Silk Route

The Ultimate Affiliate Program

USER GUIDE

Powerd By

AlphaInfolab

High End IT Solutions

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Introduction

Silk Route is widely considered the world's leading affiliate marketing and affiliate software tracking platform-powering the largest and most reputable affiliate networks and in-house affiliate programs. We have been providing businesses with the robust tools and unmatched industry expertise needed to drive advertising revenue, operational efficiency and online distribution and brand visibility.

Our robust, reliable and flexible technology is empowering advertisers everywhere to make the most of this high-impact, exciting channel.
Putting advertisers in control of their purse strings; enabling them to make faster decisions and providing them with access to millions of data insights to help improve their campaign performance.

We work with you to develop a comprehensive affiliate solution that will meet your needs and fit your budget. With 24/7 access to support, uptime guarantees and real-time results, you can trust us to make your affiliate performance the best it can possibly be.

Basic Information's

What's Network?

A Network is a Platform where both Publisher (Affiliate) and Advertiser could Interact with the help of a Network Employee. A network act as a common platform for both Publisher and Advertiser. It also tracks all the Activity Performed by these two. Also helps in generating and growing their business.

Network Employee

A Network Employee in Silk Route is an Administrative. Like Any Administrator, Network Employee has all the rights and Permissions over the network. In Silk Route there can be multiple Network Employees which can share equal amount of access or can have variant Access controls over Silk Route, These Network Employees can simultaneously work on silk route.

Publishers

A Publisher (Affiliate) is a one of the users who runs **Offers** and **Campaigns** and provide unique traffic for that, basically publisher is the one who does all the promotion part. The publisher part of Silk Route is a whole system in itself and as employee they can also have similar and different access. Any Publisher can use silk route via two ways, either he/she could signup in Silk Route or can be added by a Network Employee.

Advertisers

Like Publisher, Advertiser is also a user of Silk Route, who provides **Offers** and **Campaigns**, also target for those offers and campaigns similar to publisher. Advertiser also can start using Silk Route via two ways either by signup or can be added by Network Employee.

Account Manager

An Account Manager is a Network Employee who are assigned as a manager for the Advertiser and Publisher Account, This optional facility gives advertiser and publisher a perfect guidance of what they are doing and how things should be done. Addition to that an account manager keeps the track of what exactly his/her Publisher/Advertiser is doing.

Offers

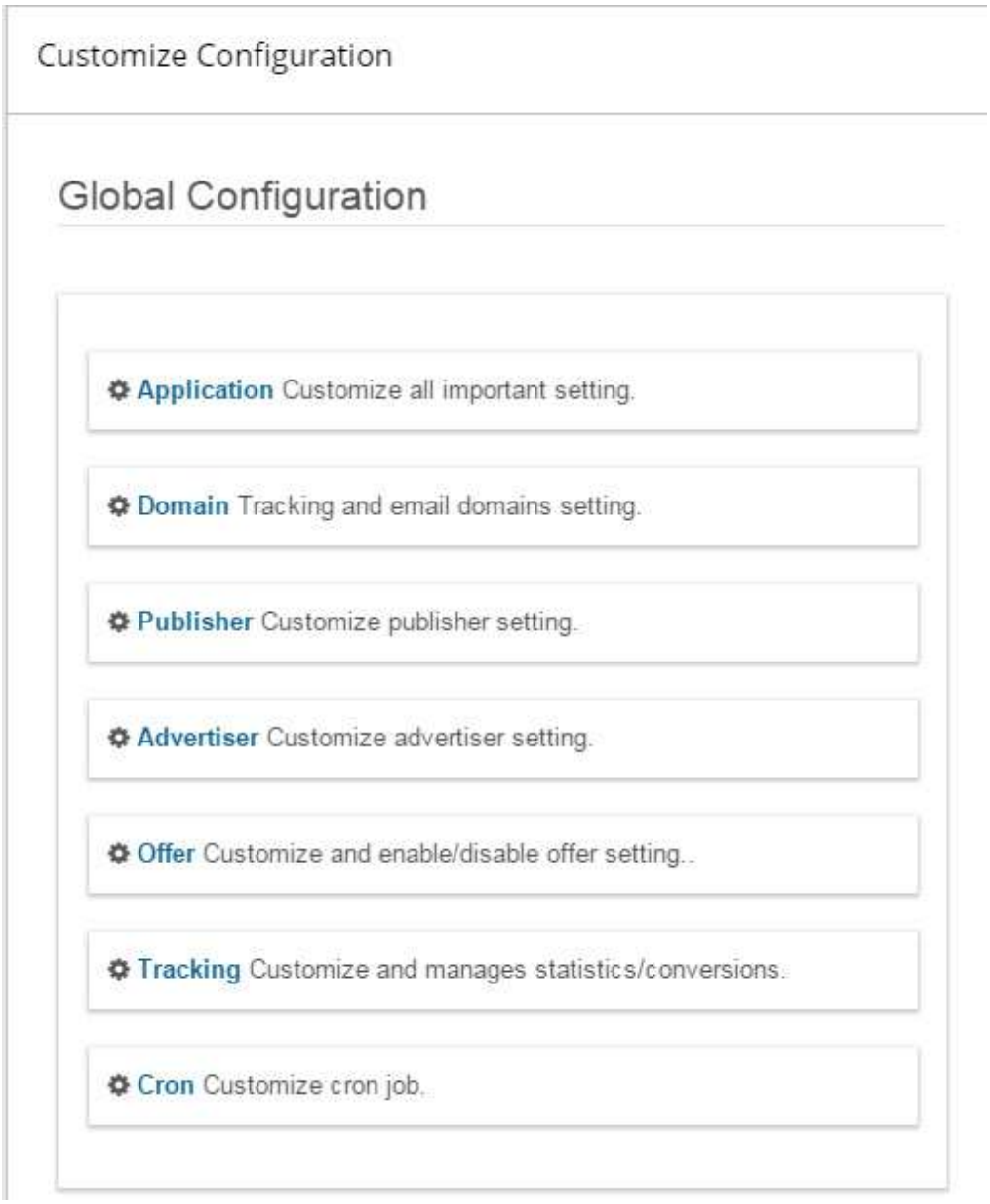
Offers in Affiliate Marketing or in general is a business proposal provided by advertiser with terms and conditions and which can be accepted or declined by the publisher.

Configuration

For best and optimised results it's better to **Configure Settings** first, your application assortment is available in admin Area.

