

## Welcome to the WPSA Affiliate addon!

Thank you for purchasing the WPSA affiliate addon. I appreciate your custom, if you have any questions please contact me at my [help desk](#).

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**Please note:** all WPSA addons should be installed exactly like any other plugin.

Once you have uploaded the plugin either by ftp or through the wordpress upload function. Activate and you will have a new menu link:



On the plugin page when first installed will have no active products (image below displays 2 examples I've added).

A screenshot of the 'WPSA Affiliate' plugin interface. At the top, there's a header with a gear icon and the text 'WPSA Affiliate'. Below the header are four tabs: 'Products', 'Commissions', 'Affiliate Earnings', and 'Settings'. The 'Products' tab is active. Below the tabs is a table with three columns: '#', 'Product', and 'Commission'. The table contains two rows of data.

#	Product	Commission
1	Test 123	50%
2	test321	40%

## First thing...

The very first thing I suggest you do is create 2 new pages.

- 1.) For the 'Affiliate Register' page. Add the shortcode below, which will then display the signup form:

- **[wpsa\_affiliate\_register]**

- 2.) Second for the 'Affiliate Area'. Add the shortcode below, this will display the area affiliates can login to create their tracking links and check stats.

- **[affiliate\_area]**

**\*\*** The affiliate addon has its own affiliate registration page, but it still creates a wordpress 'user' account. And the affiliate will receive the default wordpress login email.

The affiliate logs in at yourdomain.com/wp-login.php and will be redirected to the affiliate area.



<input type="checkbox"/>	Username	Name	E-mail	Role	Posts
<input type="checkbox"/>	admin		admin@yourdomain.com	Administrator	12
<input checked="" type="checkbox"/>	newuser		newuser@yourdomain.com	Subscriber	0

Onto the settings...

## Settings

So once we have created the 2 pages, next we need to complete the settings.



The addon uses the paypal masspay API to pay the affiliate. You may be already aware of using the paypal masspay function. Normally you upload a masspay.txt file manually to send your affiliate commissions.

WPSA affiliate, using the API will automatically send the required masspay data to pay your affiliates. So we need to grab your api details from your paypal account



Click the API Access link as shown above, and we have the 2 options below. We want the second option, 'Request API credentials'

**API Access**

An API (Application Programming Interface) allows PayPal software to communicate with your online shop or shopping cart.

**Setting up API permissions and credentials**

Choose one of the following options to integrate your PayPal payment solution with your online shop or shopping cart.

**Option 1 - Grant API permissions to a third party to use certain PayPal APIs on your behalf.**

Choose this option if:

- You are using a pre-integrated shopping cart, hosted by a third party
- Your website is hosted and managed by a third-party service provider

[Grant API permission](#)

**Option 2 - Request API credentials to create your own API username and password.**

This option applies to:

- Custom websites and online shops
- Pre-integrated shopping carts running on your own server

[Request API credentials](#)

We then select the following 'Request API signature' option. Then click the Agree and Submit button.

**Request API Credentials**

API credentials consist of three elements:

- An API username
- An API password
- Either an API signature or an API SSL client-side certificate

If you're using a shopping cart or solution provider, ask whether you need an API signature.

☒ **Request API signature** if your shopping cart or solution provider has asked for an API username, password and signature, or if you're developing a custom shopping cart.

☐ Request API provider request

Need help deciding which credential is right for your needs? [Learn more](#)

By clicking **Agree and Submit**, I agree to the [API Licence Agreement and Terms of Use](#).

**Agree and Submit** Cancel

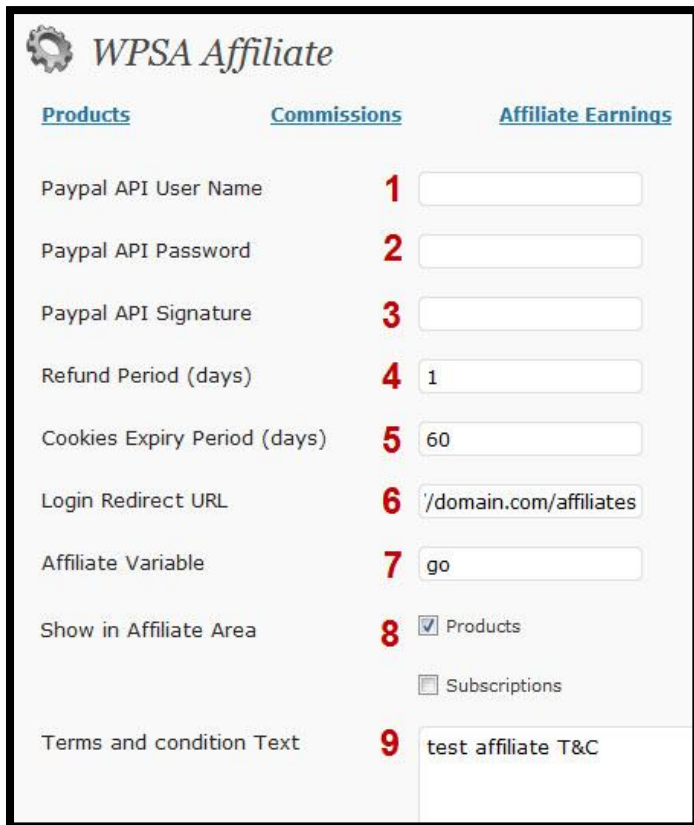
Then the details we need are displayed:

**View or Remove API Signature** [Back](#)

For preconfigured shopping carts: Copy and paste the API username, password and signature into your shopping cart administration screen.

