



**GOAFFPRO**

# SETUP AFFILIATE PROGRAM

A Definitive Guide for Merchants

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# What is GoAffPro?

GoAffPro is a complete affiliate and influencer marketing solution for your store. With GoAffPro, you can build an affiliate program for your store. That will let you recruit affiliates who will refer sales to your store. In addition to this, it will also increase your brand's visibility and popularity.

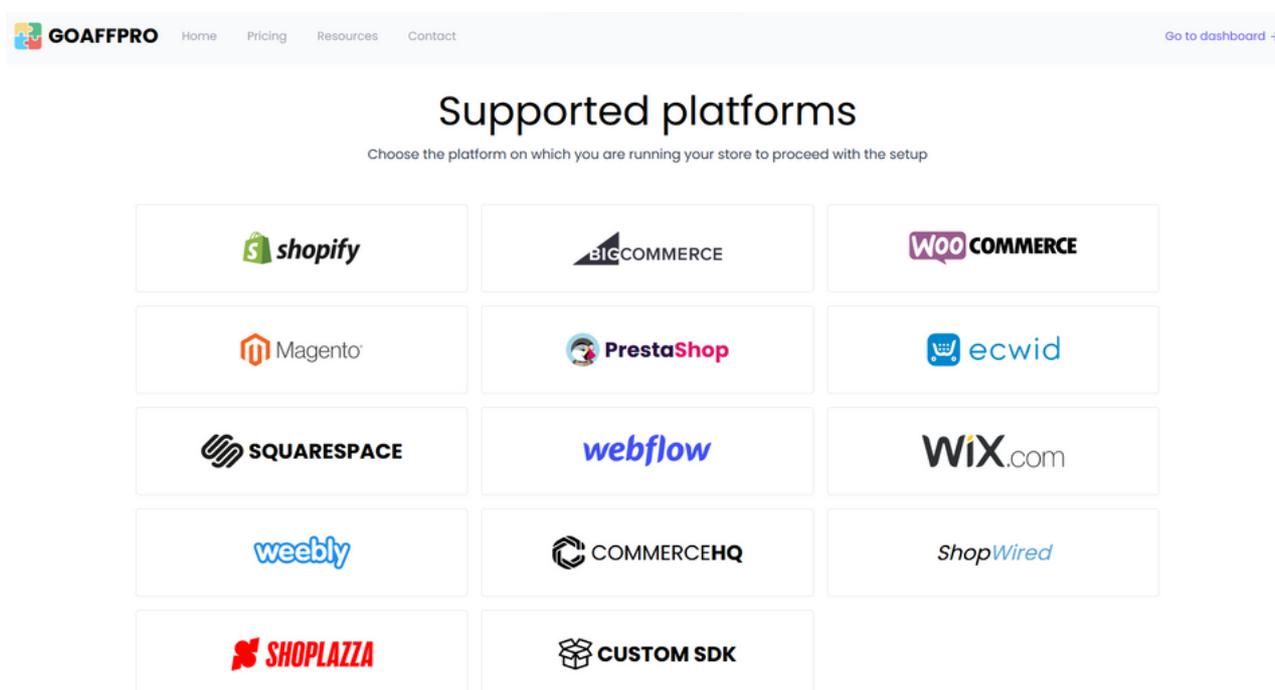
Our app makes your job easy. It lets you quickly and easily set up an affiliate program for your store. The app is feature-rich, allowing for extensive customization and easy management of the affiliate program.



In this guide, we will walk you through the basic setup of the affiliate program. We will also look into other program settings that will enable you to set the affiliate program according to your requirements.