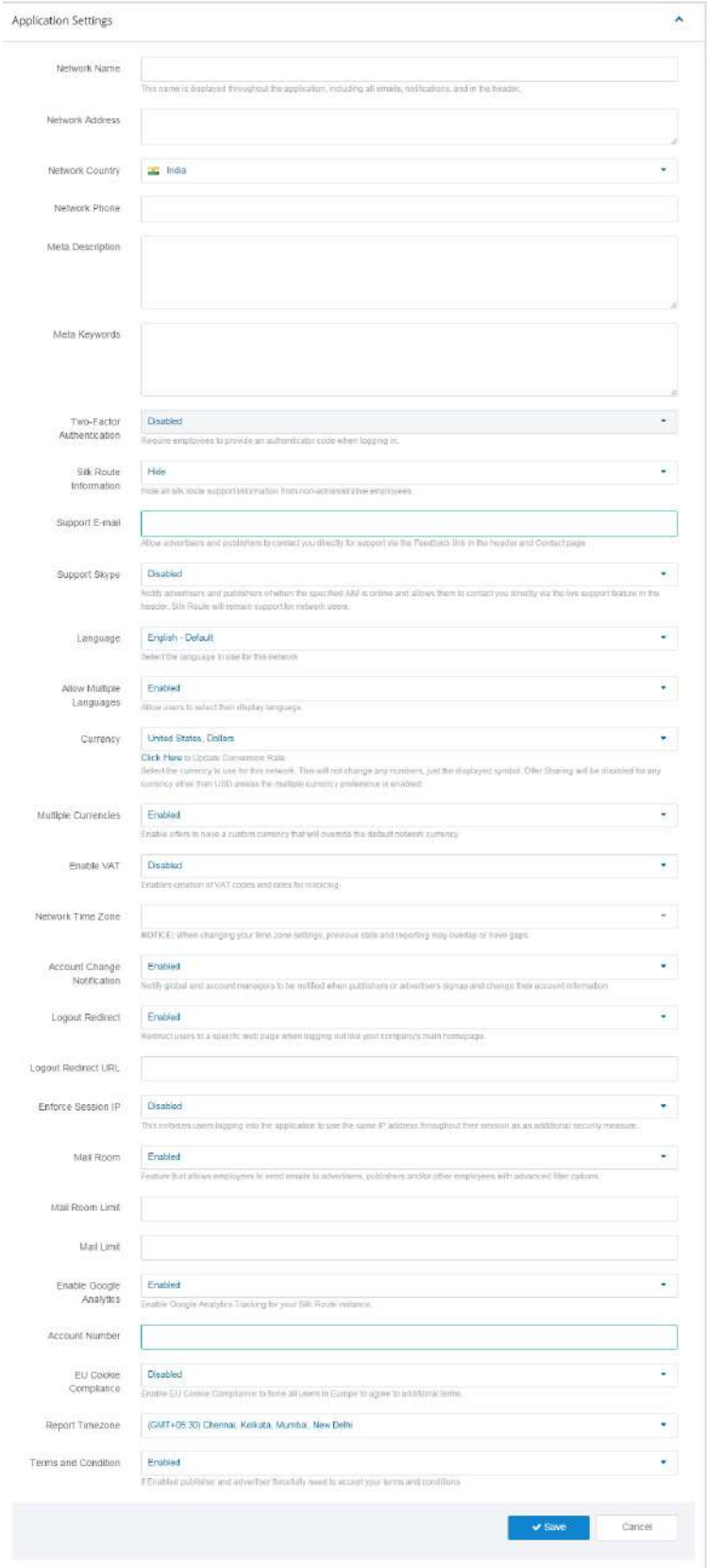
Global Configuration

GOTO: Click on this ⚙in the **Upper Right Corner** to see the options, once options appears click on **Settings**.



Application Setting

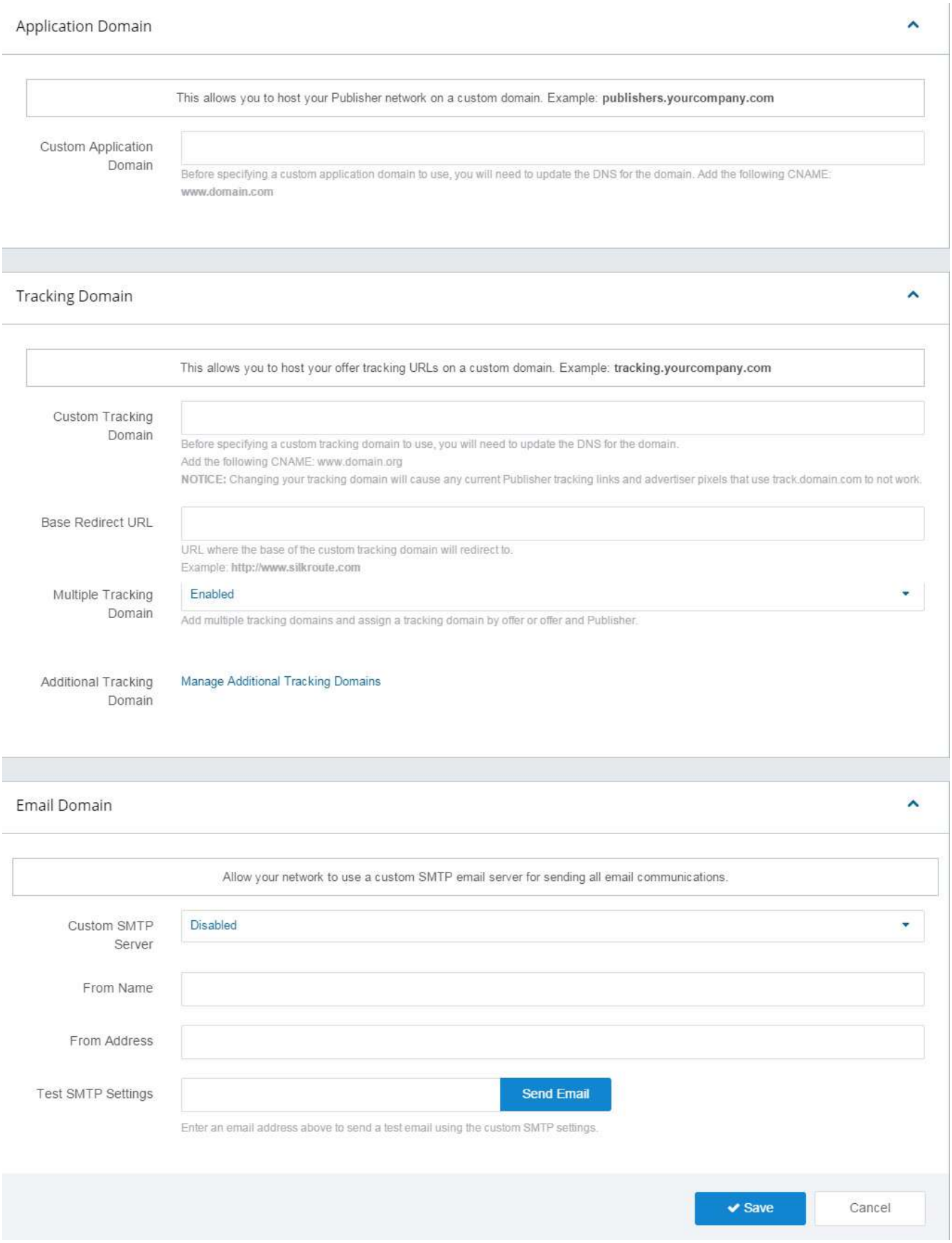
GOTO: Under **Global Configuration > Application** to view and update your application Settings.



The Application Settings consist of all the general and important Settings, Which Consist of application name, address, country, language, currency, time zone and many more.

Domain Settings

GOTO: Under **Global Configuration > Domain** to view add and update your email and tracking domain settings.



Domain settings consist of application Domain, Tracking Domains and Email Domain.

- **Application Domain**:- Here you can change the application domain to any custom domain, before specifying custom domain you need to update the DNS for your domain.

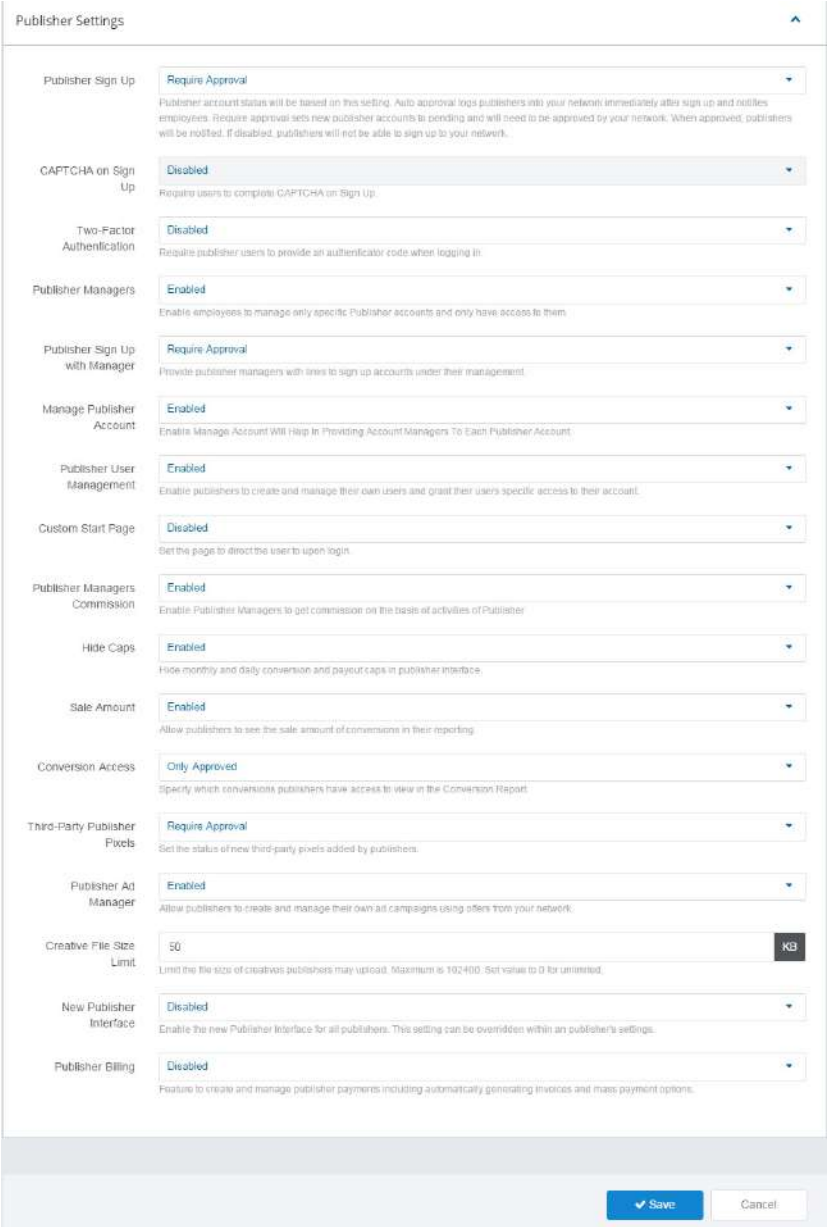
- **Tracking Domain:**- Similar to application domain, can also use custom tracking domain, it also needs to be updated in the DNS for domain.