For building custom shopping carts: Store the following credential information in a secure location with limited access.

	Credential	API Signature
1	API Username	XXXXXXXXXXXX@bpm
2	API Password	XXXXXXXXXXXX5
3	Signature	AFXXXXXXXXXXXXbD
	Request Date	23 Aug 2010 00:26:32 BST



The image shows a form titled "WPSA Affiliate" with a gear icon. It has three tabs: "Products", "Commissions", and "Affiliate Earnings". The form contains several input fields and checkboxes, each numbered 1 through 9. The fields are: "Paypal API User Name" (1), "Paypal API Password" (2), "Paypal API Signature" (3), "Refund Period (days)" (4) with a value of 1, "Cookies Expiry Period (days)" (5) with a value of 60, "Login Redirect URL" (6) with a value of "/domain.com/affiliates", "Affiliate Variable" (7) with a value of "go", "Show in Affiliate Area" (8) with checkboxes for "Products" (checked) and "Subscriptions", and "Terms and condition Text" (9) with a value of "test affiliate T&C".

Field	Value
Paypal API User Name	
Paypal API Password	
Paypal API Signature	
Refund Period (days)	1
Cookies Expiry Period (days)	60
Login Redirect URL	/domain.com/affiliates
Affiliate Variable	go
Show in Affiliate Area	<input checked="" type="checkbox"/> Products <input type="checkbox"/> Subscriptions
Terms and condition Text	test affiliate T&C

1.) Enter the Paypal API username.

2.) Enter the PP API Password.

3.) Enter the PP API Signature.

4.) Enter a refund period, so if you offer 30 days to customers enter 30.

5.) Enter the length of cookie, so if an affiliate refers someone but they don't purchase straight away, but come back and buy within the 60 day period the affiliate will still get the commission.

6.) The Affiliate Area Login URL, this is the page you created and added the shortcode [affiliate\_area]. Enter the url to this page.

7.) Affiliate Variable is so you can use your own custom variable in the tracking url, for example: `http://domain.com/?go=username`

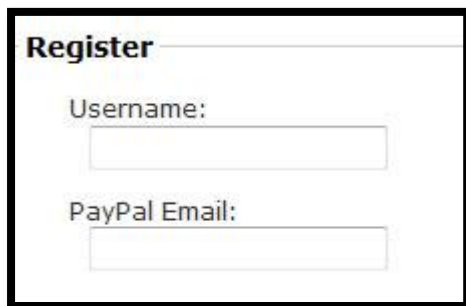
8.) Two options, simply select either or both depending on what you're selling. And it will display the products/subscriptions affiliate links and stats.

9.) Enter your t&c that the affiliate must agree to before they can signup to become an affiliate.

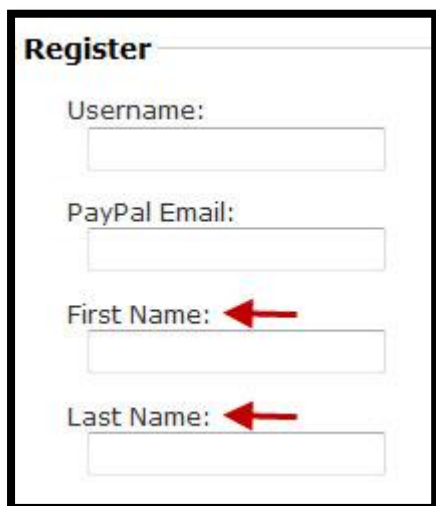
Next we have the option of custom registration fields on the affiliate signup form.



The default has just the username & paypal email.

A screenshot of a 'Register' form. The title 'Register' is at the top left. Below it, there are two input fields: 'Username:' followed by a text box, and 'PayPal Email:' followed by a text box.

Then when adding 2 custom fields 'first name & last name' it automatically adds to the signup form:

A screenshot of a 'Register' form, similar to the previous one but with two additional fields. The title 'Register' is at the top left. Below it, there are four input fields: 'Username:' followed by a text box, 'PayPal Email:' followed by a text box, 'First Name:' followed by a text box, and 'Last Name:' followed by a text box. Red arrows point to the 'First Name:' and 'Last Name:' labels.