## Installation & Accessing GoAffPro

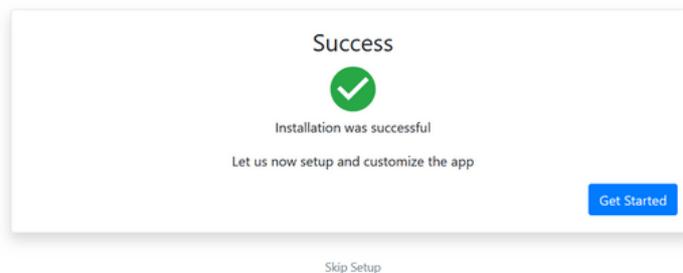
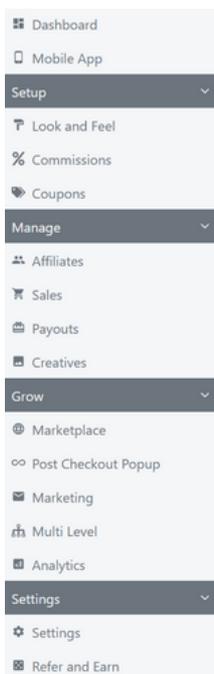
After you have [installed](#) GoAffPro on your store, you can proceed with setting up the affiliate program.



You can open up the app directly from your store's admin panel or from the [goaffpro.com/merchant](https://goaffpro.com/merchant) page (this will depend upon the store platform you use).

# Setup Wizard

After you open the GoAffPro app for the first time, you will go through a setup wizard. The setup wizard will give you a quick introduction to affiliate marketing and how it works.

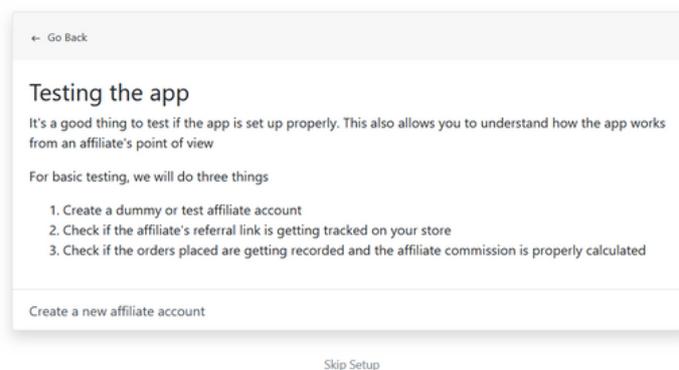
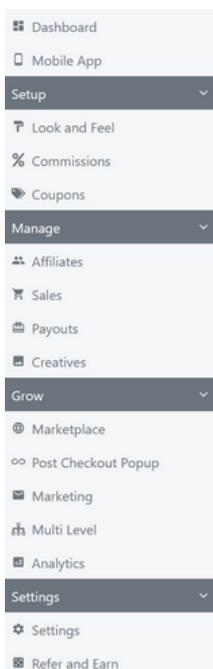


Next, it will take you through the basic setup of your affiliate program. Here, you will:

- Set the default commission of the program.
- Set the discount value of the affiliate coupon codes.
- Add the affiliate portal link to your store's header or footer menu.
- Customize the affiliate portal by uploading the store logo, setting the brand color, and setting the affiliate portal language.

Finally, the setup wizard will then help you test the app. In this test:

- You will create a test affiliate account.
- Click on the affiliate's referral link to check the visit getting tracked.
- Make a purchase in your store, after which the order should get recorded by the app, and the affiliate will earn the commission on the order.



After finishing the setup wizard, you can access the admin panel of the GoAffPro app.

## Dashboard

The dashboard tab provides you with a quick overview of your affiliate program.

- Here, the Important Links section displays the links of your affiliate portal (landing page), login page, and signup page.
- The overview section gives you stats about your program, like the number of affiliates, sales, revenue, and commissions.
- Additionally, it showcases the recent affiliate registrations, top affiliate partners, and recent referral sales.

The dashboard interface includes a sidebar with navigation options: Dashboard, Mobile App, Setup, Manage, Grow, and Settings. A 'Need Help' section offers a 'Contact' button and an 'App Store' link with a 5-star rating. The main content area features a top navigation bar with filters for 24 hours, 7 days, and 30 days. Key metrics are displayed in four cards: Page Views (1, +100%), Orders (1, +100%), Revenue (\$100, +100%), and Affiliates (0). Below these are sections for Important Links (Affiliate Portal, Login Page, Signup Page), an Overview table, New Registrations (two approved), Top Partners (one partner with \$10), and Recent Orders (one order with \$100 value and \$10 commission).

