

Affiliates for All User Manual

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Introduction to Affiliates for All

If a company is offering products for sale on the Internet, they often want to pay commission to people who send them new customers. The people who refer new customers are usually called affiliates, and the company offering the products is usually called the merchant or the advertiser.

Affiliates for All is the software you need to run an affiliate programme:

- You will need a way for new affiliates to sign up, without either you or the affiliate going to a lot of trouble. With Affiliates for All, they can sign up on your website, and you need not do anything at all.
- Affiliates for All will assign each order to the responsible affiliate, so you know how much to pay each person at the end of your accounting period.
- Your affiliates will need reporting functions, in order to see which marketing efforts are resulting in sales. Affiliates for All provides graphs of sales activity, and your affiliates can also retrieve the individual orders if they want to. (It is up to you how much customer information you give to your affiliates.)
- Affiliates for All provides the advertiser with an overall view of the site, allowing management of the affiliates' accounts and the list of orders. In particular, the order list can be used to approve or disapprove commissions.
- At the end of the accounting period, the affiliates will need to be paid. Affiliates for All interfaces with PayPal® mass payment, allowing the money to be sent automatically without the need to write cheques or submit payments individually to your bank. At the same time, the software is sufficiently flexible that you can use those manual payment methods if you wish.
- Affiliates for All is free software. This means that you can modify it, and pass copies to others, subject to certain conditions. The formal

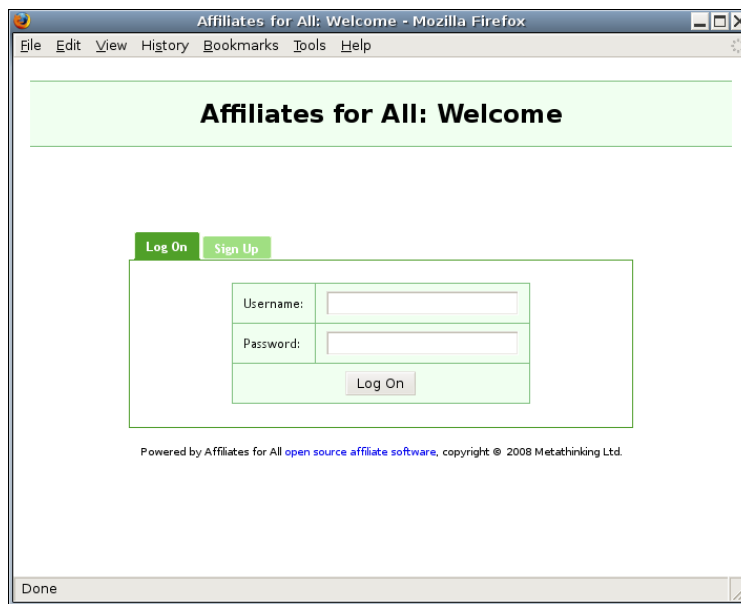
legal conditions are distributed with Affiliates for All, in the file called COPYING. An introduction to the concept of free software can be found at <http://www.fsf.org/licensing/essays/free-sw.html> .

Features for Affiliates

In this chapter, you will learn to use Affiliates for All from the point of view of an affiliate. Affiliates have access to reports on their own performance, but they are prevented from looking at other affiliates' orders, or reconfiguring the system.

Registration

When you decide to join a new affiliate programme, you will be taken to the Affiliates for All logon screen:



Now click the 'Sign Up' tab, and you will be able to register a new affiliate account:

Affiliates for All: Welcome

File Edit View History Bookmarks Tools Help

Affiliates for All: Welcome

Log On Sign Up

Choose a username:

Choose a password:

Confirm password:

Sign Up

Your username is used for logging on, but it isn't used in your affiliate links. This means you can keep your username private, if you want to.

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Done

Fill in a username and password, then click 'Sign Up'. You will then be asked to fill in your details. There are three screens. In the first screen, you will be asked to agree to the terms of the site's affiliate programme. In the second screen, you will be asked for your contact details. In the third screen, you will be asked for the PayPal account where payment should be sent.

Affiliates for All: Account Settings

Terms of Business **General** PayPal

Affiliate ID:	56		
Username:	Pete		
Your Name:	Title:	First Name:	Last Name:
	Mr *	John *	Smith *
Your Email Address:	john.smith@example.com *		
	<input checked="" type="checkbox"/> Check this box to receive order updates by email.		
Your Address:	101 Example Street *		
	Example Town *		
Your Post/Zip Code:	123456 *		
Your Country:	United States *		
Your Phone Number:	1234567890 *		
	<input type="button" value="Next"/>		

Fields marked * are required.

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Done

If the 'order updates by email' box is checked, you will receive an email every time a new order is credited to your account. You will also receive an email when one of your orders changes. For example, when the advertiser approves commission for a particular order, the order status changes and so you will receive an email.

The subject of all these emails begins '[affiliate]'. This will allow you to filter them, so the emails do not become a nuisance, even if you generate a lot of business.

Once you have provided the necessary details, you will be taken to an overview of your account:



Monitoring your Sales

Now you have completed your registration, you have a number of links at the top of the page which allow you to navigate around your account. You are currently in the 'Overview' screen so clicking the 'Overview' link will not take you anywhere new. 'Your Account' will take you to the screens you have already seen, allowing you to amend your personal details. 'Your Orders' will take you to a list of orders which have been credited to your account. 'Your Payments' will take you to a list of payments which have been made to you by the advertiser.

Within the Overview screen, you have three tabs. You start off on the 'Summary' tab, which gives some basic facts about your account:

Total Orders	The total revenue attributable to your customers.
Total Commission	The commission which you have earned on these orders.
Commission Paid	The commission which the advertiser has paid you so far.
Commission Payable	The commission which the advertiser currently owes to you.

Below these figures, there are two example affiliate links. When your customers click one of these links, they will be taken to the advertiser's website, and any orders they place will be credited to you as the affiliate.

The second example link includes some extra information. In the example, it is 'your_data' but you can actually put anything you want there. (You should be careful that the resulting link is still valid, though. For example, links are not supposed to contain spaces. If you include one, you might find that clicking on the link no longer works.)

The extra information—whether it is 'your_data' or something else—is stored along with any orders that your customers place. You can use different information in different links, allowing you to find out how your marketing efforts compare. For example, if your marketing involves banner adverts on websites, you could give each banner a name and use that in place of 'your_data'. When you look at your order list, you will see a banner name against each order. This will tell you which banner is generating the most sales.

Although the example links point to the front page of the advertiser's website, you can actually link to any page. Provided you include the affiliate number and any extra data, the order will still be credited to your account. This means that you can link to a specific product. For example, if the advertiser is selling electronic goods, and you have written about iPods, you can link directly to the iPod® page on the advertiser's site. This usually

leads to more sales than a link to the front page; visitors who just arrive at the front page might have difficulty finding the iPods and so end up buying from a different site.

