

Integration of iDevAffiliate for Cart Providers

Table of Contents

1. Generic Tracking Pixel
2. Creating an API Call
3. Recurring Commissions
4. Lifetime Commissions
5. Profile Explanations & General Notes

Section 1: Generic Tracking Pixel

The most common method for integration is to use a tracking pixel in the sale confirmation / online invoice page of the cart system. Doing this would require the iDevAffiliate user to login to their admin center and enable the "Generic Tracking Pixel" method. This module will provide them with a tracking pixel that looks similar to this.

```

```

When placing this pixel into the sale confirmation / online invoice page, simply alter the following items.

- XXX needs replaced with the actual variable that contains the sub/total amount.
- YYY needs replaced with the actual variable that contains the order number.

Two examples in one: `idev_saleamt=<?PHP echo $_POST['sub_total']; ?>&idev_ordernum={$order_number}`

Note: The actual variable names and structure will more than likely be different in your system.

Final output in a browser should look something like this: `idev_saleamt=99.99&idev_ordernum=test`

Section 2: Creating an API Call

If you would prefer to call our commission processing file from an API file or backend processing file of some sort, you can do so using a CURL snippet. The only difference is you will also need to pass in the customer's IP address.

```
<?PHP
$ch = curl_init();
curl_setopt($ch, CURLOPT_URL,
"http://www.site.com/idevaffiliate/sale.php?profile=72198&idev_saleamt=XXX&idev_ordernum=YYY&ip_address=IPA");
curl_setopt($ch, CURLOPT_RETURNTRANSFER, true);
curl_exec($ch);
curl_close($ch);
?>
```

As you can see, the URL being called is constructed the same as a generic tracking pixel only we're adding the ip_address variable as well. Replace the following in this string.

- XXX needs replaced with the actual variable that contains the sub/total amount.
- YYY needs replaced with the actual variable that contains the order number.
- IPA needs replaced with the customer's IP address.

Section 3: Recurring Commissions

To automatically generate a commission each time the customer is billed, simply call the above CURL code when the customer is charged and continue passing in the same IP address each time. It's important to use the same IP address because that is the IP address iDevAffiliate has stored for tracking.

This is the standard way of performing this task. The alternative way to handle this task is described below in section 4. It's more reliable but also requires a little bit of custom coding preferably by an experienced developer.

Section 4: Lifetime Commissions

Using the API snippet in section 2 you can modify it to handle lifetime commissions. Rather than posting the customer's IP address (IPA) you can instead pass the affiliate's ID number to ensure the affiliate gets the credit anytime the customer makes a purchase or is re-billed each month in a recurring subscription.

The example in section 2 showed you showed us this URL call:

```
"http://www.site.com/idevaffiliate/sale.php?profile=72198&idev_saleamt=XXX&idev_ordernum=YYY&ip_address=IPA"
```

What we're going to do here is instead of passing the IP address we'll pass the affiliate ID, like this:

```
"http://www.site.com/idevaffiliate/sale.php?profile=72198&idev_saleamt=XXX&idev_ordernum=YYY&affiliate_id=AID");
```

- AID needs replaced with the referring affiliate's ID number.

To know the affiliate ID you'll need to pass it to the landing page as affiliate links are clicked. This setup is here:

[Admin Center: Setup & Tools > Advanced Developer Tools > Custom Functions > Pass Variables To Incoming Traffic Page](#)

This will add the referring affiliate's ID to the landing page when the customer clicks on an affiliate link. Example:

Incoming URL Setting:

```
http://www.yoursite.com/index.php
```

The customer will actually land like this:

```
http://www.yoursite.com/index.php?idev_id=123 where 123 is the affiliate's ID number.
```

Now what most people do is write a script to pull that ID from the URL. Set that ID in a cookie then when the customer makes the purchase pull that ID from the cookie and set it into your own customer database. Now each time that customer is billed go to the database and look for the affiliate ID associated with it. If it exists, call the tracking pixel and pass `affiliate_id=` in the tracking pixel URL (shown above). That will tell iDevAffiliate to override all tracking logs and simply give that affiliate a commission.

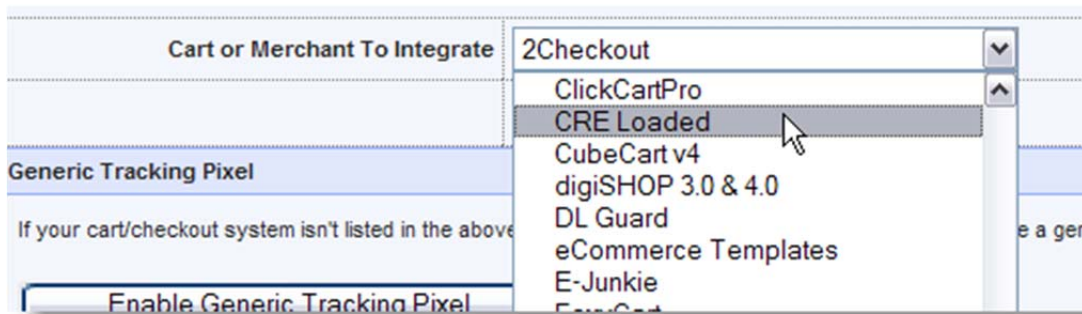
Section 5: Profile Explanations & General Notes

As you can see in the above examples, we have `profile=72198` set in each URL call. This is because we're using the "Generic Tracking Pixel". This number will never change, please do not adjust it. 72198 happens to be the profile number associated with this integration.

Once you have this integration working with your cart system, please feel free to forward us the integration instructions and we'll be sure to add you to the automated drop-down list found inside our admin center. Once added, our mutual users will pick your cart from the list to integrate with and we'll provide them with the detailed step-by-step instructions

needed to implement iDevAffiliate with your cart system. Once added, the profile number will change as your cart system will be provided with its own unique ID number. For instance, your cart system might be assigned number 87 in which case the code would change from profile=72198 to profile=87.

Why do the cart systems have profiles? iDevAffiliate allows for 3 different optional variables to be passed into the commission record and each cart system can have its own defined variables. We pass in the profile number so we know which cart system delivered the commission thereby allowing us to display the correct optional variable tags. Optional variables help customers further identify and cross-reference the commission record to the actual purchase made in your cart system by having the ability to add things to the commission record such as a customer name, email, etc.



To submit your cart integration instructions, please send them to jim@idevdirect.com.