Partner	Order #	Order Value	Commission
Affiliate Name	#1234	\$100	\$10

# Customize the Affiliate Portal

## Look and Feel

In the look and feel tab, you will find options to customize your affiliate portal. Here, you can customize the look of the affiliate portal's landing page, signup page, and affiliate dashboard.

## Store Profile

In the Look and Feel > Store Profile section, you can:

- Set the affiliate portal URL.
- Upload the store logo to show on the affiliate portal and emails.
- Set the brand's primary color, which gets used in the buttons and header image.

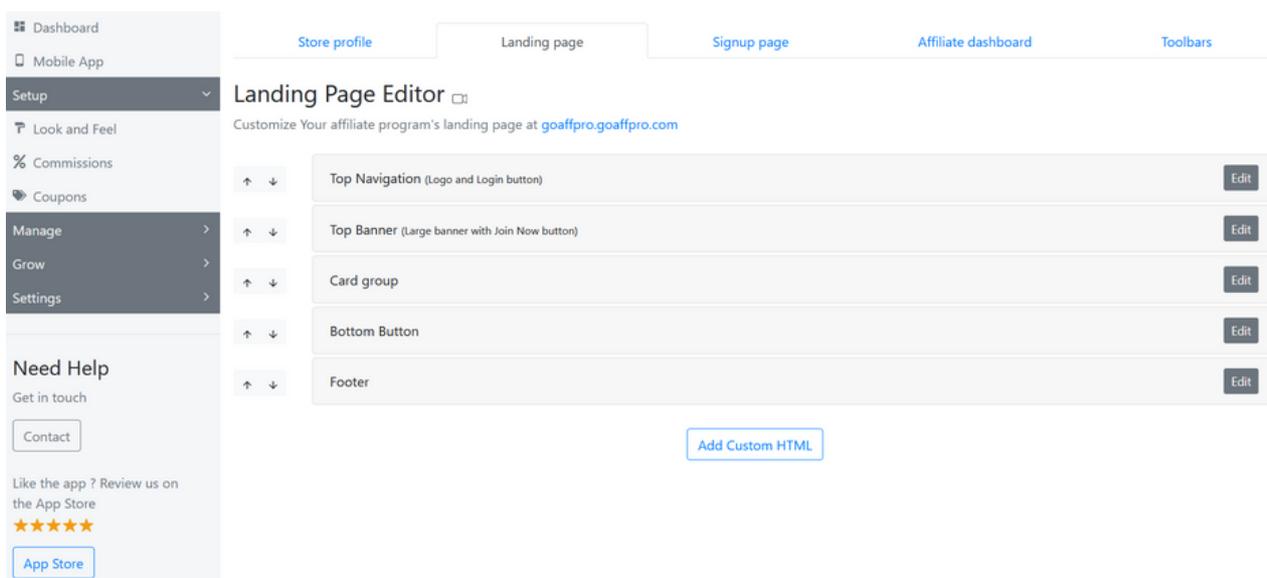
The screenshot displays the 'Look and Feel' settings interface. On the left is a navigation sidebar with options: Dashboard, Mobile App, Setup, Look and Feel (selected), Commissions, Coupons, Manage, Grow, and Settings. Below the sidebar is a 'Need Help' section with a 'Contact' button and an 'App Store' link. The main content area is titled 'Store profile' and includes tabs for 'Landing page', 'Signup page', 'Affiliate dashboard', and 'Toolbars'. The 'Affiliate Portal' section shows the URL 'https://goaffpro.goaffpro.com' with a 'Change' button. The 'Store Profile' section includes 'Store Name' (Goaffpro), 'Store Currency' (US Dollar), 'Store Logo' (Browse... No file selected), 'Logo Height' (100 px), and a checked 'Use logo for favicon' option. The 'Brand Font' section is set to 'Default' with a 'Change' button. The 'Brand Primary Color' section shows a blue color swatch.

# Landing Page

The landing page is what people see first when they land on your affiliate portal. It displays information like the objectives and benefits of your affiliate program.

In the Look and Feel > Landing Page section, you can customize the look of the landing page of the affiliate portal. It lets you customize various sections of the landing page. Here you can:

- Add a banner to the landing page.
- Edit the text displayed on the landing page.
- Customize the card group and footer section of the portal.