The other tabs on the 'Overview' screen provide graphs of the orders which have been credited to your account. The 'Commission' graphs show your earnings, while the 'Order' graphs show the number of orders rather than the value. Because you have just registered, the graphs will be empty:

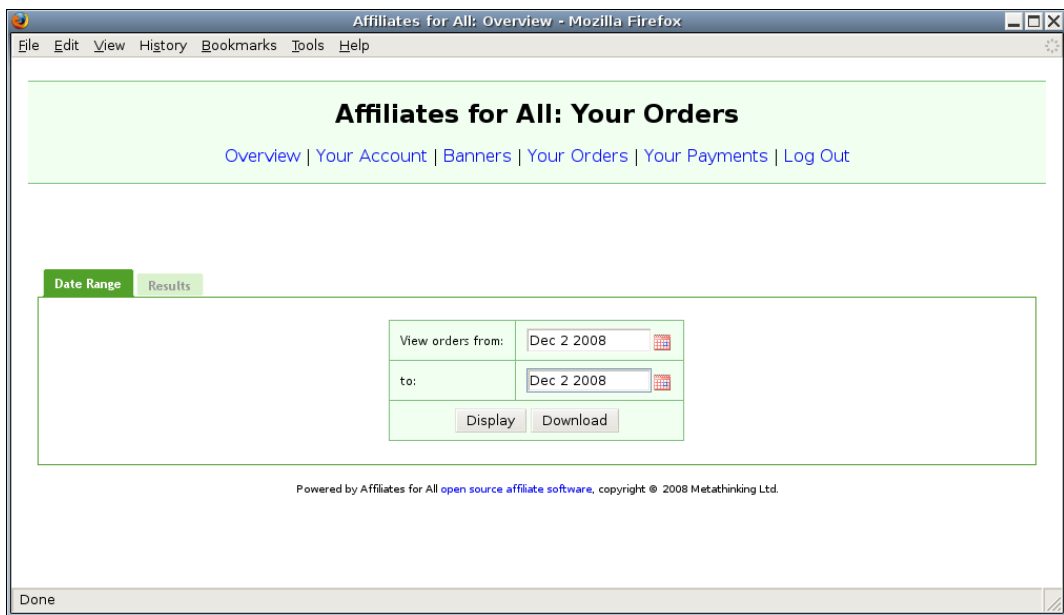


You may notice a disagreement between the graphs and the figures shown in the summary. This is because the graphs show orders where the commission has not yet been approved. Once the commission is approved, those orders will show up in the summary as well.

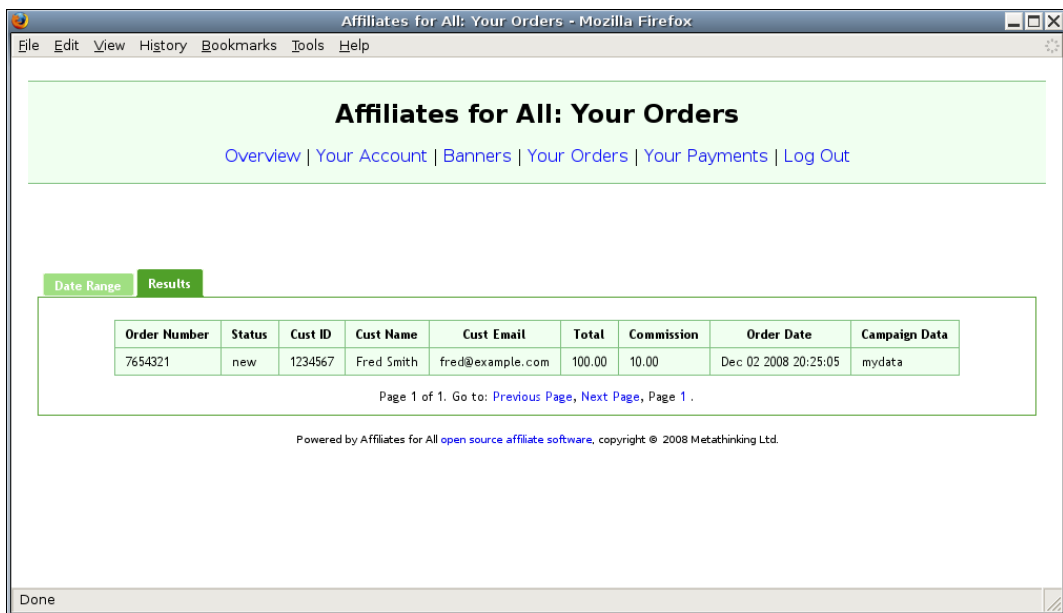
The graphs will update immediately when an order is placed:



We will also be able to see this order on the 'Orders' screen. Click the 'Your Orders' link at the top of the page:



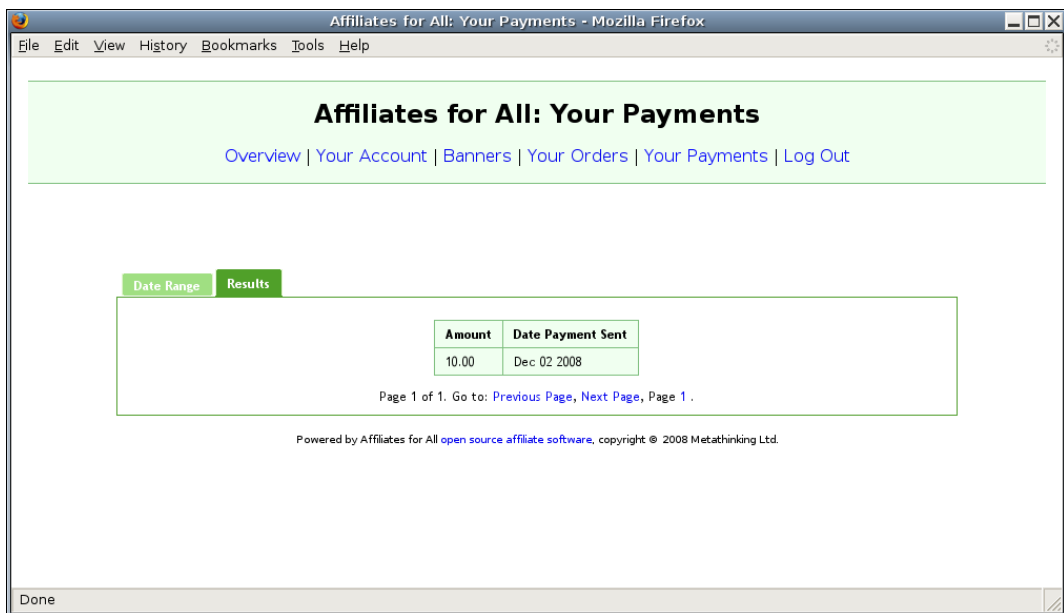
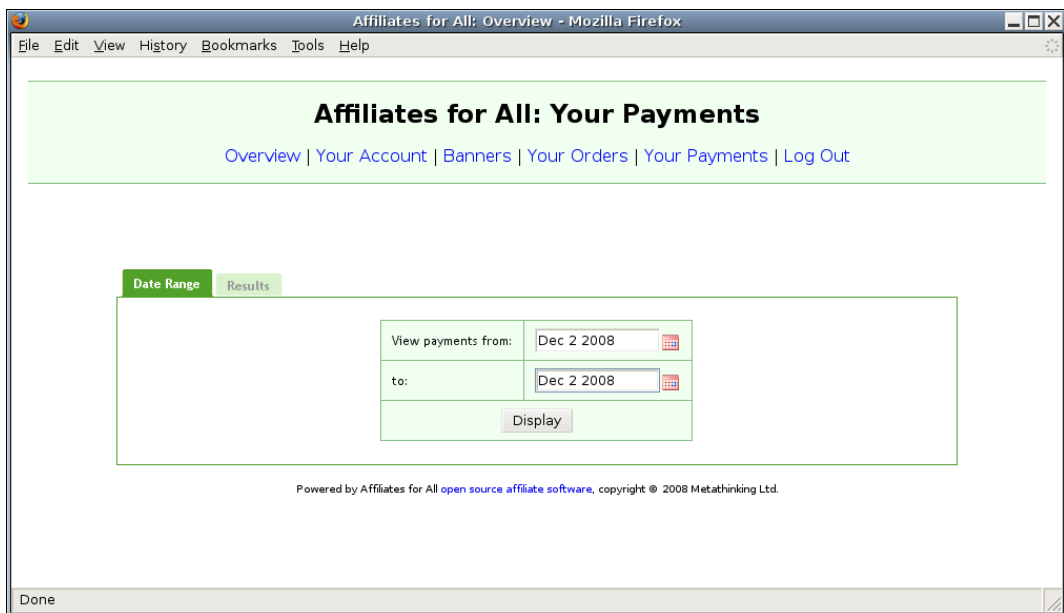
This screen will display all orders which were credited to your account, in a certain range of dates. By default it shows today's orders. Clicking the calendar icons or typing new dates in the boxes will allow the date range to be changed. The order which was shown on the graph, however, was placed today so there is no need to change the date range. Clicking 'Display' shows the order:



If there was a large number of orders, the links at the bottom could be used to move between the pages.

