



Voucher Manager - Users Guide

Paid On Results new Voucher Manager is an ideal solution for both Affiliate and Merchant for managing discount or voucher codes to Affiliates. The Voucher Manager allows you to issue exclusive voucher codes to individual Affiliates. Any other Affiliate who tries to use the same voucher code will not earn any commission on the sales. It also offers the opportunity for Affiliates who are given vouchers to promote you offline. All sales which use that unique voucher code will be credited to that Affiliate, effectively offering the Affiliate cookieless tracking.

Affiliates, via the Affiliate Control Panel, also have access to their own Voucher Manager, where they can view any exclusive voucher codes issued to them by Merchants.

Merchants who issue generic voucher codes to all Affiliates also benefit from setting up those vouchers in the Voucher Manager as they too are available to Affiliates in the Voucher Manager section of their Affiliate Control Panel. This makes it a 'one stop shop' for Affiliates looking for voucher codes, and gives your voucher codes have a even greater audience. Start and expiry dates are clearly shown to the Affiliate.

All voucher codes you add to the Voucher Manager (wether exclusive or not) will also offer full sales reporting so you can see the performance and response to your voucher.

In order to provide sales reporting on voucher codes or individual voucher codes you need to make a small upgrade to your tracking code. This is a straight forward change. If you do not make this change you can still use the Voucher Manager but for only generic (non-exclusive) vouchers.

The update to your tracking code requires you to add the voucher code used by the customer making the purchase to the URL of the existing tracking code. No other parts of the URL are changed. Your tracking will currently look something like this.

```

<!-- Paid on Results Tracking Code -->
<script language=JavaScript src="https://secure.paidonresults.net/cgi-bin/create-sale2.pl?client=java&merchant_id=0&country=GB&sale_id=OrderNumber&primary=sale_id&sale_data=&P1=1,OrderTotal"></script>
<noscript></noscript>
<!-- Paid on Results Tracking Code -->]

```

Before we add the voucher code

You need to add the `&vouchercode=Voucher-Code-Here` to the end of each URL in the tracking code, there are 2 URLs in the tracking and the same has to be added to both.

```

<!-- Paid on Results Tracking Code -->
<script language=JavaScript src="https://secure.paidonresults.net/cgi-bin/create-sale2.pl?client=java&merchant_id=0&country=GB&sale_id=OrderNumber&primary=sale_id&sale_data=&P1=1,OrderTotal&vouchercode=Voucher-Code-Here"></script>
<noscript></noscript>
<!-- Paid on Results Tracking Code -->

```

The voucher code is added in red

Where it says 'Voucher Code Here' you need to insert the voucher code used by the customer. Leave this blank if no voucher code was used by the Affiliate. The voucher code should not contain any spaces (you can replace any with dashes) and must be no more than 50 characters in length.



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If for example lets say the voucher code was '10PERCENTOFF' then the tracking code would look like this

<!-- Paid on Results Tracking Code -->

An example voucher code now added

```
<script language=JavaScript src="https://secure.paidonresults.net/cgi-bin/create-sale2.pl?client=java&merchant_id=0&country=GB&sale_id=OrderNumber&primary=sale_id&sale_data=&P1=1,OrderTotal&vouchercode=10PERCENTOFF"></script>
```

```
<noscript></noscript>
```

<!-- Paid on Results Tracking Code -->

If you are using Local Cookies (this is where you only show the Paid On Results tracking code if your tracking system says the customer was last referred via Paid On Results) then you need to make sure our tracking code is shown for all sales if the last referral is any other source than another Affiliate Network. This enables your Affiliates to promote there exclusive voucher codes offline.

Note for Merchants using Local Cookies

Local cookies are where you only show the Paid On Results tracking code if your tracking system says the customer was last referred via Paid On Results. If this is the case then you need to make sure our tracking code is shown for all sales if the last referral is any other source than another Affiliate Network. This enables your Affiliates to promote their exclusive voucher codes offline.

If you have any questions please contact your Accounts Manager or use the 'Contact Us' link via your Merchant Control Panel.