# Signup Page

The signup page is where people will register for your program. You can customize the signup page by adding signup fields to collect information about the affiliates who enroll in your program.

In the Look and Feel > Signup Page section, you can customize the signup page of the affiliate portal. Here, you can:

- Choose the signup page of your choice.
- Enable additional signup fields or create new ones.

The screenshot shows the 'Choose Signup Page style' interface. On the left is a navigation sidebar with options: Dashboard, Mobile App, Setup (selected), Look and Feel, Commissions, Coupons, Manage, Grow, and Settings. Below the sidebar is a 'Need Help' section with a 'Contact' button and a link to the App Store. The main content area has tabs for 'Store profile', 'Landing page', 'Signup page' (selected), 'Affiliate dashboard', and 'Toolbars'. The 'Choose Signup Page style' section is titled 'Choose style for your affiliate signup page' and displays three options: 'Classic', 'Slim' (marked as 'Active'), and 'Modern'. Each option includes a preview image, a title, a list of features, and a 'Select & Customize' button.

Style	Features
Classic	<ol style="list-style-type: none"><li>1. Two column layout</li><li>2. One column for program details</li><li>3. Second column for signup form</li></ol>
Slim	<ol style="list-style-type: none"><li>1. Single centered column layout</li><li>2. Sleek and minimalistic design</li></ol>
Modern	<ol style="list-style-type: none"><li>1. Two column layout</li><li>2. Left column for large background image</li><li>3. Right column for signup form</li></ol>

# Setup the Affiliate Program

## Commissions

In the commissions tab you can set up different commissions for your affiliate program. When an affiliate refers an order to the store, they will earn a commission on that order.

The screenshot shows a web interface for setting up affiliate commissions. On the left is a sidebar menu with options: Dashboard, Mobile App, Setup (selected), Look and Feel, Commissions, Coupons, Manage, Grow, and Settings. Below the menu is a 'Need Help' section with a 'Contact' button and an 'App Store' button. The main content area has three tabs: 'Referral commissions', 'Royalties commissions' (selected), and 'Commission modifiers'. Under 'Royalties commissions', there are three sections: 'Default Commission' (10%), 'Affiliate Commissions', and 'Product Commissions'. The 'Default Commission' section shows '10%' with a 'Change' link. The 'Affiliate Commissions' section has a 'Set commission for an affiliate' link. The 'Product Commissions' section has a 'New Product Commission' link and a filter input field. Below these is a table with columns: Product, Affiliate, Commission, and Actions. The table is currently empty, showing 'No Data' in the Commission column.

Dashboard  
Mobile App  
Setup  
Look and Feel  
Commissions  
Coupons  
Manage  
Grow  
Settings

Need Help  
Get in touch  
Contact  
Like the app? Review us on the App Store  
★★★★★  
App Store

Referral commissions | Royalties commissions | Commission modifiers

**Default Commission**

Applies to all products and affiliates

10%

[Change](#)

**Affiliate Commissions**

Affiliates with different commission than default

[Set commission for an affiliate](#)

**Product Commissions**

Set different commissions for different products and/or affiliates

eg. 4% commission on Black T-Shirt if Affiliate A gets you the customer  
eg. 8% commission to Affiliate B on Any Product

Product	Affiliate	Commission	Actions
		No Data	

Default Commission: It allows you to set the commission that applies to all the products and affiliates in your program.

---

**Default Commission**   
Applies to all products and affiliates

Percentage  %

Product Commission: It lets you set different commissions for different products or affiliates in your program.

---

**Create Product Commission**  Bulk Mode

---

**Product**

**Variation (optional)**

**Affiliate**

**Set Commission**  
Percentage  %

[Try new Bulk CSV Upload tool](#) **NEW**

There are other commission options that you can set as well, like collection commissions, fixed commissions (royalties), and commission modifiers.

# Coupons

In the coupons tab, you can set up referral coupon codes for your affiliates. GoAffPro supports coupon code tracking, so your affiliates can share their coupons with customers and get attributed with any sale made using their coupon codes.