Downloading the orders was the other option. This provides the same information, but in tab separated value format. This can be loaded into a spreadsheet or database, if you want to process the data in an automated way. For example, you could load the data into a spreadsheet and then calculate the return on investment for each of your banners. You would use the 'Campaign Data' column for the banner name, and the 'Commission' column for the revenue.

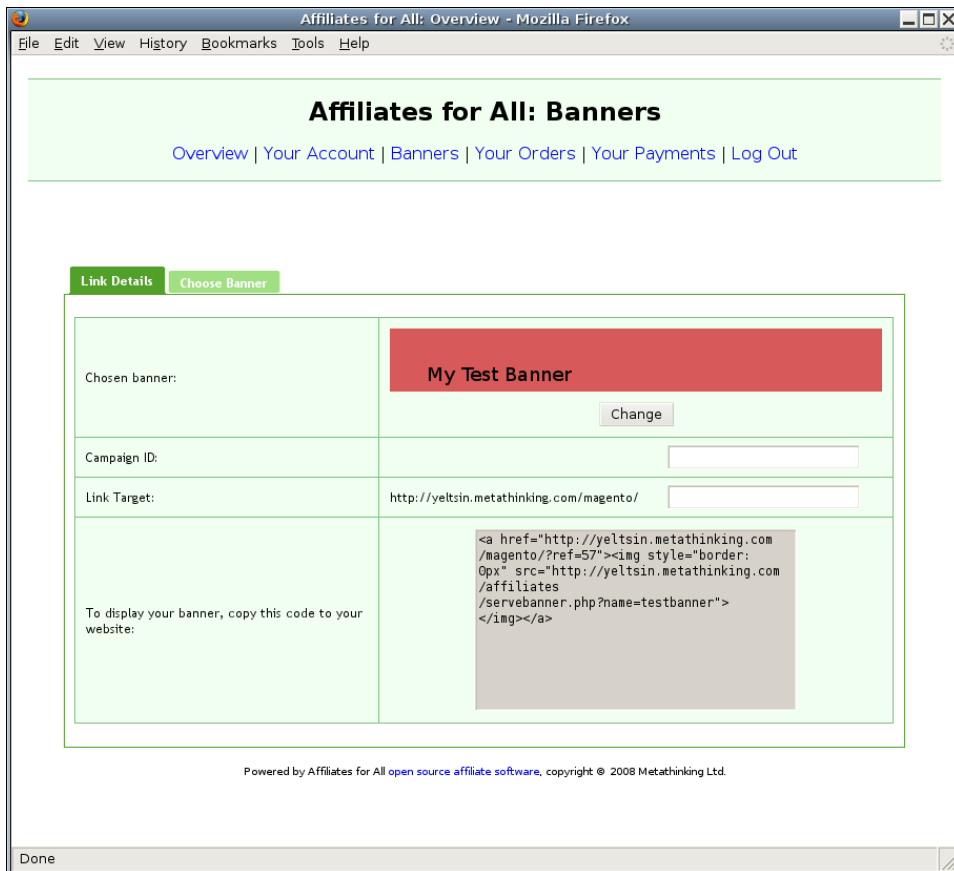
'Your Payments' allows you to see a list of payments which the advertiser has made to you. This works in the same way as the order screens:



Choosing Banners

Affiliates for All can provide you with a selection of advertising banners, for use on your own website. If there are banners available for you to use, there will be a link called 'Banners' at the top of the screen. If there are no banners available, the link will not appear.

If the link is shown, click it to choose a banner:



On this screen:

- You can choose a banner. When you first go to this screen, the system will select a banner automatically. If you want to keep this one, you need not do anything. If you want to change it, click 'Change'. This will display a list of banners, and you should then click the one you want.
- The campaign ID is saved in the database against all orders placed using this banner. You can use this to track the performance of each banner, if you show more than one.
- When potential customers click your banner, they will be taken to a landing page specified by the 'link target'. To begin with, the link target will show the default landing page for your selected banner, but you can change it if you wish.

As you change these settings, the HTML code in the last box will change as well. Once you are happy with the settings, copy the HTML code to your website, in order to display your banner.

Features for Advertisers

When Affiliates for All is first installed, a single account is created. This has username 'Admin' and password 'Admin'. This account is privileged, so you should change this password straight away. If you do not do this, people could use the administration screens to award themselves commission.

When you log into this account, you will see that there is an additional link at the top of the screen, which provides access to the administration functions:



Affiliates for All: Overview

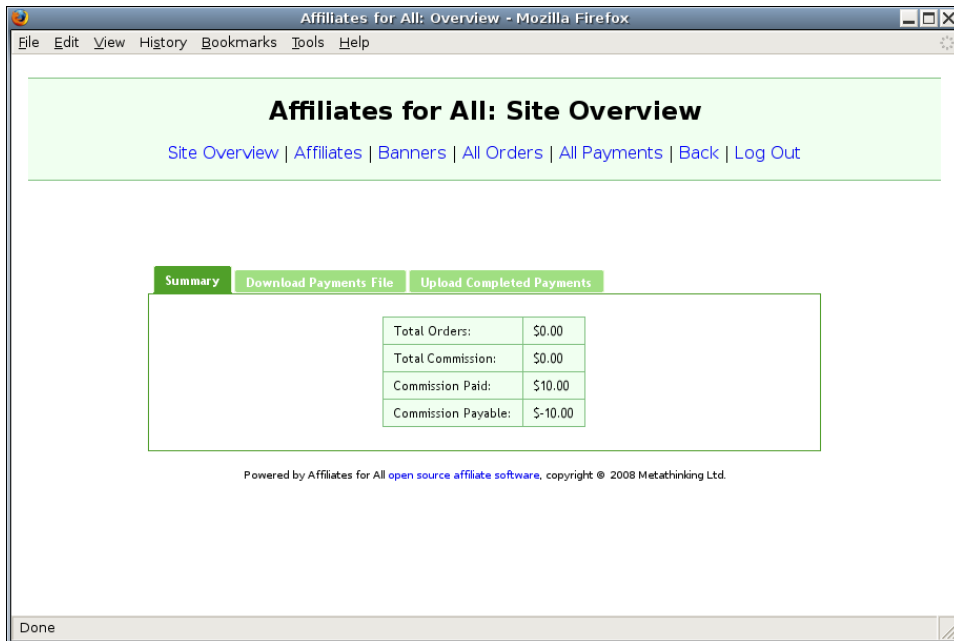
[Overview](#) | [Your Account](#) | [Banners](#) | [Your Orders](#) | [Your Payments](#) | [Admin](#) | [Log Out](#)