## Products

Ok, so we have now completed the main settings, now we need to add some products or subscriptions. Very simple process, just select a product for example from the dropdown list.



**WPSA Affiliate**

Products   Commissions   Affiliate Earnings   Settings

Select Product (required) **1** test321 ( 14.95) ▼

Commission in % (required) **2** 50

Post/Page (required) **3** Products ▼

save

For this example I'm only adding a product. But it's the same process for subscriptions, with one added option of 'Recurring: no/yes'. Select **no** and the affiliate will only get the initial commission, Select **yes** and the affiliate will continue to get the commission the life of the subscription.

- 1.)** First select one of the products you have already setup in the WPSA core plugin.
- 2.)** Second the commission percentage, enter between 1-99. Do not add %
- 3.)** Select the *home page* or *post, page*. This is where the tracking url will send the affiliate referrals.

*For example, you have 2 products setup, you have one of them on the blog home page, and the other is on separate post.*

*First one will create a tracking url in the affiliate area as: yourdomain.com/?go=username*

*Second one will create a tracking url in the affiliate area as: yourdomain.com/**post-name**?go=username*



Here's an example I setup on my dev blog, which the affiliate would see:



The screenshot shows a web interface titled "Affiliate Area". Under the heading "Products", there are two numbered steps: 1. "Get your affiliate link for product:" followed by a dropdown menu showing "Test 123". 2. "Affiliate link is:" followed by a text box containing the URL "http://www.example.com/product-1.php?go=admin". The text box is highlighted with a red border, and the word "admin" is highlighted in green.

- 1.) Once the affiliate logs in to the affiliate area, they can then select one of the products you have setup and it will then display the affiliate link (tracking url).
- 2.) The affiliate link for product 'Test 123' is on the post 'product-1.php' (I have custom permalinks so your post urls may differ) and the affiliate username is 'admin' which will display the affiliates own username.

Even though you may have a product on a separate post, the affiliate could edit the tracking url and remove 'product-1.php' and the referrals would go to the home page. The affiliate would still get the commission. Like: **`yourdomain.com/?go=username`**

Because WPSA allows you to place products on multiple posts/pages. When adding a commission, the option to select a specific post or page gives you more flexibility and allows you to setup affiliate links that directly link to a specific post.

Or if you have all products listed on the home page. When adding a commission, simply select **home page** from the list. And all affiliate links in the affiliate area will point to the home page.



The screenshot shows a dropdown menu labeled "Post/Page (required)". The dropdown is open, showing "Home Page" as the selected option, which is indicated by a red arrow and the number "3". Below the dropdown is a "save" button.

## Affiliate Earnings

Select either products or subscriptions to display affiliates and their earnings.



For this example we will look at the affiliates for products.

#	Username	Email	Referrals	Sales	Amount	Refunded	View Log
1	referral2	referral2@referrals.com	1	1	\$0.375		<a href="#">View Log</a>
2	referral1	referral1@referrals.com	0	0			<a href="#">View Log</a>

So we have the affiliate username and email.

Also displaying unique referrals, sales (total count). Amount (total) earned and refunds count.

If you click the 'View Log' link. It will display further details about each commission.

## Commissions

Here we can view all things related to commissions, such as pending, sent, paid, cancelled etc.



**Pending** - Displays all pending commissions.

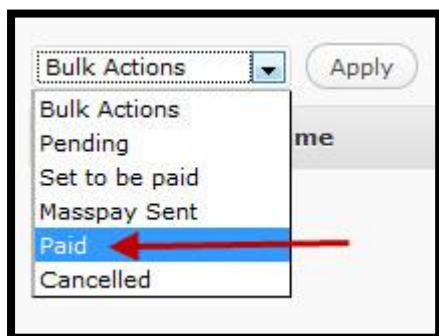
**Set to Paid** - Once the 'refund period' in the settings has past, the pending commission will *automatically* move to the 'set to paid' page.

**Pay Commissions** - Once the commission is listed on the 'set to paid' page. It will also be displayed on 'pay commissions' page, from here you (manually) can send the paypal mass payment to pay your affiliates.

**Masspay Sent** - Once you have sent the masspay, it will move to the 'masspay sent' page. You will also receive an email receipt from paypal, detailing the number of payments and payment status.

*You can check in your paypal account if all commissions were successfully sent.*

Then you (manually) can move them from 'masspay sent' page to the 'paid' page.



**Paid** - Lists all commissions you have successfully paid.

**Cancelled** - Refunded transactions and commissions can be cancelled manually selecting a commission and use the 'Bulk Actions' list to move to the cancelled page manually IF you decide to refund after the refund period (simply to give you the option). But a commission will move automatically to the cancelled page from the IPN data sent from paypal, IF a transaction has been refunded or reversed.

## That's It!

Once you have setup your commissions, the addon is ready to use and help you generate more sales 😊

Thanks for purchasing the WPSA affiliate addon, again your custom is much appreciated!