**Coupons Based Commissions** Assign coupon to affiliate

Give coupons to affiliates for non referral link based promotions

Tip: You can assign coupon to affiliates. Those coupons when used give commission to the affiliate for the purchase made by the customer

Filters Bulk actions

Affiliate	Coupon	Type	Actions
Affiliate Name	AFFILIATE10	Referral	Delete

10 per page Page 1 of 1 Previous Next

**Automatic Coupons**

Give discount codes to your affiliates for sharing with their customers. Their customers can now come to your store without affiliate's link and use the affiliate's coupon code at checkout. The affiliate will receive commission for such sales too.

Coupon style: Affiliate's Name Change Style

Create for existing affiliates

**Automatically apply discount**

Apply discount code automatically at checkout when referral link is used

Here, you can set up and enable the automatic coupons option. It will generate coupons automatically for affiliates who enroll in your program.

## Automatic Coupons

Give discount codes to your affiliates for sharing with their customers. Their customers can now come to your store without affiliate's link and use the affiliate's coupon code at checkout. The affiliate will receive commission for such sales too.

Coupon style: Affiliate's Name Change Style

[Create for existing affiliates](#)



10% discount coupon code will be automatically generated for every registered affiliate

[Change](#)

You can set up the discount value of the coupons and usage limits like one use per customer, the number of times the discount code gets used in total, etc.

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### Setup Automatic Coupons

Automatic coupons are assigned to your affiliates when they sign up. The affiliates can share these coupon codes with their customers. When their customers use these coupon code at checkout, the customer gets the discount and the affiliate gets the commission

**Discount type** **Discount Value**

Percentage off 10 %

**Usage Limits**

- Limit to one use per customer
- Limit number of times this discount can be used in total
- Give discount to new customers only

[Advanced](#)

[Submit](#)

There is also the option to set the coupon code style (so codes get generated per the style you set). Additionally, you can manually assign codes to affiliates too.

**Coupon Based Commission**

Give coupons to affiliates for non-purchase made by the customer

Tip: You can assign coupon to affiliates. The affiliate will receive commission for such sales too.

**Filters**

Filters	Actions
<b>Affiliate</b>	
Affiliate Name	Delete

10 per page Page 1 of 1 [Previous](#) [Next](#)

**Automatic Coupons**

Give discount codes to your affiliates for sharing with their customers. Their customers can now come to your store without affiliate's link and use the affiliate's coupon code at checkout. The affiliate will receive commission for such sales too.

Coupon style: Affiliate's Name [Change Style](#)

[Create for existing affiliates](#)

10% discount coupon code will be automatically generated for every registered affiliate [Change](#)

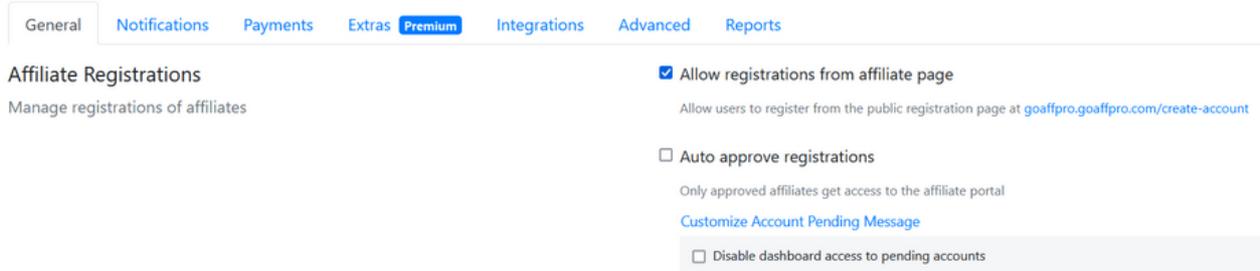
# Setup your Program Settings

In the settings tab, you can set up different options for setting up your affiliate program.

## General

If you want to approve or reject affiliates manually, you can go to Settings > General > Affiliate Registrations section and disable the "Auto approve registrations" option.

