

An approach for using the "Broker ID" sales report gene...

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Traditionally a broker is someone who recruits super affiliates and gets paid a negotiated % based on the performance of those whom they refer. So this broker would sign up as an affiliate and then use their affiliate link to refer super affiliates to join your affiliate program... Anyone who clicks on an affiliate link and then joins your affiliate program later will be logged as that person's referral.

You could set up a dummy product that points to your auto join affiliate link, or you can set up a free membership that auto joins people to your affiliate program for the purpose of signing affiliates up and syncing them with an email follow-up list, using our email sync feature.

Once the broker recruits affiliates and they start making sales, you can use the broker id box on the sales report page to run sales reports on date ranges, etc., that list only the numbers reflecting the total performance of affiliates referred by that broker (i.e. 2nd tier performance.)

Based on those sales reports you could pay them whatever you have agreed upon... maybe it's a % of profit, maybe it's a % of gross... but this would be a manual process.

The purpose of broker id based sales reports is just to generate a sales report for you to see that shows you how those affiliates referred by the broker performed. The broker id is the affiliate id of the broker.

We will be introducing a new enterprise level of Nanacast that will include 2nd tier affiliate tracking as part of the primary affiliate system; but it will not be available for any offer that uses PayPal as a payment option because PayPal prohibits 2 tier.

Keywords: 2 tier, 2nd tier, broker, affiliate tracking