Summary | **Commission Graphs** | **Order Graphs**

Total Orders:	\$0.00
Total Commission:	\$0.00
Commission Paid:	\$0.00
Commission Payable:	\$0.00
Your Affiliate Link:	http://yeltsin.metathinking.com/magento?ref=1
Affiliate Link with Campaign ID:	http://yeltsin.metathinking.com/magento?ref=1&data=your_data

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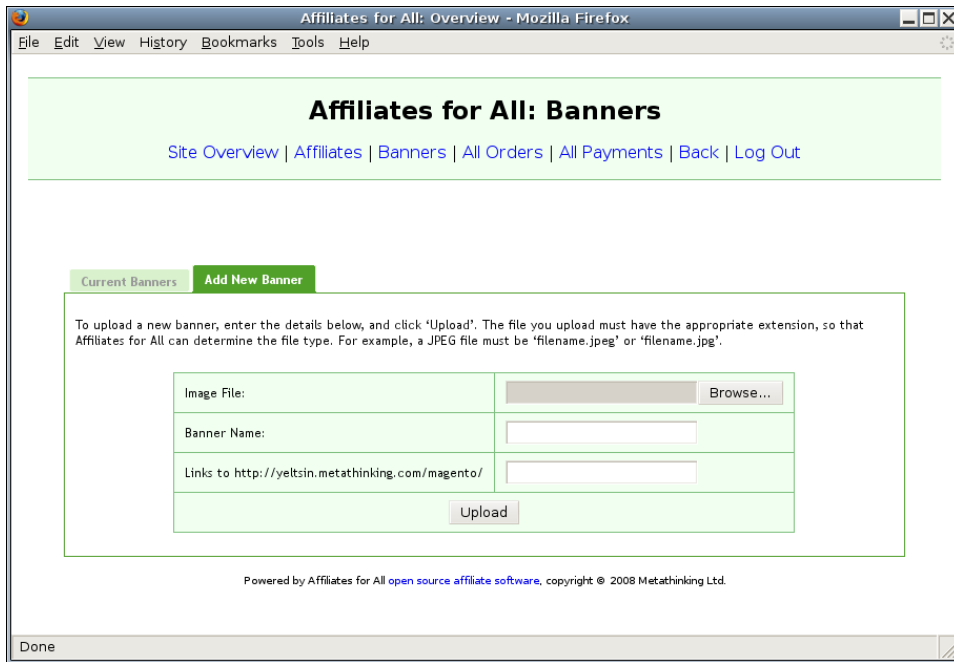
Clicking this link takes you to the administration screens. From here, you have access to the site as a whole, rather than just a single affiliate account:



Managing Banners

Your affiliates can be provided with a selection of banners, which they can use on their own websites. This feature is, however, entirely optional. The banner functionality will only be shown to affiliates if at least one banner has been uploaded into the system.

To manage the banners, go to the administration screens, and click 'Banners':

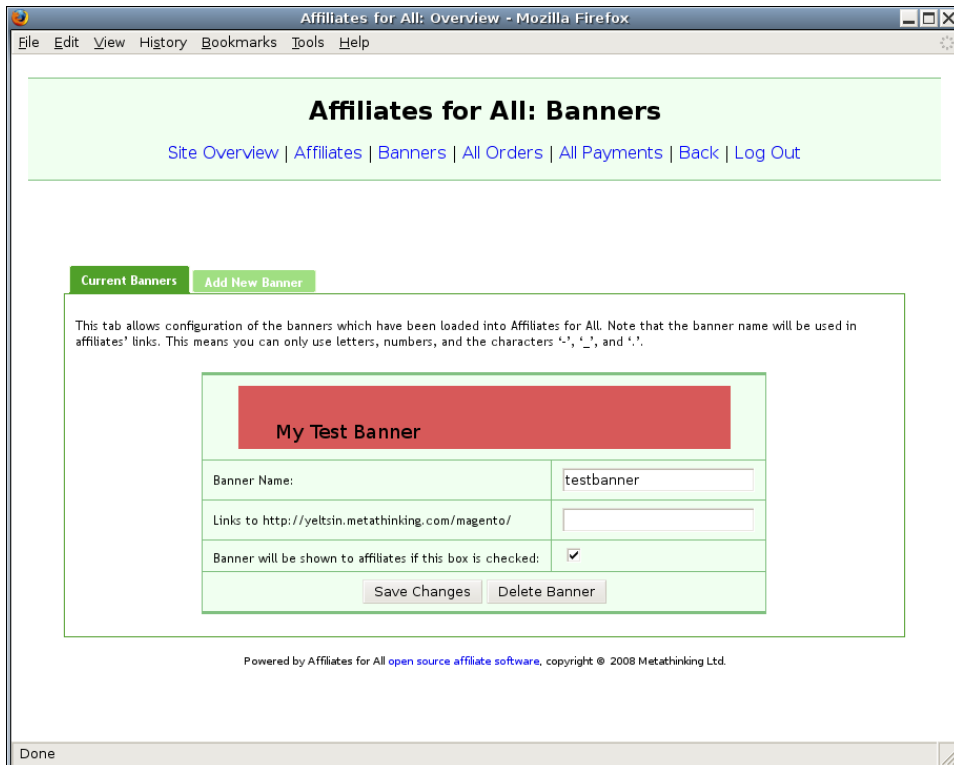


Because no banners have been uploaded, the left hand tab is disabled. You can, however, add a new banner:

- Click the 'Browse' button and choose the file which contains the banner. The file should contain an image in GIF, PNG or JPEG format.
- The 'Banner Name' will be shown to affiliates. It is also used in URLs, so you should avoid characters which are not allowed, such as spaces.
- In the final box, enter the landing page for this banner. By default, this will be the front page of your Magento installation, which is often a good choice. However, you can also have banners which take potential customers directly to a product page. For example, if you have a banner which advertised iPods®, you would want people clicking the banner to be taken to the iPod page.

Finally, click 'Upload' to put your banner onto the system.

Once you have banners on the system, you can use the left hand tab to edit them:



You can change the name or the landing page by editing the text. The checkbox can be cleared if you want to continue serving a banner, but you no longer want to suggest that affiliates start using it.

For example, suppose that in November, you uploaded some banners with a Christmas theme. In January, you will probably want to withdraw these banners, because there is no longer any reason to offer Christmas-themed advertising to your affiliates. If a few affiliates are still using these banners, though, you probably shouldn't just delete them. This would cause a 'broken image' icon to appear on those affiliates' websites. Instead, clear the checkbox. Then, when affiliates browse the available banners, they will