- **Email Domain :**- Email Are Sent from Configured Application SMTP server, if you want you can additional provide custom SMTP server details to transfer Email from that server, By Default Custom SMTP server is Disabled.

Once all the Settings are customized **Click "Save"** to update your changes.

Publisher Settings

GOTO: Under **Global Configuration > Publisher** to view and update settings related to publishers.

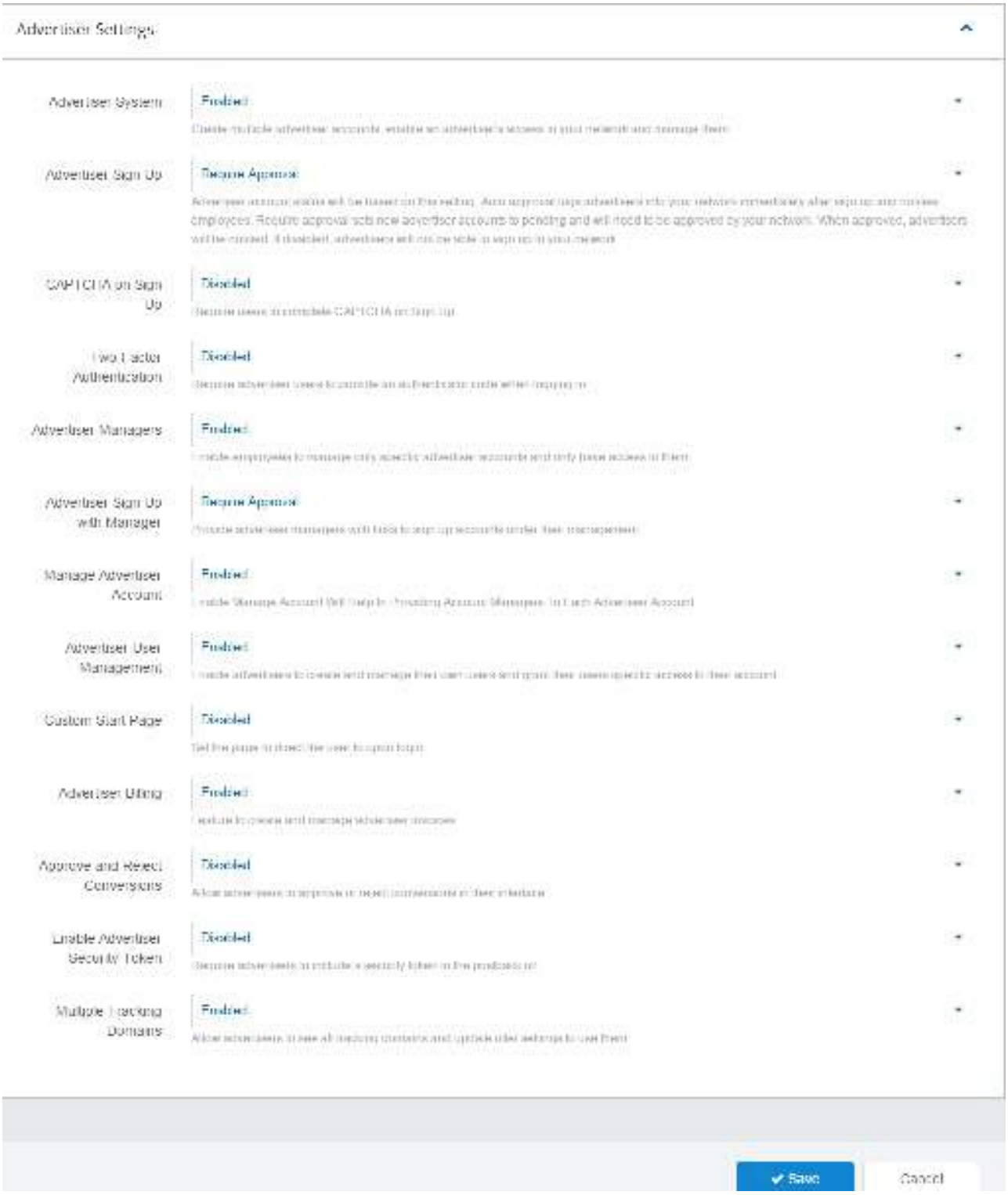


Settings related to a Publisher fall under this category, Whole Publisher System can be customized with this optimised settings. For example - signup, account manager, security, billing and settings related to conversion and third party pixel can also be customized using this settings.

Here you can also customize setting related to publisher invoice and also set modes of Payments for a Publisher, and can set a default payment method.

Advertiser Settings

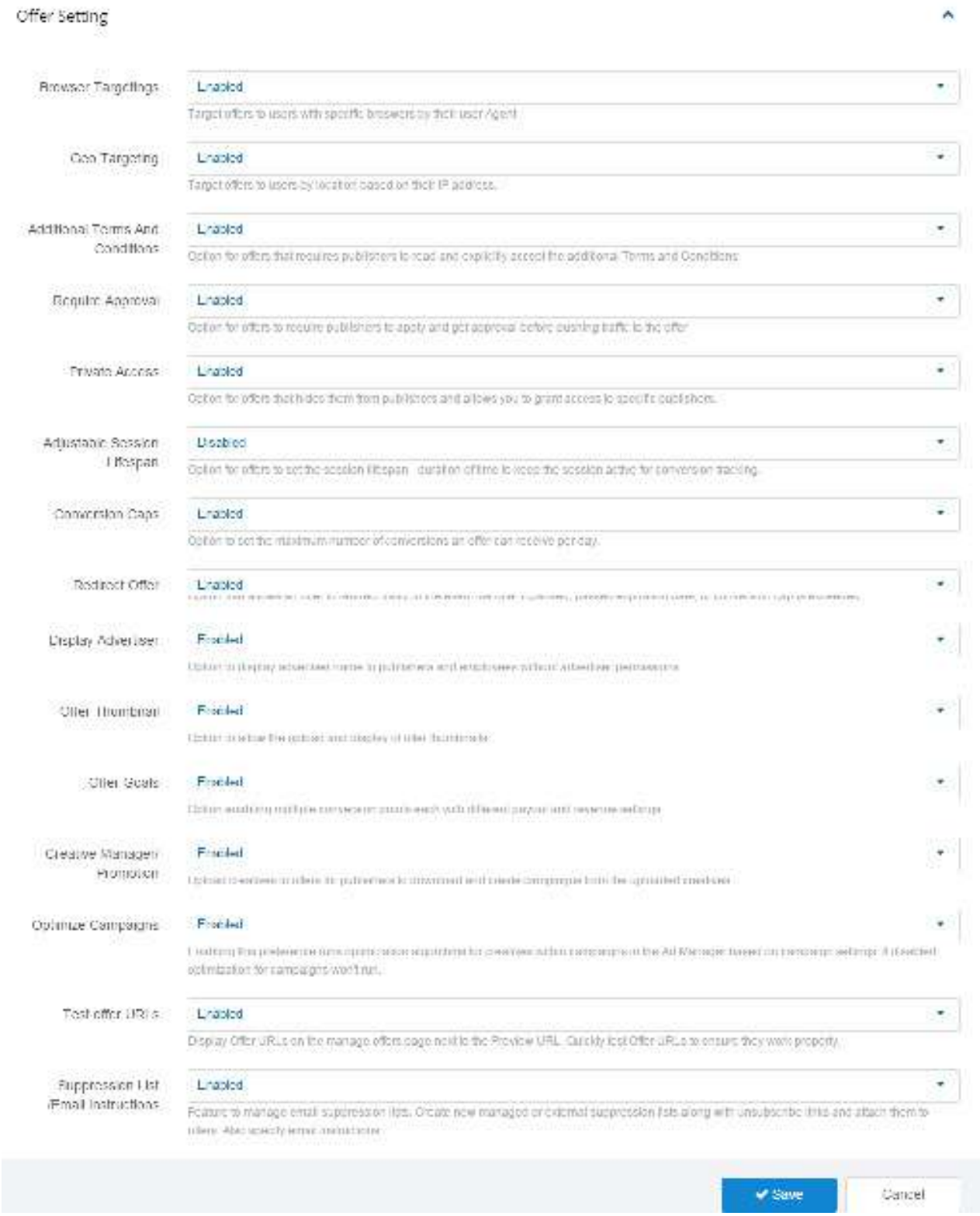
GOTO: Under **Global Configuration > Advertiser** to view and update settings related to advertiser.



