Grou ID: 3121
1344286	PLDemo	Link	Brand L ID: 17	2€ CPA (SD, TD) + 2% RS	Homepage PL ID: 9801	gail_conn39 ID: 5077	Huel Grou ID: 3121
1344077	ITdemo	Link	Brand L ID: 17	400€ CPA (20) (IT) + 200€ ...	Homepage IT ID: 1293	gail_conn39 ID: 5077	Huel Grou ID: 3121
1231461	It Home	Link	Brand L ID: 17	100€ CPA (10/5) (IT) + 30%...	Homepage IT ID: 1293	gail_conn39 ID: 5077	Huel Grou ID: 3121

Extracting a Tracking Link

Ensuring you are using the right link is very easy in ReferOn.

1. Navigate to Media - Campaigns or My Company - Campaigns.
2. From here, you will find all of the available campaigns that have been added to the system for the available brands for you.

From this page you can also change the date range selector to see your performance for all campaigns by FTDs, Deposit Amount and Net Revenue for the date range.

3. From this window, you can choose to do a number of options:
 1. Use the quick search to find your campaign name
 2. Use the side filter
4. Once you have found your campaign, select the Campaign Name:

Media / Campaigns / Schultz - Fay

Schultz - Fay

string

http://washingtonpost.com

ID 853

This year

Create a media item

Public

en

Created on 12 Dec 2022

FTD ⓘ

0 CP

0 PP

0

↑ ---%

Deposit amount ⓘ

€0 CP

€0 PP

€0

↑ ---%

Net revenue ⓘ

€0 CP

€0 PP

€0

↑ ---%

Active items

Deactivated

Find by name of Item

Statistics



No media items found

There is currently no media item. You can create a media item at the touch of a "Create a media item"

5. Select 'Create a media item':

Creating media item



Type

Select the media item type



Link

Generate a link to advertise your product.



Affiliate

5077 - gail_conn39



Media Campaign

Select media campaign



Name

Enter the name

Description (optional)

Traffic type

Cancel

Save media item

6. Fill in your desired:
 1. Select Affiliate (if at company level and via Media - Media Items)
 2. Name
 3. Description (optional)
 4. Marketing Source
 5. Traffic Type
 6. Geo
7. Click Save
8. Once created, scroll to the end and select the Copy icon and paste in the browser for tracking testing.

TRAFFIC TYPE GROUP	MARKETING SOURCE	GEO	CREATION DATE	
SEO		 NO	05/01/2020	  

 https://allinbet.servclick1move.com/?mid=5077_1364192

The output will resemble something like this: https://ADSERVER.com/?mid=5081_139901

The 'mid' parameter is split into two parts:

- Affiliate ID
- Media Item ID

This makes it transparent on which campaign and affiliate a tracker is being used.

Alternatively, you may also jump straight to Media - Media Items and create media item from there as well, but you will need to fill in the campaign column when creating the media item.

Video

Your browser does not support HTML5 video.

Extracting a Image Link

Varying slightly from the above, if you have uploaded banners and wish to extract the image link, you will need to follow the below steps;

1. Create/Edit Media Item
2. Click View code below the banner you have selected.

Banner



17_500x442_89.png

104 kB

[View code](#)

3. Extract the associated codes from there, depending on your needs.

Code of 17_500×442_89.png ×

Direct Code

```
<a href='https://allinbet.servclick1move.com/?mid=5897_559949'><img  
src='http://admin.referon.com/ams-media/image/a3f6219e-a22a-4878-a0f4-  
79603377043e_New_RO_Icon.png' alt=''></a>
```

Copy direct code

Tracking Code

```
<a href='https://allinbet.servclick1move.com/?mid=5897_559949'><img  
src='https://allinbet.servclick1move.com/banner/view?mid=5897_559949'  
alt=''></a>
```

Copy tracking code

4. Should you wish to use the campaign and tracker as a text link, you can continue to use the Copy Icon as per flow above.

Relative Path Functionality

This allows users to add relative URLs to an existing tracker. This is useful for adjusting the channel of the link, such specific sport pages without needing to create a new tracker.

This is not the same as common &redirectURL additions, which allows any URL to be used and redirected but instead allows subpages of the existing domain.

Example:

https://EXAMPLE.servclick1move.com/?mid=12345_1395807&relativepath=ar/game/plinko-v2

In the above example, the original campaign of Homepage AR will instead go to Plinko game on the brand.

Bulk Actions

There are a number of bulk actions that can be done on the Media Item page:

- Change Geo
- Change Traffic Type
- Change Marketing Source

Note: Change Marketing Source is only allowed for items within the same affiliate account. Greyed out option can only appear when using the Company Level and reviewing items across multiple accounts.