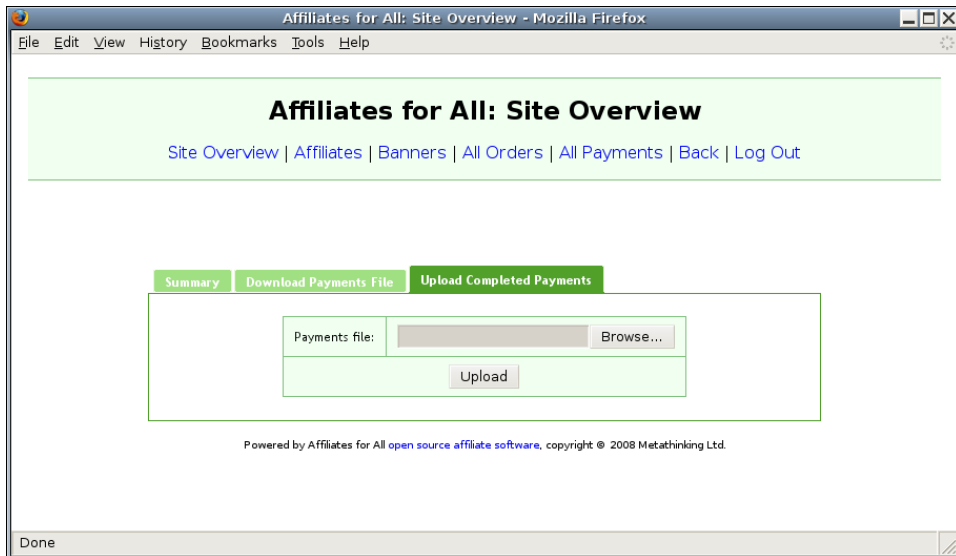
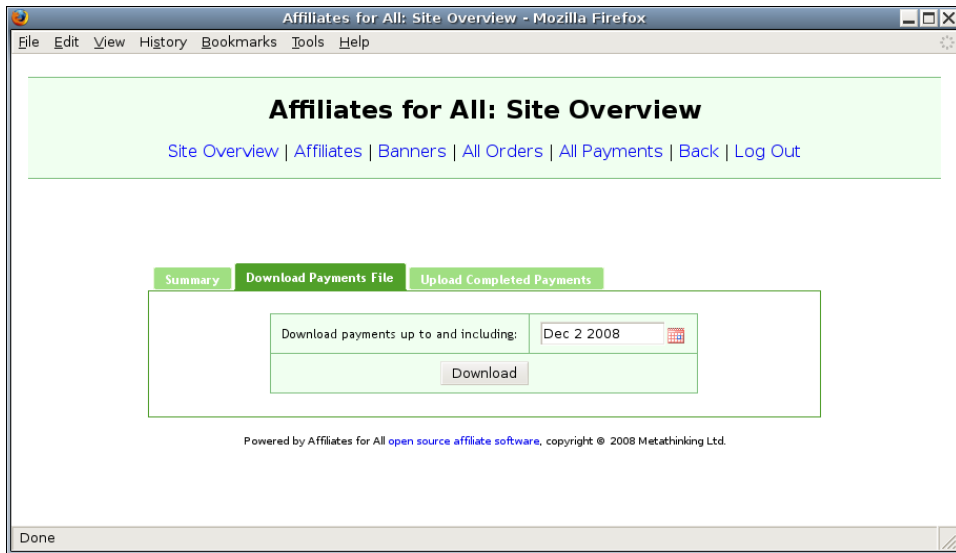
not see the Christmas ones. On the other hand, Affiliates for All will continue serving these banners for anyone who is already using them.

After making any changes to the banner settings, click 'Save Changes' to save them. If you have completely finished with a banner, click 'Delete Banner' and it will be removed from the system.

Paying Affiliates

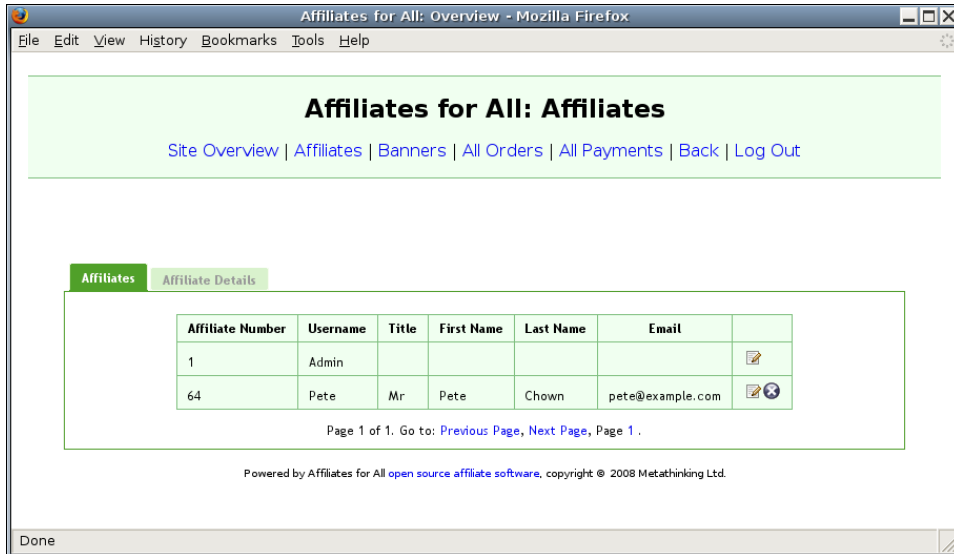
Affiliates for All is designed to work with PayPal Mass Payment. You can download a file in the form required by PayPal. Once you have this file, you should upload it to PayPal and make the payments. When the payments have been made successfully, you can upload the same file to Affiliates for All. This will record the payments in the database, so when affiliates log on, they will see that they have been paid.

You may want to make some manual changes to the payments, before sending them to PayPal. For example, if you discovered that an affiliate had sent spam, you might want to withhold payment until the matter was resolved. In this situation, you can simply edit the file. You then upload the amended file to both PayPal and Affiliates for All. Affiliates for All will record payments from your amended file; as a result, there will be no discrepancy between the payments made by PayPal and the payments recorded by Affiliates for All.



Managing Affiliates

You will sometimes have to make changes to affiliates' accounts, for example to perform password resets, or to correct account information. To see the list of affiliates who are registered on your site, click 'Affiliates':



In this example, you have two affiliates registered, including the 'Admin' account. You will notice that the 'Admin' account has number 1, but the 'Pete' account does not have number 2. This comes about because account numbers are not reused, if an affiliate is deleted from the system. (If the numbers were reused, a new affiliate could be credited with orders placed through a deleted affiliate's left over links.)

If a large number of affiliates were registered, one page would be shown at a time. You could then use the links at the bottom to move to the correct page, just as you did when looking through pages of orders or payments.

The two icons on the right hand side allow affiliate accounts to be:

 edited, or

 deleted.

If you choose to edit an affiliate account, you will be given all the account information on one page, like this:



Affiliates for All: Affiliates

[Site Overview](#) | [Affiliates](#) | [Banners](#) | [All Orders](#) | [All Payments](#) | [Back](#) | [Log Out](#)

Affiliates **Affiliate Details**

Affiliate Number	57
Username	Pete *
Password	Pete *
Title	Mr
First Name	Pete
Last Name	Chown
Email	pete@example.com
Address 1	
Address 2	
Address 3	
Address 4	
Post/Zip Code	
Country	United Kingdom
Phone	
Paypal	
Wizard Complete	<input checked="" type="checkbox"/> *
Administrator	<input type="checkbox"/> *

Fields marked '*' are required. If you add a new affiliate, an affiliate number will be assigned automatically when you click 'Save'.