Advertiser Settings are similar to publisher settings, but unlike publisher setting you can disable advertiser system of application. Rest settings are alike to publisher, advertiser can also be customized in such as way where his signup, security and setting related to behaviour of advertiser on conversion can also be managed here.

Offer Settings

GOTO: Under **Global Configuration > Offer** to Enable/ Disable settings related to Offers.



Customizing offer settings are very important, Behaviour of each and every offer depends on these offers, and Apart from Settings these global settings for an offer you can bend these settings for individual offer, when you create them.

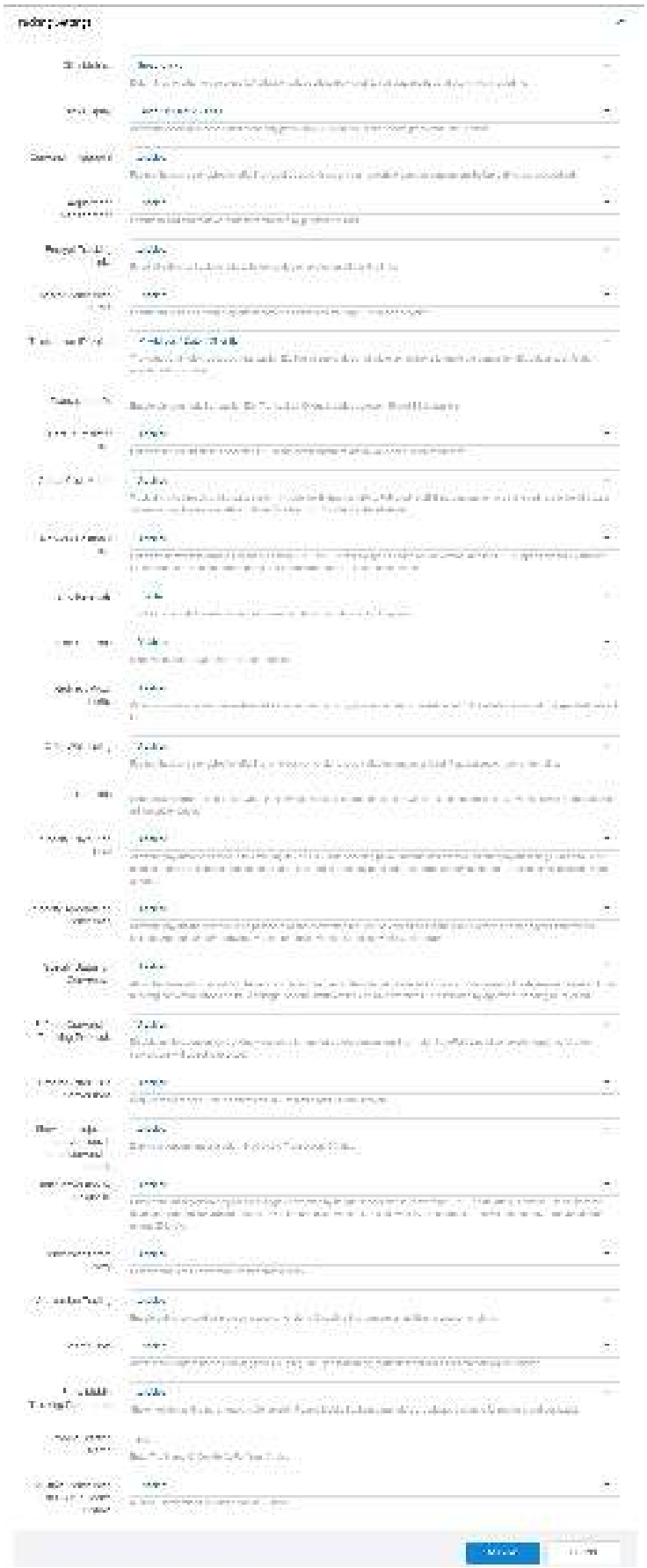
Offer Settings Consist of targeting, goals, advertiser, and security. Maximum of these settings are enabled and it is recommended that for best results keep them enabled. A more described explanation is given below.

- **Browser and Geo Targeting**: - Browser Targeting if Enabled will check whether the offer was used on a specified browser or not, Similar to that Geo Targeting will check whether the offer was operated in a particular location or not. This setting is best for offers specifically designed for a particular geo location.
- **Additional Terms and Conditions**: - If enabled you can specify additional terms and condition in an offer which first needs to be accepted by a publisher in order to use that offer. If disabled no such thing as terms and condition will exists for an offer.
- **Require Approval**: - If enabled publisher first needs to get approval before pushing traffic to that offer.
- **Private Access**: - If enabled, offers will be hidden from publisher and you can specifically grant offer access to a particular publisher.
- **Adjustable Session Lifespan**: - Specify this to set duration of time to keep the session active for conversion tracking. After the time is finished tracking expires like a session expires.
- **Conversion Caps**: - Option to set the maximum number of conversion an offer can receive in one day, Disable to set this to unlimited.
- **Redirect Offer**: - Option that allows an offers to redirect traffic in the event of offer being paused, expired or conversion cap exceeded, Enable this if you want traffic to be redirected.
- **Display Advertiser**: - It a security Facility which if enabled will hide the employee and advertiser details from publisher, Publisher won't be able to see the advertiser without advertiser permission.
- **Offer Thumbnail**: - If enabled you will be able to upload and display thumbnails for offers.
- **Offer Goals**: - **Enable** this to set multiple conversion points for an offer with different payout and revenue settings.
- **Creative Manager/Promotion**: - If enabled you will be able to upload creative's for an offer, for publisher to download and create campaign from the uploaded creative's.
- **Optimize Campaigns**: - If enabling this preference runs optimisation algorithm for creative's with campaigns in the Ad Manager based on campaign settings, if disabled optimization for campaigns won't work.
- **Test Offer URLs**: - If Enabled Display Test Offer URL on manage Page next to preview URL, which helps in quick testing that offer works properly.
- **Suppression List/Email Instructions**: - Features to manage suppression list, create new or existing, external suppression list along with unsubscribe link, attached to each offer.

Once all the Settings are customized **Click "Save"** to update your changes.

Tracking Settings

GOTO: Under **Global Configuration > Tracking** to Customize and manage settings related to conversions.



Settings related to Click/Conversion and real time reporting fall under this category, this settings is also very important if want your tracking to be secure and encrypted.

- **Click Metrics**: - It consists of Gross Clicks/ Unique Click, in this setting determine whether to use gross clicks to calculate metrics that use clicks in reporting.

- **Click Display**: - This setting depends on click metrics if gross or unique click chosen then value from click metrics is given priority and if both chosen then both are used.

- **Conversion Approval**: - This feature can be enabled by an offer that requires advertisers or your network to approve conversions before publishers are credited.

- **Adjustment Method**: - Adjustment method if enabled can be used on offer or on publisher to add or remove leads from statistics.

- **Encrypt Tracking Links**: - Enable this to encrypt your tracking links and enhance the security of the tracking, this setting can be overridden in an offer.

- **Encrypt Conversion URLs**: - Similar to tracking link encryption, by this setting you can encrypt your conversion URLs and force conversion tracking to be encrypted and secured.

- **Transaction ID value**: - Specify from options which kind of transaction id should be generated, with these options, the values in the option will be used and mixed to create a unique transaction id. Which will be helpful in ad server which doesn't allows the duplicate transaction id, unless enabled with an offer.

- **Alphanumeric Transaction ID's**: - If Enabled the transaction id generated will be alpha-numeric within 10 to 30 characters. If not the transaction id will only be numeric within 10 – 30 characters. It's recommended to enable this which reduces the chances of duplicate transaction id.

