



CLICKS IS OUR BIZ ...

Merchant Integration & Setup Documentation

Introduction

In this document, we'll talk about how to integrate ClickInc.com into your existing website or shopping cart. This will include adding our script to your web pages, integrating with your shopping cart system or payment processor, and finally, putting up the Affiliate Signup Page once everything is up and running! These steps are critical to your affiliate management strategy as you'll need to make sure that your affiliates get their commissions generated whenever you get a sale from one of their referrals.

The instructions below are for people with HTML and programming knowledge, and are a basic guide. Every shopping cart system is different, and that's why we are here to help! If you need assistance with your particular system, email our Integration Team at integration@clickinc.com.

Step 1: Adding Script to Website and / or Shopping Cart Headers

- Edit the **clickscript.js** script file included in this package to include your merchant ID. To do this, check line 5 in the file for the following code:

```
var merchantId = "xxxxx";
```

Replace "xxxxx" with your own Merchant ID (ie: 70123)

Note: Please do not change anything else in this file

- Upload the modified **clickscript.js** file to your web server
- Include the script into the header of all your web pages, single header file (if using a Content Management System) and / or Shopping Cart headers, as seen in the example below in **bold red and bold black**. You should copy the text in **bold red and bold black** below, line for line (IMPORTANT!!) paste in NOTEPAD or other text editor, and from there, copy again (to get the plain text). The text in your header should look almost exactly like below (not all on one single line).

Example:

```
<html>
<head>
<title>XYZ Company</title>
<!-- ADDED FOR CLICKINC.COM -->
<script type="text/javascript">
/*Replace XXXXX with your Merchant Id */
var merchant = "XXXXX";
var cookieVal = 365;
document.write(unescape("%3Cscript src='https://impression.clickinc.com/impressions/servlet/CookeExpire?merchant=" + merchant + "' type='text/javascript'%3E%3C/script%3E"));
</script>
<script language="JavaScript" type="text/javascript" src="/path/to/your/clickscript.js"></script>
<!-- ADDED FOR CLICKINC.COM -->
</head>
<body>
your website content here
</body>
</html>
```


- Make sure to replace “xxxxxx” with your Merchant ID
- Make sure the `/path/to/your/clickscript.js` is the direct path where you uploaded the file
- This code should be placed before the closing `</head>` tag
- Check your website online and view the source code of each page to make sure the code is there!

Note: We recommend you add this to ALL pages on your website and shopping cart, but if you prefer not to, then just make sure that it will be on your main home page, and any other page where affiliates might send traffic to. And also be sure to have it on your Thank You / Receipt page of your shopping cart, where the sale is captured.

Step 2: Basic Shopping Cart Integration (For Order Posting):

This step relates to merchants who's website, shopping cart and checkout page reside on the same domain / URL. If customers checkout on another URL (3rd party shopping cart) please email integration@clickinc.com to request integration instructions for “2 Domains”.

1. Make sure to include the **clickscript.js** and other script code in all shopping cart headers, as explained in Step 1
2. Add the hidden fields below in the final Thank You / Confirmation / Receipt page of your shopping cart system, somewhere at the end, before the closing `</body>` tag.

```
<input type="hidden" name="_productid_productId" id="_productid_productId" value="$productId" />
<input type="hidden" name="_price_price" id="_price_price" value="$price" />
<input type="hidden" name="_quantity_quantity" id="_quantity_quantity" value="$quantity" />
<input type="hidden" name="_ipq_ipq" id="_ipq_ipq" value="$orderId:$discount:$username:$country:$status" />
<script type="text/javascript">setTimeout ("xmlPost ()", 500) ;</script>
```

- Replace the values of the following variables (in the above code) with whatever variables your particular shopping cart system uses:

\$orderId: This is the value of the unique order number which your shopping cart / ordering system uses

\$discount: This is the value of the discount of the order, if any (ie: coupon code value). If not available put 0 (zero)