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Done

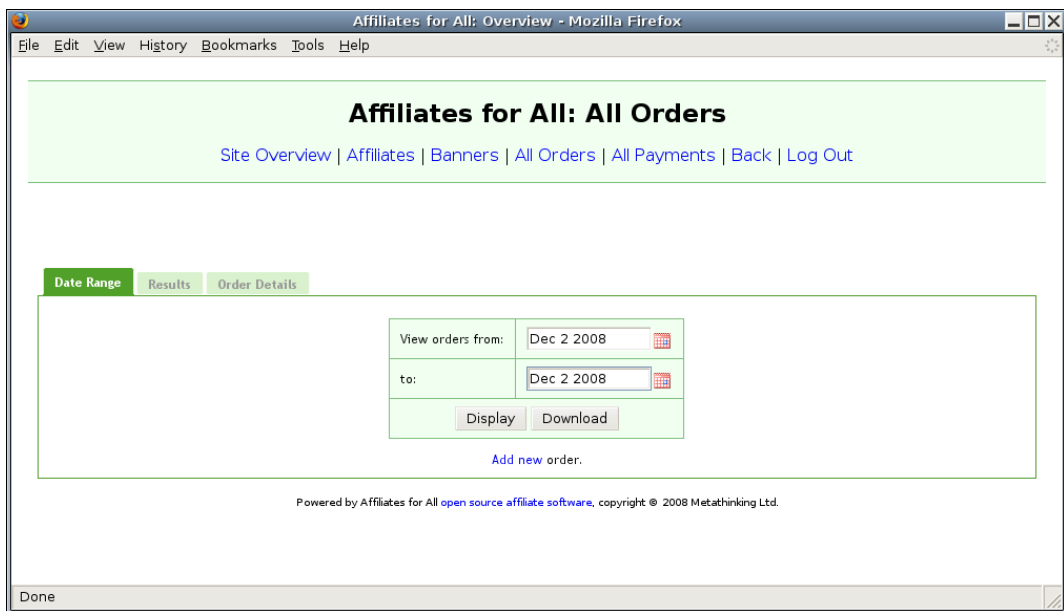
As the administrator, you have access to two fields which affiliates cannot see. 'Wizard Complete' is set if the affiliate has completed the registration process. This involves agreeing to the terms and conditions, and providing personal details. 'Administrator' is set if this user has access to the administration screens. You can use this feature to create additional privileged users, if you wish.

Managing Orders

As the administrator, you can see all the orders in the system, not just your own. You can also edit the orders manually. You may want to do this in order to:

- manually approve commission;
- manually revoke commission, perhaps for a refunded order; or
- correct errors.

To see the list of orders, click 'All Orders':



You can enter a date range, to display or download all orders between two dates. You can also click 'Add new order' to insert a completely new order into the system. When you add a new order, you will be taken to the order details tab; see below.

If you choose to display the orders then a list will be displayed:



This list works in the same way as the list of affiliates. You can move to different pages using the links at the bottom. You can also edit or delete the order using the icons on the right. If you choose to edit the order, Affiliates for All displays the 'Order Details' tab:

Affiliates for All: All Orders - Mozilla Firefox

File Edit View History Bookmarks Tools Help

Affiliates for All: All Orders

[Site Overview](#) |
 [Affiliates](#) |
 [Banners](#) |
 [All Orders](#) |
 [All Payments](#) |
 [Back](#) |
 [Log Out](#)

Date Range
Results
Order Details

Order Number	<input type="text" value="7654321"/> *
Affiliate	<input type="text" value="57"/> *
Status	<input type="text" value="new"/> *
Cust ID	<input type="text" value="1234567"/>
Cust Name	<input type="text" value="Fred Smith"/>
Cust Email	<input type="text" value="fred@example.com"/>
Total	<input type="text" value="100.00"/> *
Comm	<input type="text" value="10.00"/> *
Order Date	<input type="text" value="Dec 2 2008"/> <input type="text" value="20"/> <input type="text" value="25"/> <input type="text" value="5"/>
Campaign Data	<input type="text" value="mydata"/>
<input type="button" value="Save"/> <input type="button" value="Cancel"/>	

Fields marked '*' are required.

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Done

Any of these fields can now be edited. The order status affects the payment of commission for this order:

- 'new' orders show up in the affiliate's graphs, but commission is not paid. It is expected that the order will be moved to a different state once it has been processed by the advertiser.
- 'shipped' orders have been processed by the advertiser, so commission is due. These orders show up in the affiliate's graphs and totals. Furthermore, when you download the payment list, 'shipped' orders will be included in the total.

- ‘cancelled’ orders do not carry commission and do not show up in any totals.
- ‘refunded’ orders are, perhaps surprisingly, treated the same as ‘shipped’ orders. However, it is expected that there will be a corresponding ‘refund’ order. The refund order will have a later date than the refunded order, and the commission will be negative. This means that the ‘refunded’ order and the ‘refund’ order cancel each other out.

If you decide not to pay commission for a particular order, you can either set it to ‘cancelled’, or you can set it to ‘refunded’ and create a corresponding ‘refund’. Affiliates for All does not force you to do it either way, so the choice is entirely yours. However, the intention is that you will set the order to ‘cancelled’ if you have not yet paid commission on it. If you pay the commission and then want to claw it back, you will create a refund.

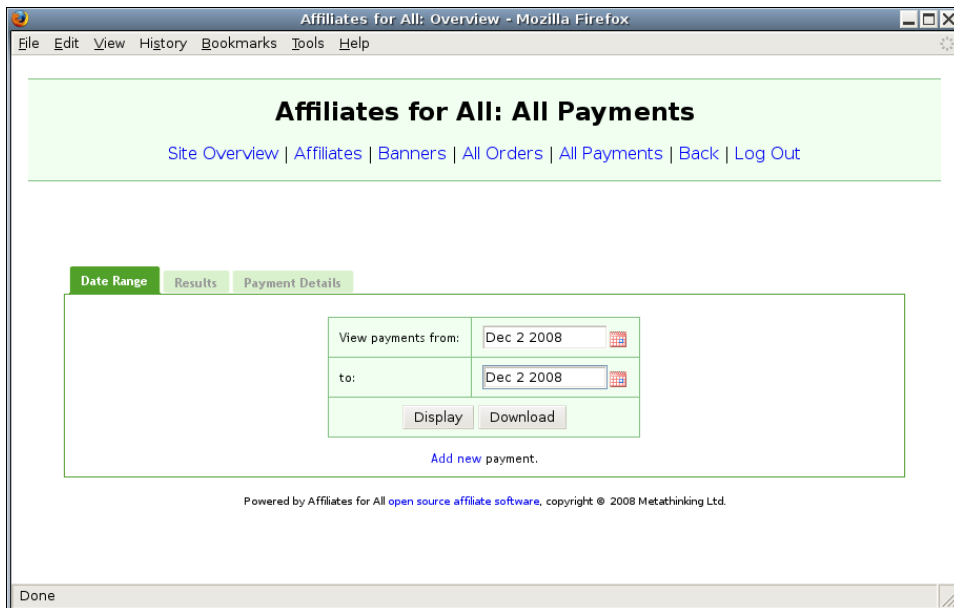
If you work this way, the accounting becomes simpler. Imagine that during January, an affiliate is credited with some orders. At the end of January, commission is paid. At that point, the affiliate’s overview screen will show nothing owing. During February, you get some chargebacks from the bank, and you want to claw back the commission for these orders.

- If you mark the orders cancelled, the affiliate’s commission total will be lower at the end of February, so you will pay the right amount of money. On the other hand, you will never be able to work out why you paid the amount of money you did at the end of January. You will know that you paid more money than now appears to be due, but you will have no way of working out which orders ceased to be valid after you paid January’s commission.
- If you create a refund, dated in February, you preserve that information. You will be able to see which orders were thought to be valid at the end of January, and when you changed your mind.

If you are concerned about preserving information, then, you should create refunds. If you just want convenience, you might as well set any refunded orders to 'cancelled'.