- **Default Redirect URL**: - Option to redirect the traffic to a specified URL in the event that there is no valid offer URLs to redirect to.

- **Global Click Macro** :- to track all the click using a third party system enable this, if enabled you need to specify %%redirect%% and %%eredirect%% parameters to have clicks redirect to a third party system or omit these parameters to have click macro URL called ad server.

- **Network Post back URL**: - This is option for network to enable to disable post back URLs, these URLs are always called on conversions and the URLs supports dynamic variables. For shared offers both shared brand and parent brand URLs are called on conversion.

- **Traffic Referrals**: - Tracks and Reports the referral web addresses to offers from publisher tracking links.

- **Hide Referrals**: - If enabled it will remove the referral URL from all offer redirect.

- **Redirect Proxy Traffic**: - The traffic can be detected for being proxy or not, if detected that tracking link is coming from proxy, enable the user to be redirected to the offers preview URL or to a specified URL. In this case specify URLs, gives more priority.

- **Offer White listing**: - Features that can be enabled by an offer that enforces conversion to be validated against a list of IP's or domains.

- **Enforce Conversion Referrals:** - Requires a referral URL to be set when the conversion pixel is loaded to offer with cookie based tracking. Conversion with no referral will be automatically rejected.

- **Specify Payout on Click:** - If Enabled the payout specified here will override all other payout settings, recommended to keep this setting disabled.

- **Specific Amount on Conversion:** - If enabled the payout and revenue will be passed in conversion request, any specified amount in any other setting will be overridden with this settings.

- **Specify Status on Conversion:** - If enabled the conversion status will also be set in the conversion request. This setting is similar to conversion amount setting and like this it will override any existing status value for a conversion, including rejected conversion corresponding to fraud settings.

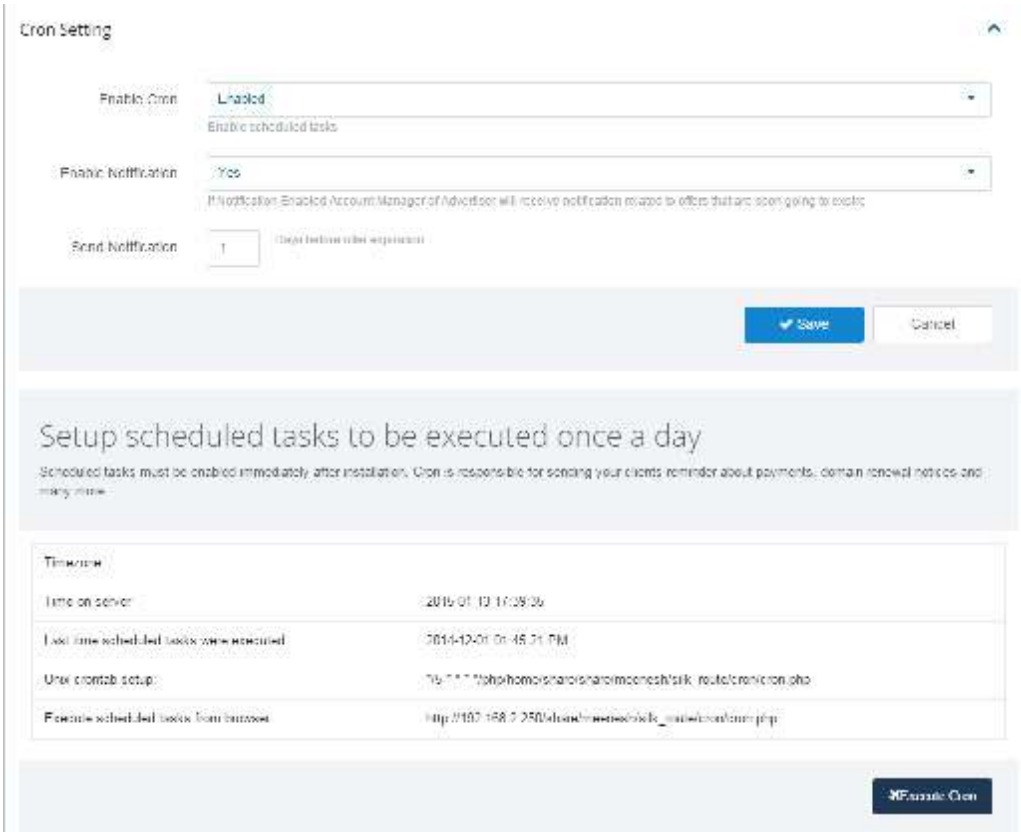
- **Enforce Conversion Tracking Protocol:** - Disable multiple conversion tracking types per offer and only allow conversions that match the offers types of conversion tracking. All other conversion will be set to reject.

- **Search Bots:** - Allow Search bots to access tracking links like a regular user, if disabled requests indentifies search bots will be blocked.

Once all the Settings are customized **Click "Save"** to update your changes.

Cron Job Settings

GOTO: Under **Global Configuration > Cron** to Customize and manage settings related to conversions.

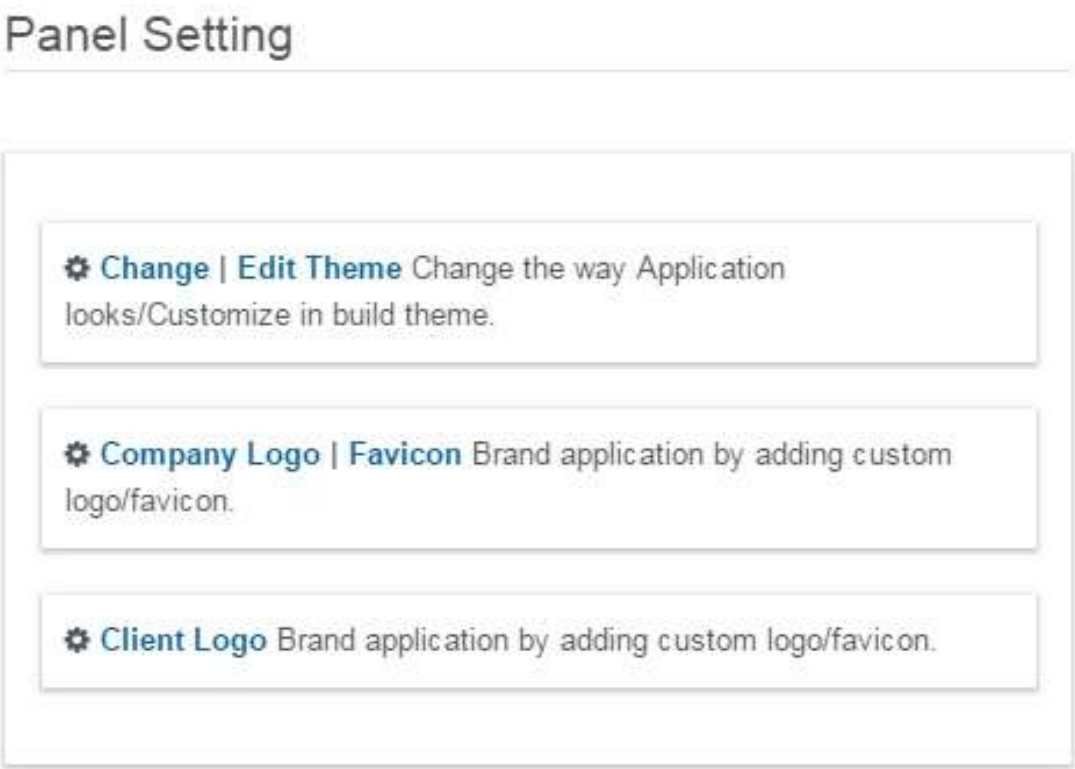


Here you can enable or disable whether you want schedule task to be executed or not. These are that setting which does work for you when you are not around. The Cron Settings consists of enable notifications, which sends a notification to the advertiser and employee related to offers and about their expiry, also you can specify a numeric value as number of days before offer expire to send notification.
From the same setting you can execute cron whenever you want by clicking Execute Cron.

