

Glossary

An alphabetical list of terms used in ReferOn Interface

- [Glossary](#)

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This is a auto-generated Article of all your definitions within the glossary.

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• Campaign

The URLs you wish to promote your brand, for example: English Homepage, Finnish Landing Page, Norwegian Casino Page, etc.

• Commission Reward

$RS + CPA + CPC + SA - Deductions$

• Company

A collection of affiliate accounts.

• CP

Current Period - based on calendar date currently chosen

• CPA

Cost Per Action or Cost Per Acquisition. A form of rewarding that pays out on the player when the player hits certain thresholds.

- **CPC**

Cost Per Click. A form of rewarding that pays out based on unique clicks.

- **Deduction**

Negative fixed fees

- **Deps per Active**

Deposits / Active customer count

- **FTD**

First Time Depositors. Regardless of signup date, a player has deposited for the first time.

- **FTD Deps ratio**

FTDs deposits / Sum of CPA rewards for the selected period

- **FTDs Deposits**

Sum of all deposits in the selected period for customers who made FTD in the selected period

- **FTDs Deps per FTD**

FTD Deposits / FTD Count

- **Marketing Source**

An optional label for media items to help with reporting. Common uses are network variables, promotional keywords or seo sites.

- **Master Affiliate**

The main log in user for the company. They can see all accounts when using this username and adjust payment methods accordingly.

• Media Item

A link in which an affiliate can use to track their potential players. Also known as a tracking link.

• NDC

New Depositing Customers. A player/customer who has signed up and deposited within the same date range.

• NDC Deposits

Sum of all deposits in the selected period for customers who registered in the selected period

• Net Revenue

GGR - Bonus - Adjustments

• PP

Previous Period - by default it is the timeframe immediately before Current Period, however, it can be customised.

• RDC

Count of all deposits in the selected period for customers who not registered in the selected period

• RDC Deposits

Sum of all deposits in the selected period for customers who not registered in the selected period

- **Revenue Share**

it is a direct connection from NGR based on Rev Share, positive or negative

- **RS distribution**

An additional formulae based on Revenue Share based on affiliate (or IDC) level that removes negative values.

- **Turnover**

Also known as wager - the total bets and wins of the player.