Managing Payments

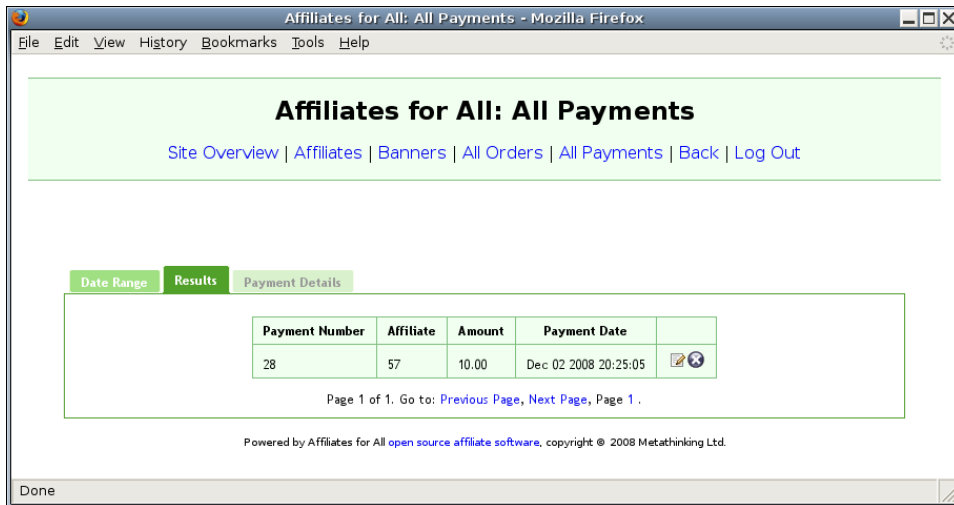
Privileged accounts can see all the payments, as well as all the orders. To manage the payments, click 'All Payments':



You now have the same options you had for the orders. You can enter a date range, if you want to view or edit existing payments. Alternatively, you can click the link at the bottom to add a completely new one.

If you prefer not to use the PayPal integration, you can add all the payments here, by hand. For example, if you pay your affiliates by cheque or manual bank transfer, you can enter a payment into Affiliates for All as you complete each one.

Again, clicking 'Display' takes you to a list of payments:



Editing the payment, or using the 'Add new payment' option, takes you to the payment details tab:

Affiliates for All: All Payments - Mozilla Firefox

File Edit View History Bookmarks Tools Help

Affiliates for All: All Payments

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Date Range Results **Payment Details**

Payment Number	28
Affiliate	57 *
Amount	10.00 *
Payment Date	Dec 2 2008 20 : 25 : 5 *
<input type="button" value="Save"/> <input type="button" value="Cancel"/>	

Fields marked "*" are required. If you add a new payment, it will be given a payment number automatically when you click 'Save'.

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Done

Installing Affiliates for All

This chapter explains how to install Affiliates for All on a suitable hosting service. Usually you will want to install Affiliates for All and Magento on the same host, but this is not a requirement. You can install Affiliates for All anywhere you want, though the Magento integration module must be installed in Magento's directory structure.

System Requirements

Before attempting to install Affiliates for All, you should make sure that your hosting service satisfies the system requirements:

- PHP 5.2. Affiliates for All may work against earlier versions of PHP 5, but this has not been verified. It will *not* work against PHP 4 or earlier.
- MySQL 5.0. Affiliates for All may work against the upcoming MySQL 5.1, but this has not been verified. It will *not* work against earlier versions of MySQL.
- Affiliates for All has been tested against Apache 2.2 running on Linux. It should be possible to use other web servers or operating systems, but you should know that there are some important settings in a '.htaccess' file. These files are read by Apache, but they may not be read by other web servers. Before using a different web server, you would need to convert these settings to the appropriate form.
- Compression should be enabled on your web server. On Apache, this involves loading 'mod_deflate'. If you cannot enable this module, you must remove the reference to it from '.htaccess'.

If you do turn off compression, your affiliates will have to load 178k of data before getting to the logon screen. With compression, this is reduced to 48k.

This is because Affiliates for All has to send a large amount of Javascript to the browser before it can display any pages, and Javascript compresses well.

Fortunately, most of the Javascript can be cached, so this penalty only applies when the user loads the *first* page. Subsequent pages are not affected.

Creating a Database and Database User

Affiliates for All stores its data in MySQL, and creating a database is the first step when installing. The way you create this database depends on your hosting company, but they should have provided you with a suitable tool.

If you want to install Affiliates for All multiple times on the same host, you must create a separate database for each installation. If you are not doing this, and you have the option of calling your database ‘affiliates’ you should do so, as this will give you slightly less configuration work later.

Once you have created a database, you need to create a MySQL user for Affiliates for All to use. Again, your hosting company should have provided a tool for doing this.

The user you create must have full access to the database you have just created. To maximise security, it should not be given access to any other databases. It does not require access to the Magento database.

This user can, if you wish, be shared among multiple installations of Affiliates for All. Again, if you call the user ‘affiliates’ you will have slightly less configuration work to do later.

Uploading Affiliates for All

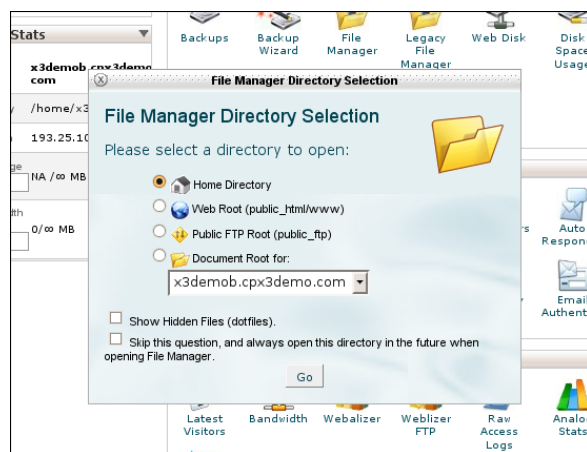
There are two steps in uploading Affiliates for All. First of all, you will need to work out where to put it. Once you know that, you can transfer the files.

Upload Location

From version 1.1.2, Affiliates for All can be uploaded to a directory which is published by your web server. If you need to install an earlier version, you should refer to the corresponding version of the manual, as the procedure is rather different.

Most hosting services publish a particular directory on the web. For example, suppose you have bought hosting for 'www.example.com'. Your hosting service would provide you with some disk space, into which you can upload files. You may find that the file '/public_html/example.html' gets published on the web at '<http://www.example.com/example.html>'. In this case, the hosting service is publishing the 'public_html' directory on the web.

A lot of hosting services publish the 'public_html' directory, but some may call it something different. If you are unsure, you could ask your hosting company. In many cases, you can also see it in your control panel. For example, this hosting service is using cPanel® for the control panel, and it is publishing '/public_html/www':



Next, you need to choose the URL where you want Affiliates for All to appear. Using 'www.example.com' again, you might choose '<http://www.example.com/afa>' or '<http://www.example.com/affiliates>'.

Once you have determined your web directory ('public_html' in the example above) and chosen your URL, you are ready to upload Affiliates for All. To work out the right place, join together the web directory and the URL you have chosen. For the examples above, you would upload to '/public_html/afa' in the first case, and '/public_html/affiliates' in the second.

Transferring the Files

Now you should upload the Affiliates for All distribution. This will be a file called 'affiliates-x.y.z.tar.gz' where x, y and z are the version number. This distribution file contains all the smaller files which make up Affiliates for All. These files must be extracted, and for doing this, you have two choices:

- You can upload the distribution file, then extract it on the server using tools provided by your hosting company. If your hosting company provides such tools, this is probably the easiest option.
- You can extract the files on your own computer, then upload the files themselves. Affiliates for All contains nearly five hundred files, so you should not try to upload them one at a time! However, if you have a program that can upload a whole directory of files at once, this is a viable option.