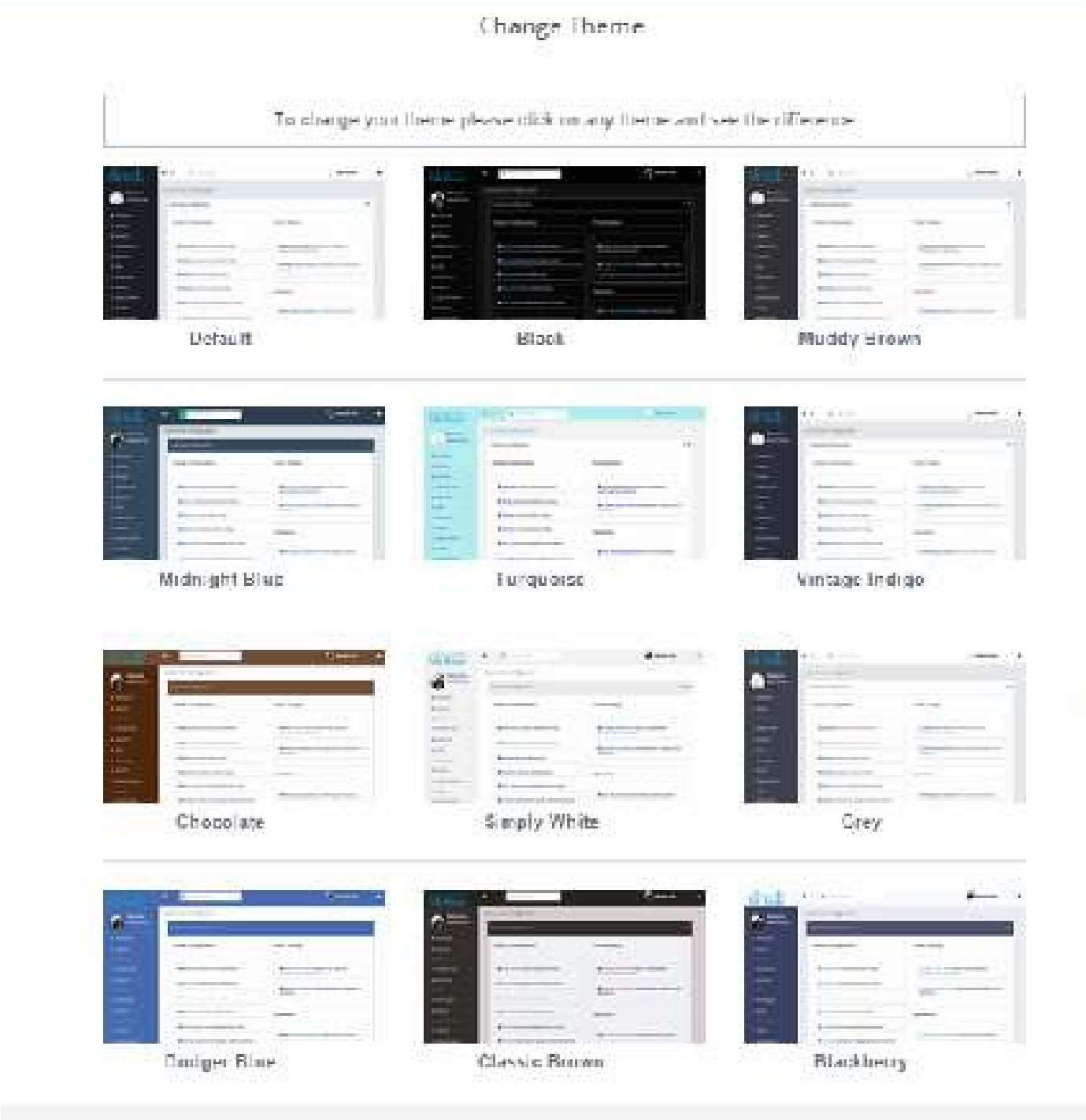
Panel Settings

GOTO: Under **Setting > Panel Setting** to view and update your application Settings.

This Tab Consist of settings related to the panel which also includes the branding of your application and how panel will look to you and your network employee also to the advertiser and affiliate.



- **Change | Edit Theme**: - If you click change then choose from a variety of theme how will your panel look like. Once a theme selected, it will also affect the advertiser and affiliate panel, this setting is global and common for all. If you click edit theme you can edit and customize your theme as per your use. Proper sequence to follow, first choose a theme then edit it, to customise as per your use.


Change Theme
Default
Black
Muddy Brown
Midnight Blue
Turquoise
Vintage Indigo
Chocolate
Simply White
Grey
Designer Blue
Classic Brown
Blackberry

Change Colors

Customize your theme and colors by selecting a theme and using selector tool to change the colors.