Active items		Deactivated		Find by name of Item	
2 selected		Change Geo		Change traffic type	
Change marketing source					
739721	Itidemopush	Link	AI All In Bets ID: 17	200€ CPA (20/20)	Test Campaign - Homepage - IT ID: 1293
738029	IEHOME_PPC	Link	AI All In Bets ID: 17	300€ CPA	Test Campaign - Homepage - IE ID: 19405

Marketing Sources

In addition to creating marketing sources on the fly via Media item creation. You may also manage your marketing sources in this section. You can easily edit, create and delete any marketing source tag for your trackers.

Marketing sources						
Create and manage marketing sources.						
Find by name of Marketing sources						
ID	NAME	DESCRIPTION	COMPANY	AFFILIATE	CREATION DATE	
256997	osa		HG Huel Group ID: 3121	G gail_conn39 ID: 5077	14/12/2023	
252117	adfs		HG Huel Group ID: 3121	G gail_conn39 ID: 5077	05/12/2023	
230437	test1		HG Huel Group ID: 3121	G gail_conn39 ID: 5077	18/10/2023	
139861	sdafig		HG Huel Group ID: 3121	V Vladb ID: 5981	21/09/2023	
139601	seo_campaign_new01		HG Huel Group ID: 3121	G gail_conn39 ID: 5077	20/09/2023	

Postbacks (S2S Pixels)

Much like any other affiliate platform, ReferOn and it's backend can support postbacks.

To set up postbacks, you will need to contact your affiliate manager and provide the following information upfront:

- Notification URL(s) - Registration and Deposit URLs
- Test link. Normally these include 'clickid' but this is up to you.

The affiliate manager will then add these for you and run a test. Should you not receive the test upon their reply please check the URLs given are accurate.

Notes:

- You do not need to provide both Registration and Deposit notification URLs, but it is recommended.
- Ensure that the notification urls do contain a placement for clickids or alternative parameters. If there are any other parameters you need filling in, please run these by your affiliate manager for confirmation. Common examples include; currency, deposit value and payout.
- Ensure the test link is picking up a new 'clickid' on every click. This is best done via any link wrapping software.
- Clickids can be found as 'dynamic variables' in the Report in the interface as well as being shown in your own postback monitoring software.

Customers

Overview

This section allows you to view individual players under your accounts.

Output

This page shows the following details:

- CustomerID
- Geo

- Signup Date
- Affiliate
- Brand
- Campaign
- Media Item
- Reward Plan

Customers

Manage customer reward plans.

Filter 0/6

ActiveDeactivated

Find by Customer name

1 - 25 of 42

7/7

☐	ID	GEO	SIGNUP DATE	AFFILIATE	BRAND	CAMPAIGN	MEDIA ITEM
☐	5_580352167	 NO	11/12/2022	 gail_conn39 ID: 5077	 Brand H ID: 33	Schultz - Fay ID: 853	 De ID:
☐	5_580351996	 DE	10/12/2022	 gail_conn39 ID: 5077	 Brand L ID: 17	Homepage NO ID: 817	 De ID:
☐	5_580351927	 NL	09/12/2022	 gail_conn39 ID: 5077	 Brand L ID: 17	Test Campaign - Homepage - F ID: 813	 De ID:
☐	5_580351884	 CA	09/12/2022	 gail_conn39 ID: 5077	 Brand H ID: 33	Homepage EN ID: 849	 De ID:
☐	5_580351836	 US	09/12/2022	 gail_conn39 ID: 5077	 Brand L ID: 17	Test Campaign - Homepage - F ID: 813	 De ID:

Filters

You can filter by the following functions:

- Player signup date
- Affiliate
- Campaign
- Media item
- Brand
- Country

Filters



Customers signup period

Select date period



Affiliate



Media campaign



Media item



Brand



Country



Reports

Overview

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.

General

General
Create the reports you need.

01 - 31 Dec, 2022 Filter 0/20 Generate report

All groups Program Product Company Affiliate Manager Brand Campaign Media Item Traffic type group Traffic type Marketing source Geo Customer Id

Rewarding plan Dynamic Variables

Create preset AffMSGEO By Brand By Geo Demo Split by period 28/29



Select the required data

Use filters and select the period, to generate the required report, click on the "Generate report" button

Show rows per page 25 Page 0 of 0

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

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

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:

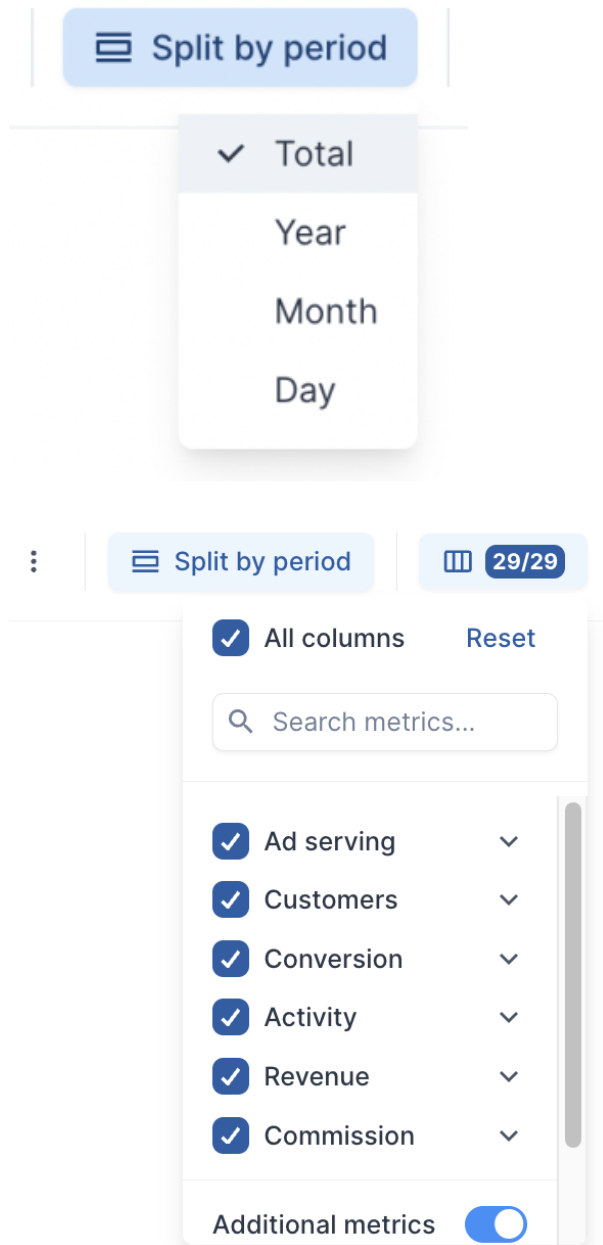
1. GEO of media item is selected as 'All Countries' and the tracker goes to GEO homepage.
2. Player has VPN of DE
3. Player follows links but does not sign up
4. GEO is click of DE.

Date Range Selector

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

Additional Splits

Moreover, you can show/hide columns and split the report by month, year or total.



Columns that are available are as follows:

- Banner View Count
- Click Count
- Unique Click Count
- Reg. Count (total)
- Reg. Count (sub-affiliate)
- Reg. Count
- FTD Count
- NDC
- RDC
- Reg. to FTD
- Click to FTD
- Active customers
- Depositing customers
- Bonuses

- Deposits
- Count of deposits
- CPA count
- CPC count
- Avg. deposit
- Click to REG
- FTD Amount
- NDC Deposits
- RDC Deposits
- FTDs Deposits
- Deposit per FTD
- Dep per Active
- FTDs Deps per FTD
- FTD Deps ratio
- Turnover
- NGR
- Net Income
- Revenue Share
- CPA
- CPC
- Sub-affiliate reward
- Fixed Fee - only shows positive fixed fees
- Deduction
- RS distribution
- Commission Reward
- Total Reward

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: $RS\ Distribution = RS * K1 * K2$

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.

Video

Your browser does not support HTML5 video.

Examples

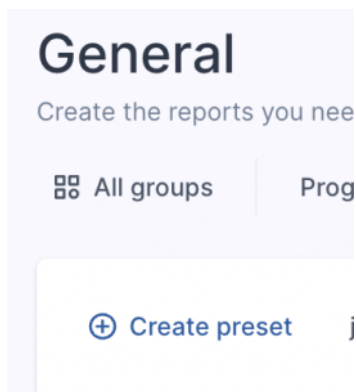
- I need to find my best performing geo in total for the date range:
 - *Select Geo only*
- I need to find my best performing brand and campaign

- *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

Follow the below steps to create a template and API.

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.

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

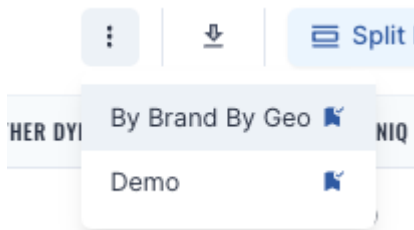
Save changes



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

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.

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

Track monthly affiliate payments.

01 - 31 Dec, 2022

Filter 2/10

Generate report

All groups Program Company Affiliate Brand Type Reward/Fixed fee name Manager Campaign Media Item Payment method

Find by ID, Name or Email

6/5

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 page25

Page 1 of 1