Affiliates for All Configuration

You should now go to the Affiliates for All directory, copy 'config.inc.sample' to 'config.inc' and begin editing it. Many of the parameters of your affiliate programme are set in this file:

- '\$affiliate_referrer_parameter' and '\$affiliate_data_parameter' control the parameters that are used in affiliate links. For example,

if the first was set to 'a' and the second to 'b' an affiliate link might look like this:

<http://www.example.com/shop?a=123&b=mydata>

This would indicate that affiliate number 123 was to be credited with any orders. Furthermore, the affiliate would like Affiliates for All to tag any orders with the string 'mydata'.

- '\$affiliate_cookie' and '\$cookie_lifetime' set the name and lifetime of the affiliate cookie. This cookie is set when a potential customer follows an affiliate link, and is used to save the affiliate's details until an order is placed.

Although affiliate links use two parameters, there is only one cookie. This cookie stores both the affiliate number and any data provided by the affiliate.

- '\$currency' and '\$currency_code' should contain the currency symbol and the SWIFT code for the currency which is in use. Usually the system uses the currency symbol; the currency code is only used in the PayPal payment files. A list of currency codes can be found at http://en.wikipedia.org/wiki/ISO_4217.
- '\$store_home' should be set to the base of your Magento installation, for example '<http://www.example.com/shop>'.
- '\$commission_percent' and '\$commission_fixed' control the amount of commission that is paid. Using the first parameter, you can set the commission to a percentage of the amount spent by the customer (excluding shipping and taxes). Using the second parameter, you can pay a fixed commission per order. If you give both, they add.
- '\$affiliate_programme_name' appears at the top of every page when the affiliates are using Affiliates for All. You can leave this as 'Affiliates for All' or you can give the name of your own affiliate programme, for example 'My Affiliate Programme'.
- '\$lifetime_revenue_share' should be set to 'TRUE' or 'FALSE'. If you set it to 'TRUE' then all orders placed by a customer will be credited to the affiliate who first introduced him. If you set it to 'FALSE' then

an affiliate will only receive credit until customers' affiliate cookies expire.

- '\$notification_email_address' will receive an email when Affiliates for All accepts an order, and also when an order changes state ('new' to 'shipped' for example). If you do not want emails, set '\$notification_email_address' to ''.
- '\$administrator_email_address' is used in the 'From:' line of emails sent by Affiliates for All. You should set it to an email address which you control.

You could put your customer service address here, so you can respond to affiliates who reply to automated notifications with questions. Alternatively, if you find that you get annoying numbers of bounces, you could set it to an auto-responder which explains how your affiliates can send you account queries.

Do not leave this address as 'example-admin@affiliatesforall.org'. You will not be considered a valid sender for this address, which could cause your notifications to be classified as spam.

- '\$order_fields_available' and '\$order_fields_headings' control how much information affiliates are given about their customers' orders. By default they will be given customer names and email addresses, but you may want to take these out, if you do not want your affiliates sending follow-up emails to your customers.

If you want to take a field out, you must take it out of both '\$order_fields_available' and '\$order_fields_headings'.

- '\$rpc_secret' is a password which is used to secure communication between Affiliates for All and Magento. You can set it to anything you like, but you should choose something which is difficult to guess. **Do not leave '\$rpc_secret' unchanged** as this would allow people to put fake orders in your system.
- '\$database_dsn', '\$database_username' and '\$database_password' configure Affiliates for All's connection to MySQL. If you used a database name other than 'affiliates' you should change

`'$database_dsn'`. If you used a database user other than `'affiliates'` you should change `'$database_username'`. Finally, you should put your database password in `'$database_password'`.

If your database is not on the same machine as your web server, you should put the relevant address in `'$database_dsn'` in place of `'127.0.0.1'`.

- `'$session_cookie_name'` is the name of the cookie which keeps track of people who are logged on to Affiliates for All's web interface. If you have two copies of Affiliates for All installed on the same website, you should change this in one of the copies, to stop them interfering with each other. If you only have one copy of Affiliates for All installed, you should not need to change this value.
- `'$terms_of_business'` contains the terms and conditions of your affiliate programme. New affiliates will be asked to agree to these terms before opening their accounts.

Once you have edited `'config.inc'` you should find that you can log on to Affiliates for All. In the next section, you will integrate Affiliates for All with Magento, so that new orders show up in Affiliates for All. However, before doing that, please **change the 'Admin' password**. There are people who search the Internet, trying to get into systems by using the default passwords, so it is important to change it straight away.

Installing the Magento Module

If you look in the Affiliates for All directory, you will find a subdirectory called `'carts'`. In there you will find two more subdirectories. One is called `'dummy'` and one is called `'magento'`.

The `'dummy'` cart is used for testing Affiliates for All, and it is also a good starting point if you want to write a new integration. However, normally you should not need to use it.

The `'magento'` subdirectory contains the Magento module which integrates Affiliates for All into Magento. This module:

- sets an affiliate cookie when someone reaches Magento after clicking on an affiliate link;
- copies new orders from Magento into Affiliates for All when an appropriate affiliate cookie exists; and
- marks orders 'shipped' in Affiliates for All when they are marked 'complete' in Magento.

At the time of writing, the Magento module does not process refunds automatically. If you refund an order, and you want to cancel the associated commission, you will have to do this manually through the Affiliates for All administration screens.

To install the Magento module, you need to copy:

- the file 'carts/magento/app/etc/modules/Afa.xml' to 'app/etc/modules' in Magento, and
- the directory 'carts/magento/app/code/local/Afa' to 'app/code/local' in Magento.

The module is now installed. However, for speed, Magento caches the pages it serves to customers and administrators. These cached pages will not contain Affiliates for All. So that Magento will regenerate these pages, you must clear the cache. Go to System/Cache Management. Under 'All Cache' select 'Refresh'. Click 'Save Cache Settings'.

If you are logged into the Magento administration system, you should now log out. This will force Magento to recalculate your access rights when you log back in, which is important because the administrator now has access to an additional component: the Affiliates for All module. If you try to configure the Affiliates for All module without doing this, you will be told

that you have insufficient rights, even though you are logged into an account that is supposed to have access to all of Magento.

Configuring Magento

You now need to configure Affiliates for All's Magento module. Go to 'System/Configuration'. Part way down the bar on the left hand side of the screen, you will see a link labelled 'Affiliates for All'. Click this link. You will now see the Affiliates for All module configuration screen. (If you now see a bar labelled 'Affiliates for All Integration' and nothing else, then the configuration pane is currently closed. Click the arrow on the right hand side of the bar to open it.)

You will now see two fields:

- Against 'URL of Affiliates for All' enter the URL under which Affiliates for All is installed. Enter a URL like <http://www.example.com/afa> and not, for example, <http://www.example.com/afa/index.php>.
- Against 'Security Secret' enter the password from '\$rpc_secret' in 'config.inc'.

Affiliates for All will now be working with Magento. All you need to do now is create links on the Magento site which will invite people to sign up for your affiliate programme.

Subscribe to the Forum

Finally, you should register for an account at <http://www.affiliatesforall.org/forums/>. Go to the 'Announcements' forum and click the 'Subscribe forum' link in the bottom left corner. You will now receive email every time a new post is made in the announcements forum. A post is made in that forum whenever a new version of Affiliates for All is released, so subscribing means that you will be kept up to date with new releases.