Reset Theme **Restore to original colors**

Link Color

#0d638f

Header Text Color

#000000

Nav Background Color

#323237

Nav Active/Hover Background

#5c5f63

Nav Hover Text Color

#ffffff

Header Background Color

#ffffff

Search Button Color

#ffffff

Nav Text Color

#ffffff

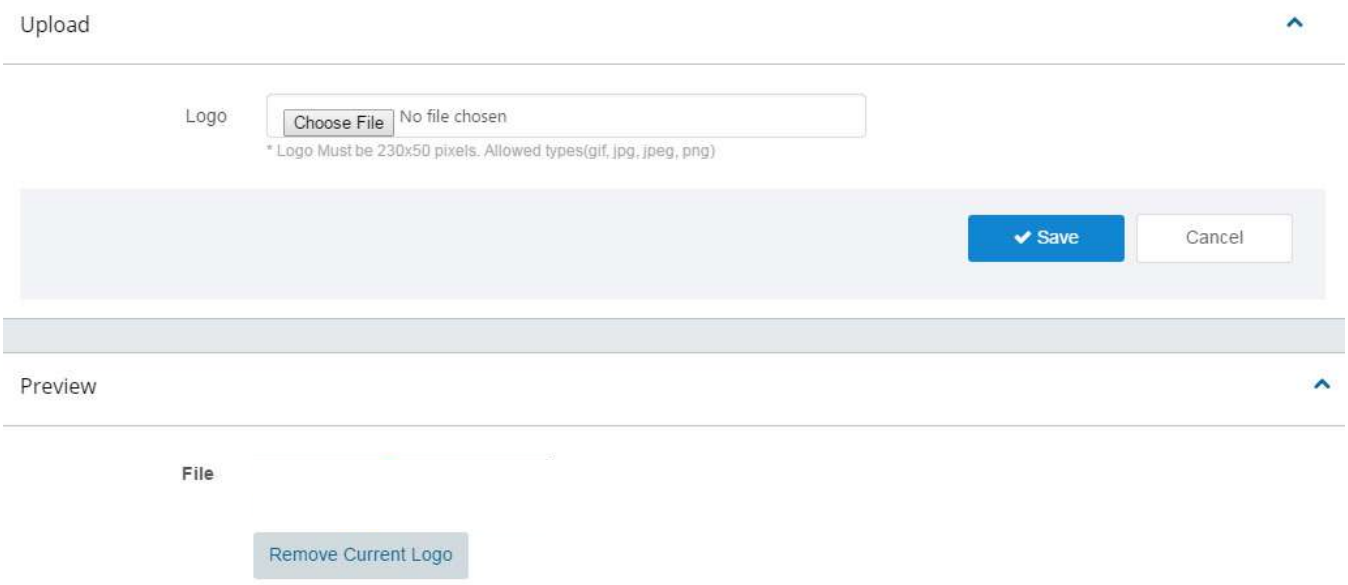
Nav Hover Text Background

#323237

Nav Submenu Background

#505054

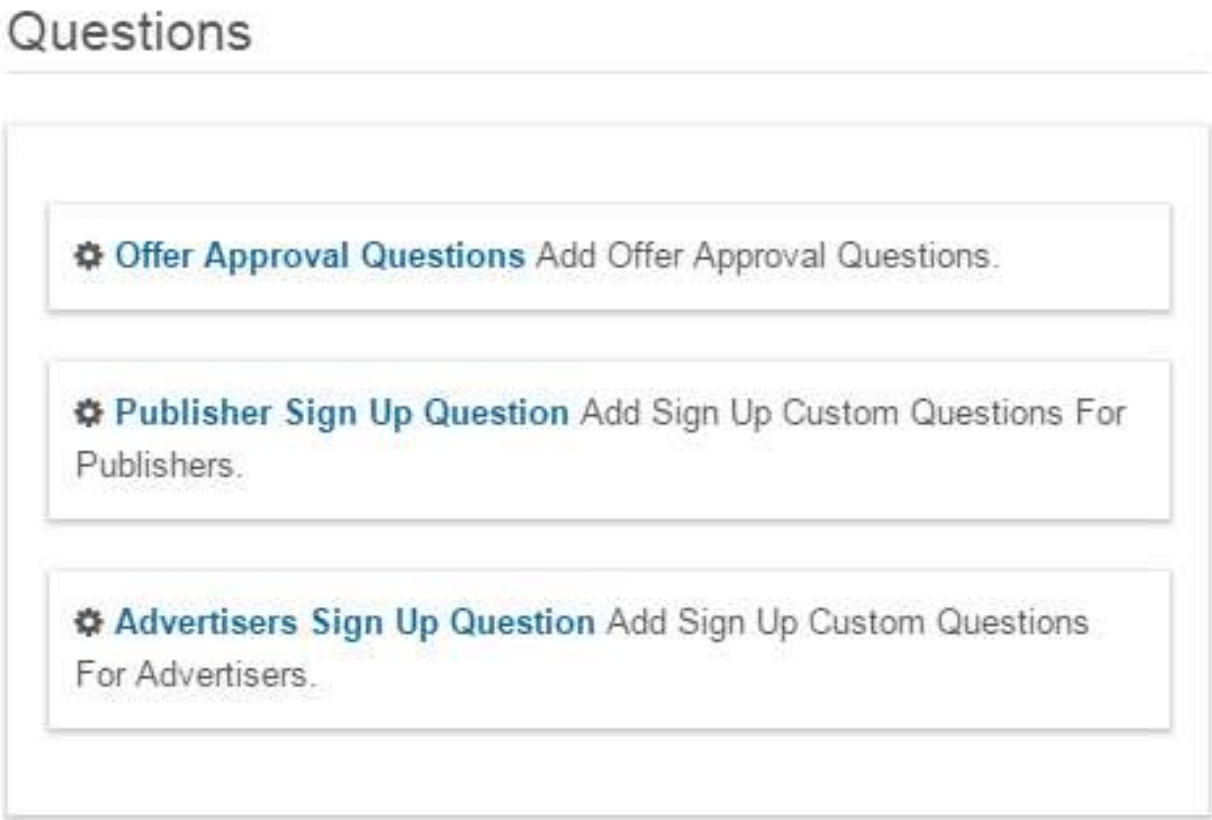
- **Company Logo | Favicon**: - This section consists of branding part of your admin i.e. network panel. If you click company logo you can upload a new company logo or remove existing company logo. If you click Favicon you can upload new favicon or remove existing favicon.



- **Client Logo**: - This Section consists of branding part of your client. If no change for client specified then existing company logo will be used on the client side.

Questions

GOTO: **Global Configuration > Questions** to Customize and manage Question for Publishers/ Advertisers and Offers.



Setting Question for multiple purpose use, in this section you can specify Question for Offers, publisher and advertiser.

Types of Answer you can prefer from user in question that you can create:

- **Text Area**: If you want users to give a descriptive answer, similar to a small proposal then use this as type.

- **Text Field**: If you want users to give more precise and short answer then use this as type.

- **Select Box**: A select box gives multiple options to users in a form of list to choose from, one option can be selected at a time

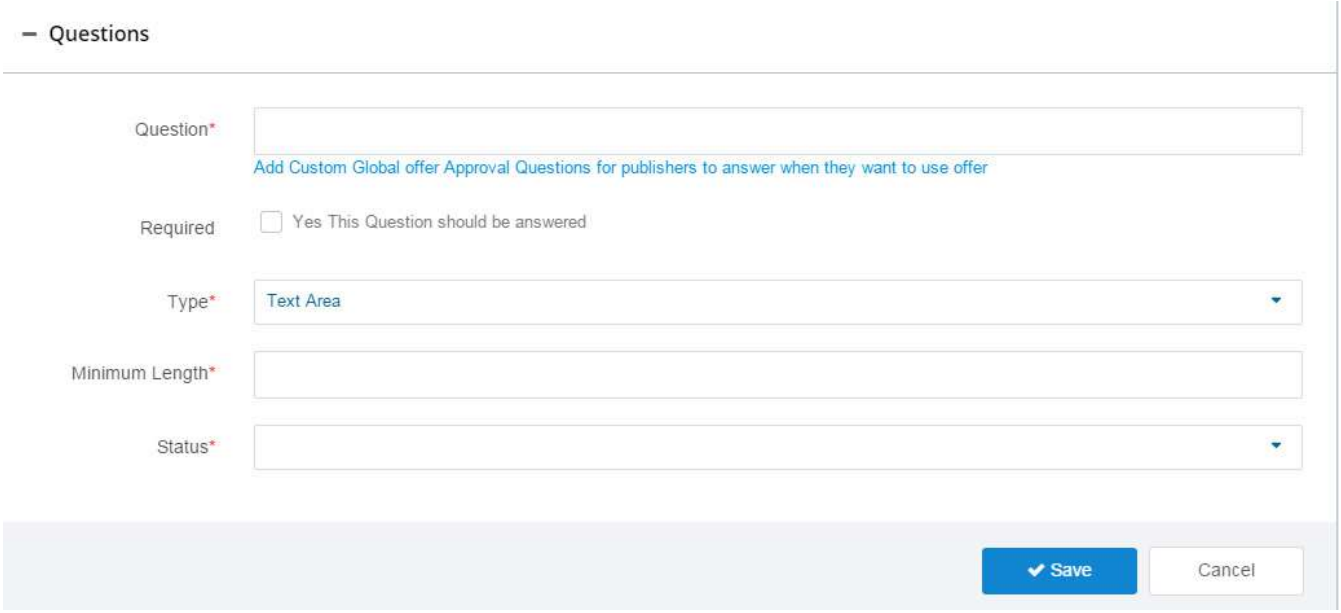
- **Multiple Select Boxes**: A Multi select box is similar to a select box which gives options to choose from a list, but more than one can be selected at a time as an answer.

- **Radio Button**: If you want user to give answer in a yes or no then use this option.

- **Check Box**: Multiple radio buttons are called Checkbox and use this if you want user to check multiple options.

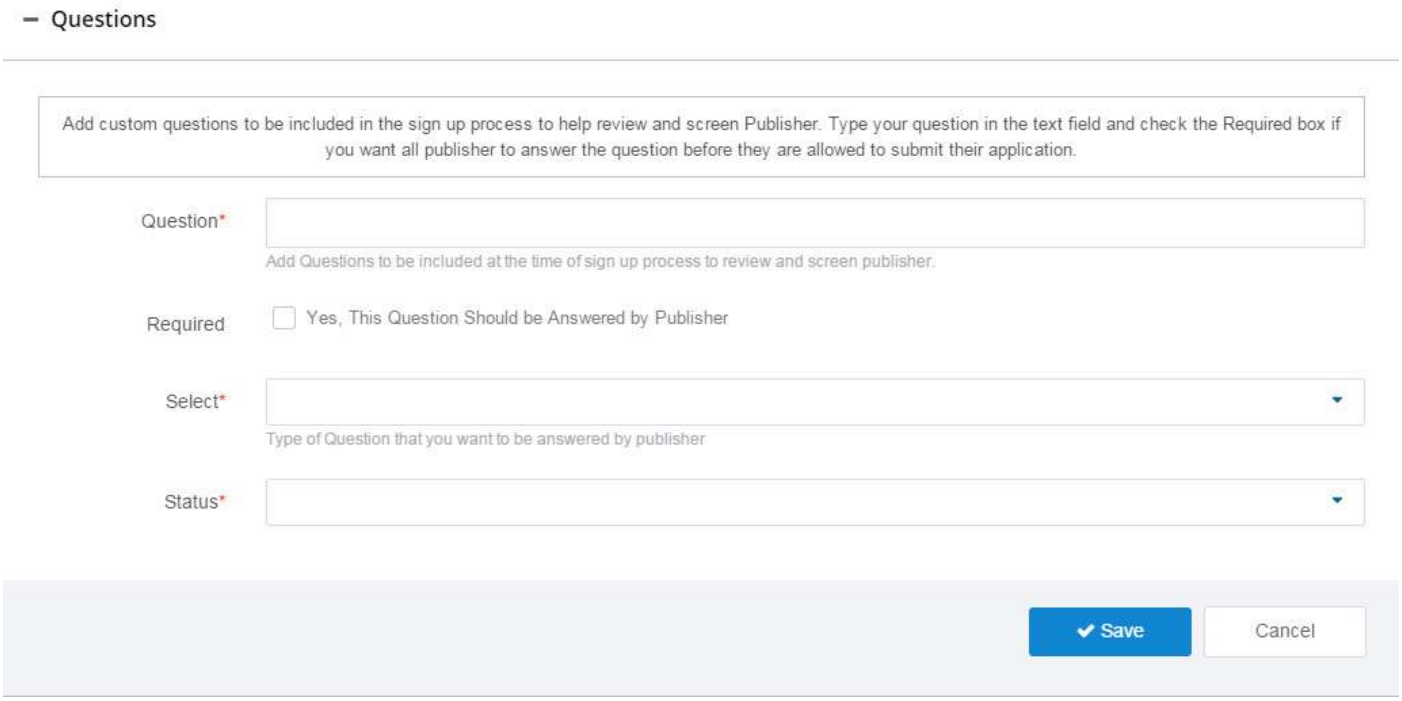
1. Offer Approval Question

These are those questions which needs to be answered when a publisher apply for an offer that requires approval, Depending on type any number of questions can be asked and those question should compulsory be answered is also up to you, if a question is set to is required then it needs to be answered no matter what.