\$username: This is the value of customer username or email Id, which is useful for tracking re-orders. If not available put – (hyphen)

\$country: This is the value of the 2-letter country code, or full country name. If not available put – (hyphen)

\$status: This is the value of the order status ("1" for Pending, "2" for Approved, "3" for Rejected)*

\$productId: This is the value of the unique product / SKU ID, and can also be the full product name. If you are submitting just “1” order with “1” subtotal, but multiple products, you can use some static value here, like your website name, or something which describes the product, or something like ORDER

\$price: This is the value of the individual product price (if not available, put subtotal value of the entire order)

\$quantity: This is the value of the quantity of the ordered product (if you are submitting 1 order and not multiple looping products, then put 1, as in 1 Order)

Note: The variables above will have to be modified according to your particular shopping cart's programming language

* Commissions are based on orders which return with an order status of 2 (Approved)

If the customer orders more than 1 product, just add the product hidden fields again (LOOPING sequence) which you have to program on your confirmation page:

```
<input type="hidden" name="_productId_productId" id="_productId_productId" value="$productId1" />
<input type="hidden" name="_price_price" id="_price_price" value="$price1" />
<input type="hidden" name="_quantity_quantity" id="_quantity_quantity" value="$quantity1" />

<input type="hidden" name="_productId_productId" id="_productId_productId" value="$productId2" />
<input type="hidden" name="_price_price" id="_price_price" value="$price2" />
<input type="hidden" name="_quantity_quantity" id="_quantity_quantity" value="$quantity2" />

<input type="hidden" name="_productId_productId" id="_productId_productId" value="$productId3" />
<input type="hidden" name="_price_price" id="_price_price" value="$price3" />
<input type="hidden" name="_quantity_quantity" id="_quantity_quantity" value="$quantity3" />

<input type="hidden" name="_ipq_ipq" id="_ipq_ipq" value="$orderId:$discount:$username:$country:$status" />
<script type="text/javascript">setTimeout ("xmlPost ()", 500) ;</script>
```

You can use this for any number of products by replacing their correct value.

- The `<input type="hidden" name="_ipq_ipq" id="_ipq_ipq" value="$orderId:$discount:$username:$country:$status" />` code above allows the order detail values to be concatenated with the : symbol.

Example:

```
<input type="hidden" name="_ipq_ipq" id="_ipq_ipq" value="12345:0:janedoe:US:1" />
```

- The `<script type="text/javascript">setTimeout ("xmlPost ()", 500) ;</script>` code above creates an XML file and posts the order details to ClickInc.com once the customer reaches the Thank You / Receipt Page, and those hidden values return the order information.

Monthly Recurring Commissions

ClickInc.com supports Monthly Recurring Commission. If you are selling a subscription, you can set it up so that the first order which is posted to ClickInc.com from your shopping cart, will automatically be posted again within your Merchant Account, for the selected monthly value (every 1 month, 2 months, etc.).

If you want to setup Monthly Recurring Commissions, you may do so by adding the following hidden input field to the list of existing hidden input fields:

```
<input type="hidden" name="_recurring_recurring" id="_recurring_recurring" value="1" />
```

Example:

```
<input type="hidden" name="_productId_productId" id="_productId_productId" value="$productId" />
<input type="hidden" name="_price_price" id="_price_price" value="$price" />
<input type="hidden" name="_quantity_quantity" id="_quantity_quantity" value="$quantity" />
<input type="hidden" name="_recurring_recurring" id="_recurring_recurring" value="1" />
<input type="hidden" name="_ipq_ipq" id="_ipq_ipq" value="$orderId:$discount:$username:$country:$status" />
<script type="text/javascript">setTimeout ("xmlPost ()", 500) ;</script>
```

Replace “1” with the number of months by which you want the payment to recur. In this example, the payment will recur ever 1 month. If you put 2, then the payment will recur every 2 months, and so on.