### Settings



The screenshot shows the 'Settings' page with a navigation bar containing 'General', 'Notifications', 'Payments', 'Extras', 'Premium', 'Integrations', 'Advanced', and 'Reports'. The 'General' tab is selected. Under the 'Affiliate Registrations' section, there are three options:

- Allow registrations from affiliate page**  
Allow users to register from the public registration page at [goaffpro.goaffpro.com/create-account](https://goaffpro.goaffpro.com/create-account)
- Auto approve registrations**  
Only approved affiliates get access to the affiliate portal  
[Customize Account Pending Message](#)
- Disable dashboard access to pending accounts**

That will let you approve/reject affiliate accounts who enroll in your program (from the Affiliates > Pending Approval section)

In the Settings > General > Sales section, you can set up options on how commissions get calculated for sales.

- You can enable the "Include discounts" option, so commissions get calculated after deducting the total discount from the order.
- You can enable the "Disable commission for Self Referral" option, which prevents commission to affiliates for self-referral purchases.

## Sales

Settings for referred sales/orders

### Commission calculation

**Include discounts**

**Also adjust for automatic store discounts**

Commission will be calculated after deducting total discount from the order.Reduced affiliate commission proportional to the discount percentage (tick = less commission)

Adjust by discount percentage

**Exceptions**

Type coupon name to exempt from adjustment

**Exclude shipping and taxes**

Commission will be calculated without deducting shipping and taxes from the order. (tick = less commission)

**Exclude VAT**

Remove VAT from the product price before calculating commission. (tick = less commission)

**Disable commission for Self Referral**

If an affiliate buys through their referral link/coupon, they will not be given commission for that sale

**Disable commission if customer is also an affiliate**

If an affiliate buys through referral link/coupon of other affiliates, they will still be given commission for that sale

# Notifications

Our app also has the option to send email notifications automatically. Here, in the Settings > Notifications section, you can set up email notifications for yourself and your affiliates.

## Settings

[General](#) [Notifications](#) [Payments](#) [Extras](#) [Premium](#) [Integrations](#) [Advanced](#) [Reports](#)

### Contact Email

Email address where affiliates can contact you.

#### Merchant Name

Goaffpro Admin

#### Email address

merchant@example.com

### From Email

Email address from where notification emails are sent

from: **no-reply@goaffpro.com**

[Change](#)

### Your Notifications

Which notifications do you want to receive. Sent to [merchant@example.com](#)

[Customize templates](#)

- When a new affiliate registers
- When a new affiliate sale is made
- When an affiliate uploads a new file

### Affiliate's Notifications

Email notifications for Affiliates | [Customize Templates](#)

[Use old template editor](#)

- Affiliate email verification email
- When affiliate account is approved
- When affiliate account is rejected or blocked
- When affiliate account is deleted
- When a new sale is made
- When a new sale is approved
- When a sale is updated
- When a sale is rejected
- When affiliate payment is processed

A welcome email is sent to affiliates when they register for your program. You can customize the welcome email from the Settings > Notifications > Welcome Email section.

You can include information in the welcome email that you deem valuable for affiliates (when they are getting started).

### Welcome Email

Sent to the affiliates when their account is approved

[Customize template](#)

# Payments

In the Settings > Payments > Supported Payment Methods section, you can choose to support the payment methods of your choice.

The options you select here will be displayed to affiliates in their dashboard, where they can choose the payment method and set their payment details accordingly.

## Settings

General Notifications **Payments** Extras Premium Integrations Advanced Reports

### Supported Payment Methods

Which payment methods do you support for payouts. Your affiliates will be given the option to enter payment details for the selected options

- Worldwide**
  - PayPal
  - Bank Transfer (SWIFT/ACH)
  - Cheque
  - Debit Card
  - Cash
  - Payoneer
  - Bitcoin
- Africa**
  - M-Pesa
- North America**
  - Venmo
  - CashApp
  - Google Pay
- EEA/EU**
  - SEPA
  - Revolut
- India**
  - PayTM
  - UPI

In the Settings > Payments > Payment Terms section, you can set the payment terms for your affiliates. These terms will get displayed to affiliates in their dashboard. For example, if you intend to pay your affiliates monthly, you can set that as the payment terms in this option.

### Payment Terms

Your payment terms for the affiliates

Write my own

Payment Terms

Save

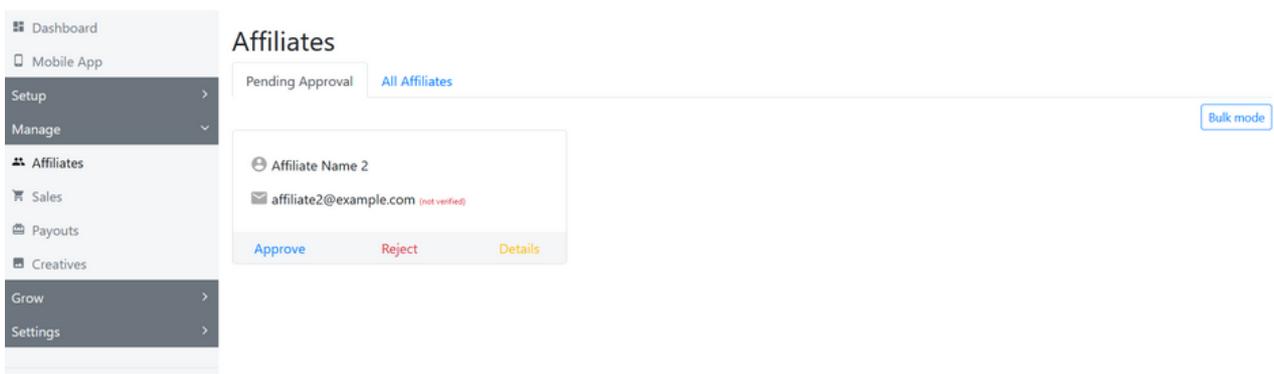
# Manage your Affiliate Program

After you have set up your affiliate program, next comes the step of managing it. GoAffPro makes it easy for you to manage your affiliates, view referral sales and make commission payments.

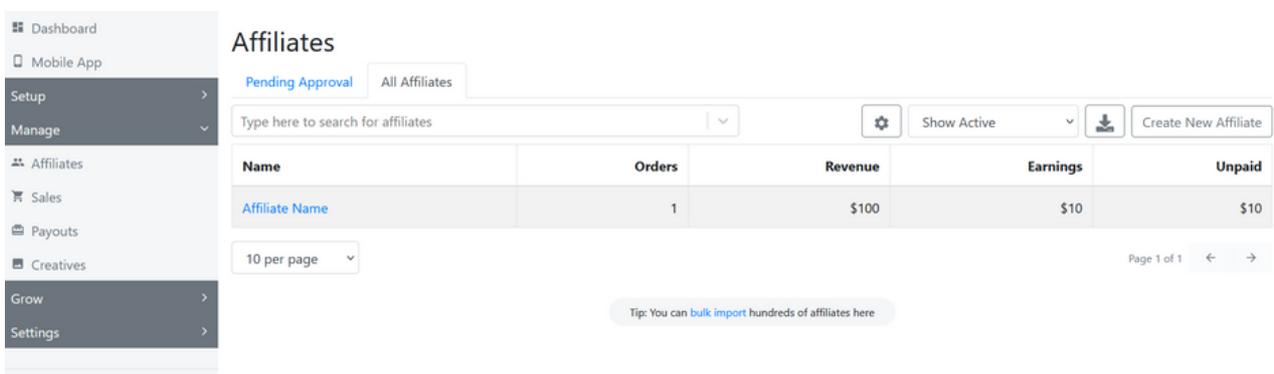
## Affiliates

In the Affiliates tab, you can view the affiliates registered in your program.

You view the pending affiliates from the Affiliates > Pending Approval section. You can accordingly approve or reject them.



You can go to the Affiliates > All Affiliates section. Click on the affiliate's name to open their profile page.



It lets you view the affiliate's referral link, coupon code, statistics, or even access their dashboard.