Note: Recurring Commissions are setup to automatically post the original sales data to the ClickInc.com system based on the settings you input in the code above (every 1 month for example). However, please note that there is no communication between our server and the server where you have the subscription, so you need to actively maintain and check your paid subscriptions on a regular basis and if anyone cancels their subscription, you have to manually cancel the original order in ClickInc.com, otherwise the same data will continue to be posted. Once you receive a subscription payment, and the order is in ClickInc.com, you should “Approve” that order.

Coupons

You can create coupon codes in your account and assign them to affiliates. Affiliates can then use them in promotional emails or flyers etc. Once a customer uses one of those assigned coupon code, that order will be tied to the affiliate and he/she will get commission for that order. This value must represent the actual coupon code, and must match what you've added in your ClickInc account, as well as your shopping cart. Coupon codes in ClickInc can have discounts (if you just want to assign a code by itself with no effect on the order total, put a discount of 0), free shipping etc. All must match what you've setup in your shopping cart.

If you want to setup Coupon Codes, you may do so by adding the following hidden input field to the list of existing hidden input fields:

```
<input type="hidden" name="_coupon_coupon" id="_coupon_coupon" value="$coupon" />
```

Example:

```
<input type="hidden" name="_productId_productId" id="_productId_productId" value="$productId" />
<input type="hidden" name="_price_price" id="_price_price" value="$price" />
<input type="hidden" name="_quantity_quantity" id="_quantity_quantity" value="$quantity" />
<input type="hidden" name="_coupon_coupon" id="_coupon_coupon" value="$coupon" />
<input type="hidden" name="_ipq_ipq" id="_ipq_ipq" value="$orderId:$discount:$username:$country:$status" />
<script type="text/javascript">setTimeout ("xmlPost ()", 500) ;</script>
```

Replace “**\$coupon**” with the coupon code which you have added in your shopping cart, and in your ClickInc account under Marketing > Coupons.

Mapping Coupons

Mapping coupons can be done either manually or through web service. We offer web service functionality to map the coupons from your ClickInc.com account to your shopping cart:

<https://ca.clickinc.com/clcWebs/services/CouponServices?wsdl>

Commission Calculation in ClickInc

Preferences of assigning orders to Affiliates:

1. Campaign Id (Affiliate Id's/Campaign Id's)
2. Coupons
3. Domains (Page Link, Domain, Wildcard)

For Re-Orders:

1. If customer has been permanently assigned to an affiliate, all orders from that customer will be assigned to that affiliate (option set by merchant)
2. Same like first time orders