[← Go Back](#)

## Affiliate Name

Registered: 12:57 pm, 29 Aug 22

Last Seen: 07:27 pm, 10 Sep 22

direct

[Add tags](#)

[Add Private Note](#)

[Details](#) [Commissions](#) [Network](#) [Sales](#) [Payments](#) [Transactions](#) [Settings](#)

Details	Statistics	Actions
<b>Email</b> affiliate@example.com 	15 Aug 2022 to 15 Sep 2022	<a href="#">Resend Welcome Email</a>
<b>Referral Link</b> <a href="#">QR Code</a> <a href="#">Customize</a> <a href="https://goaffpro.myshopify.com/?ref=jAEI_gmKM7hZSV">goaffpro.myshopify.com/?ref=jAEI_gmKM7hZSV</a>	<b>Orders</b> 1	<a href="#">Block</a>
<b>Referral Coupon</b> AFFILIATE10 <a href="#">Delete</a> <a href="#">Copy Link</a> <a href="#">Add another Coupon</a>	<b>Revenue</b> \$100	<a href="#">Revoke Approval</a>
<b>Personal Coupon</b> <a href="#">Add personal coupon</a>	<b>Total Commissions</b> \$10	<a href="#">Product Link Creator</a>
<b>Personal Message</b> <a href="#">Add a personal note</a>		<a href="#">View affiliate's dashboard</a> <a href="#">Copy link</a>
		<a href="#">URL Shortner</a>
		<a href="#">Send email</a>

# Sales

The Sales tab lets you view the sales made using affiliate referrals.

The screenshot shows a dashboard for the 'Sales' section. On the left is a sidebar menu with options: Dashboard, Mobile App, Setup, Manage, Affiliates, Sales, Payouts, Creatives, Grow, and Settings. The main content area is titled 'Sales' and has two tabs: 'Pending Approval' (selected) and 'All Sales'. Below the tabs are 'Filters' (with a dropdown for 'Filter by affiliate' and a search box for 'Search for order') and a date range '8 Sep 2022 to 15 Sep 2022'. To the right is a 'Summary' box with a 'Download' link, showing '1 Sales', '\$100 Revenue', and '\$10 Commission'. Below this is a table with columns: Date, Order, Amount, Affiliate, Commission, Status, and Actions. A single row of data is visible: 'an hour ago 15 Sep, 19:24', '#1234', '\$100', 'Affiliate Name', '\$10', 'APPROVED', and 'Reject'. A tip at the bottom says: 'Tip: You can bulk import hundreds of past affiliate orders here or create a new sale manually'. A gear icon is also present.

Date	Order	Amount	Affiliate	Commission	Status	Actions
an hour ago 15 Sep, 19:24	#1234	\$100	Affiliate Name	\$10	APPROVED	Reject

It displays information such as the date & time of the sale, order number, order amount, affiliate name, and the commission earned on it.

# Payouts

In the Payouts tab, you can view the pending commission payments of your affiliates.

Here, in the Payouts > Payments section, you can view the pending payments and the payment details of affiliates.

**Payouts**

Payments **Payment history**

Filter by affiliate  Min \$ Minimum Payout Upto 15 Sep 2022 Total Pending \$10 [Download](#)

Name	Amount	Payment Details	Actions
<a href="#">Affiliate Name</a> affiliate@example.com	\$10	PayPal affiliate@example.com	<a href="#">Mark Paid</a>

Tip: You can bulk process the payments here

In the Payouts > Payment History section, you can view the payments made in the past.

**Payouts**

Payments **Payment history**

Filter by affiliate  Total Paid \$10 Filter by time period

Date	Name	Amount	Payment Details	Actions
a few seconds ago 15 Sep, 20:53	<a href="#">Affiliate Name</a> affiliate@example.com	\$10	PayPal affiliate@example.com <i>Paid Manually</i>	<a href="#">Details</a> <a href="#">Delete</a>

## How to Pay Affiliates?

You have two ways to pay your affiliates:

1. You can pay the affiliate outside of our app and then mark the payment as paid back in our app (in the Payouts tab) ([Guide](#))
2. You can pay the affiliate from within the app using PayPal Payouts (after integrating it from Settings > Integrations). It lets you pay affiliates from within our app and allows for bulk as well as quick payments. ([Guide](#))



You can checkout our [documentation](#) for more information on setting up the affiliate program and the features offered by our app.

Website: <https://goaffpro.com/>



**GOAFFPRO**