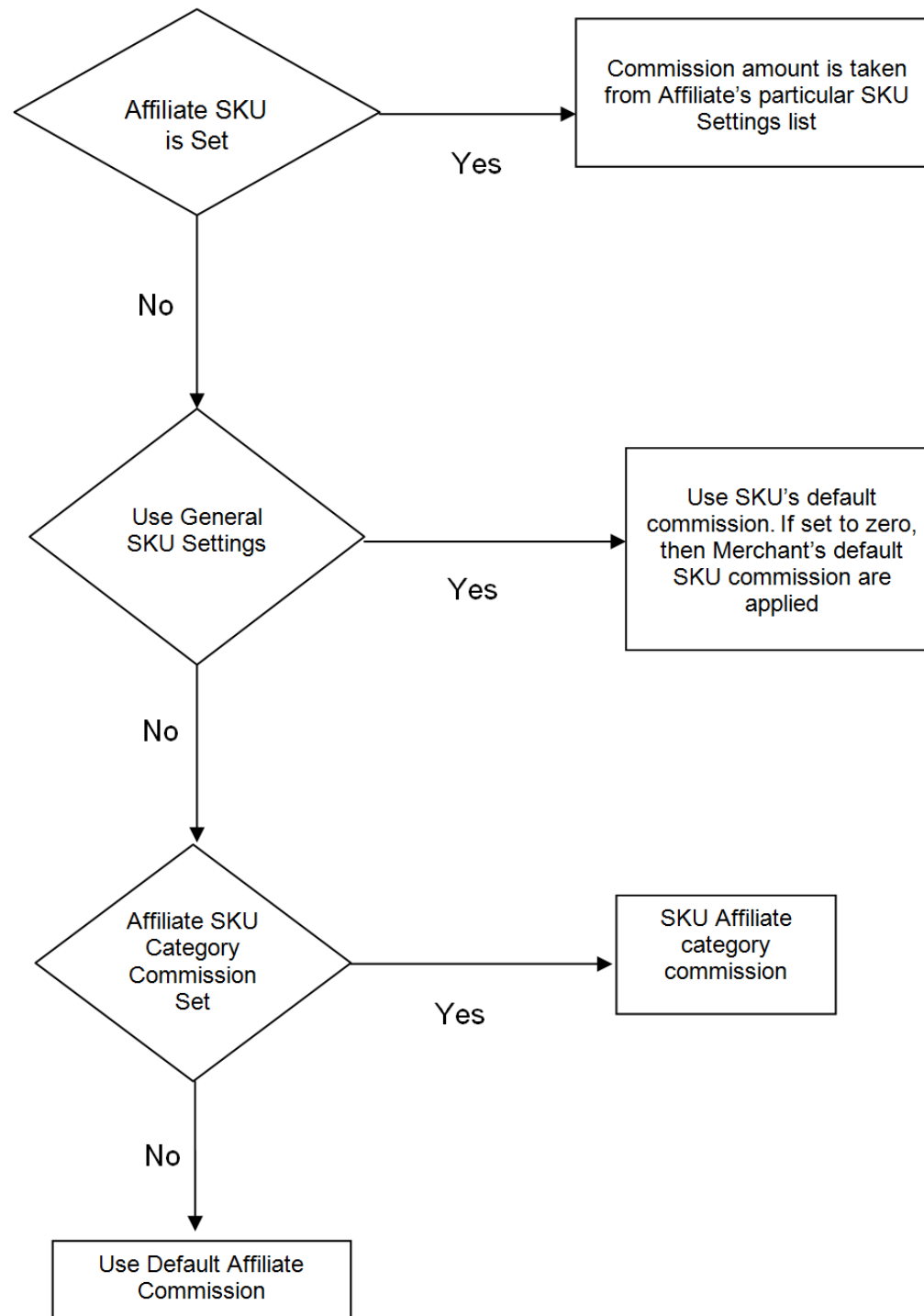
Commissions can be increased or decreased for the re-orders set by the merchant in the merchant's Settings page

Commission Calculation:

For campaign orders, commissions are taken from SKU commission settings and for domain orders commissions are calculated from TruLink settings.

Commissions are calculated for every product; if commission is in % commission will be based on % of that product or else if commission is based on per product, then the commission will be based per product.

Selecting the SKU commission for the product can set done using the following flowchart examples:



Commissions Based on SKU Categories

Merchant can assign commission for the products based on categories. Check this in the sample order form (test-order-form.html).

Example:

```
<!-- Product 1 -->
<input type="hidden" name=" productId productId" id=" productId productId" value="123" />
<input type="hidden" name="_price_price" id="_price_price" value="200" />
<input type="hidden" name="_quantity_quantity" id="_quantity_quantity" value="2" />
<!-- Optional Product Category use this if you set commission based on product category -->
<input type="hidden" name="_category_category" id="_category_category" value="General" />
<!-- Product 2 -->
<input type="hidden" name=" productId productId" id=" productId productId" value="124" />
<input type="hidden" name="_price_price" id="_price_price" value="300" />
<input type="hidden" name="_quantity_quantity" id="_quantity_quantity" value="3" />
<!-- Product 3 -->
```


Step 3: HTML for Affiliate Signup:

- Included in the **SAMPLE FORMS** folder is a file called **affiliate-signup-form.html**
- Use this page, and design it according to your website (Note: Please do not change the form attribute names)
- In the source code of the page, look for the following line of code:

```
<input type="hidden" name="id" value="xxxxx"/>
```

Replace "xxxxx" with your own Merchant ID (ie: 12345)

- Make sure to include the **clickscript.js** and other script code in this page, as explained in Step 1
- Add whatever Affiliate Program details you wish to announce to your visitors, such as commission rates, benefits, payment terms etc.
- Upload the new page to your website, and include it in your website navigation, so people can join your program!

Step 4: HTML for Affiliate Login:

- Included in the **SAMPLE FORMS** folder is a file called **affiliate-login-form.html**. This is the HTML code you can apply to your Affiliate Signup Page, in order for them to be able to log into their account.
- Alternatively, you may simply provide a direct link to the login page, which is located here: <https://affiliates.clickinc.com/affiliate/>

Step 5: Integration with PayPal or Other Shopping Cart:

- If you are using PayPal or any type of other shopping cart, like Zen Cart, X-Cart, Magento, nsCommerce, 1ShoppingCart, CubeCart etc. we have some specific documentation that you need to follow. For the most popular one's, please visit our Support Site:

<http://support.clickinc.com/index.php?action=category&id=12>

- If you do not see integration instructions for your particular shopping cart, please contact integration@clickinc.com and request info. If we have it, we will be glad to provide it! If we do not have it, we can arrange to help you find a solution.
- If you have your website and checkout system on two separate domains, integration is slightly different, and in some cases may not be possible. You must check with your checkout provider if they allow you to install Javascript in the header of their checkout pages. If they do not, then you will not be able to use ClickInc.com. If you fall in this scenario, please contact integration@clickinc.com and request instructions for "2 Domains" and we can help you further. Do not follow this document if this is your situation.

Step 6: Testing Your Integration:

General XML Sales Post (Before You have Integrated)

If you would like to test a general sales post to the ClickInc.com system to see how it works, please refer to the attached file included in the **SAMPLE FORMS** folder, called **test-order-form.html**. It will explain to you how to use that file to successfully post an XML order to your Merchant Account.

Posting a Test Order from Your Own Website to ClickInc.com (After You have Completed Integration)

- To test posting an actual order from your own website, to the ClickInc.com system, first follow the directions in the clickinck_setup.pdf and make sure your website is integrated
- Make sure your website and/or shopping cart has all the required javascript codes and modified clickscript.js, and that all files have been uploaded to your server
- Log into your Merchant control panel (<https://affiliates.clickinc.com/affiliate/>) and go to Settings > General and make sure you have your settings input (commission settings, and other details)
- Navigate to Dashboard > Affiliates. At the top, click "Create Affiliate" button and fill out that form. You will create an Affiliate Account to test with
- Delete your web browser's cache (temporary internet files), and cookies
- Close your web browser completely
- Open your web browser. In the address bar, put your website address, along with an existing Affiliate ID appended at the end of the URL, like so:
<http://www.domain.com?affld=YYYYY>
(note: make sure to replace "YYYYY" with the Affiliate ID you created in your merchant control panel above. As well, **affld is CASE-sensitive**)
- Go through your website and place a test order as normal
- Once you see the Thank You / Receipt page, the order should be posted to your ClickInc.com account
- Log into your Merchant control panel (<https://affiliates.clickinc.com/affiliate/>) to check if you have a Pending order!

If you do not have a Pending order, then something is either wrong with the integration itself, or you have not deleted your web browser cookies properly. Please refer to the ClickInc.com Support Page, contact integration@clickinc.com to receive assistance, or follow the steps again, and try once more.

Need More Help?

Email Our Integration Team:
integration@clickinc.com

Visit Our Support Website:
<http://support.clickinc.com>

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<http://www.clickinc.com>