2. Publisher/Advertiser Sign up Questions

If Publisher/Advertiser Sign up, and question setting are enabled, then a Publisher or Advertiser needs to answer a few question on signup process, those signup question can be created and customized from here. You can keep similar question to an advertiser/publisher or can have different question for both of them. When enabled and no question found on signup process, executes in a same way as there is no signup question enabled.



Fraud Detection

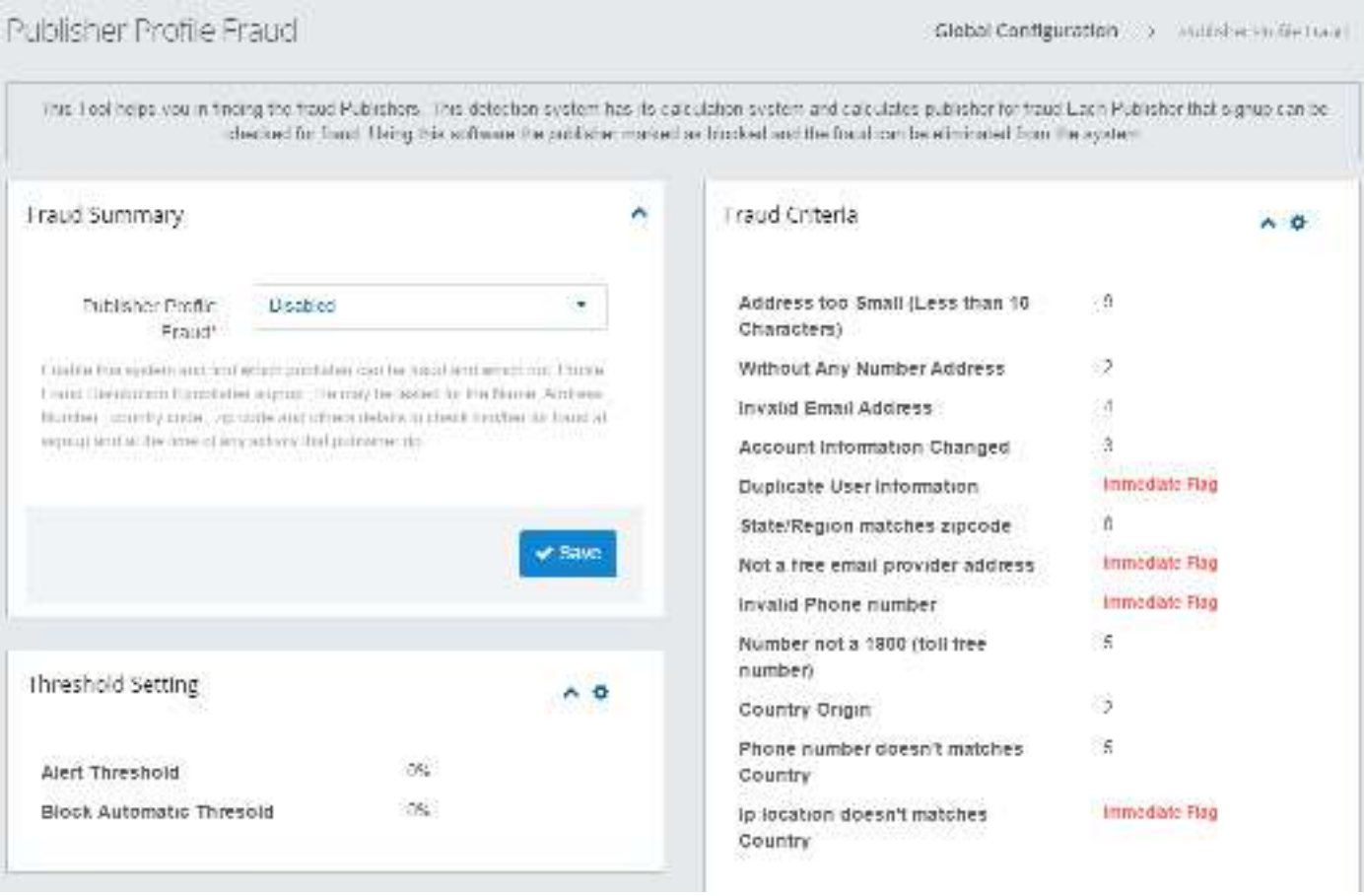
GOTO: **Global Configuration > Fraud Detection**, enable and disable Fraud Detection from here.

Fraud Detection is a system which aims to reduce fraud detection at different system of the application this smart and self intelligent system works for this cause to reduce and eliminate fraud from application.

1. Publisher Profile Fraud/Advertiser Profile Fraud

When a Publisher/Advertiser Signup then this tool helps you in finding the fraud Publishers/Advertiser, This detection system has its calculation system and calculates Publisher/Advertiser for fraud. Each Publisher/Advertiser that signup can be checked for fraud. Using this software the Publisher/Advertiser marked as blocked and the fraud can be eliminated from the system.

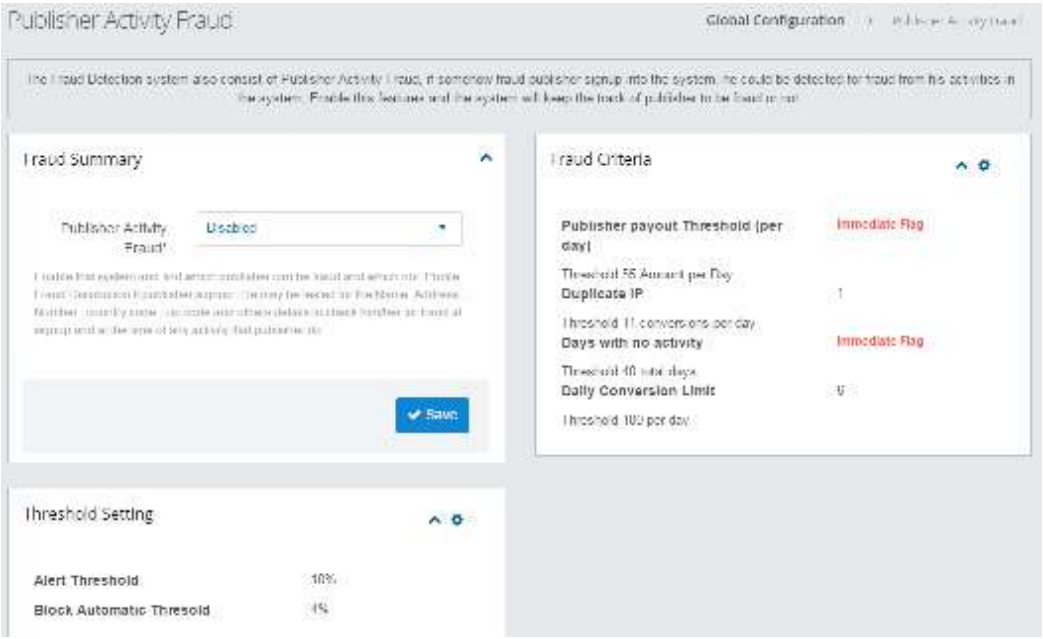
Enable this system and find which Publisher/Advertiser can be fraud or not. Profile Fraud Distribution- If Publisher/Advertiser signup, he may be tested for the Name, Address , Number, Country, Zip code and others details to check him/her for fraud at signup and at the time of any activity that Advertiser /Publisher do.



Enable & **Click "Save"** to activate the Advertiser /Publisher profile fraud system.

2. Publisher Activity Fraud

Publisher Activity Fraud Detection system is Similar to profile fraud, their working is same but the profile fraud checks the publisher at the time of his/her signup. But if the publisher somehow manages to get away from fraud detection at the time of signup then activity fraud comes handy. This System monitors all the activity performed by the publisher even when he/she is generating traffic on your system.

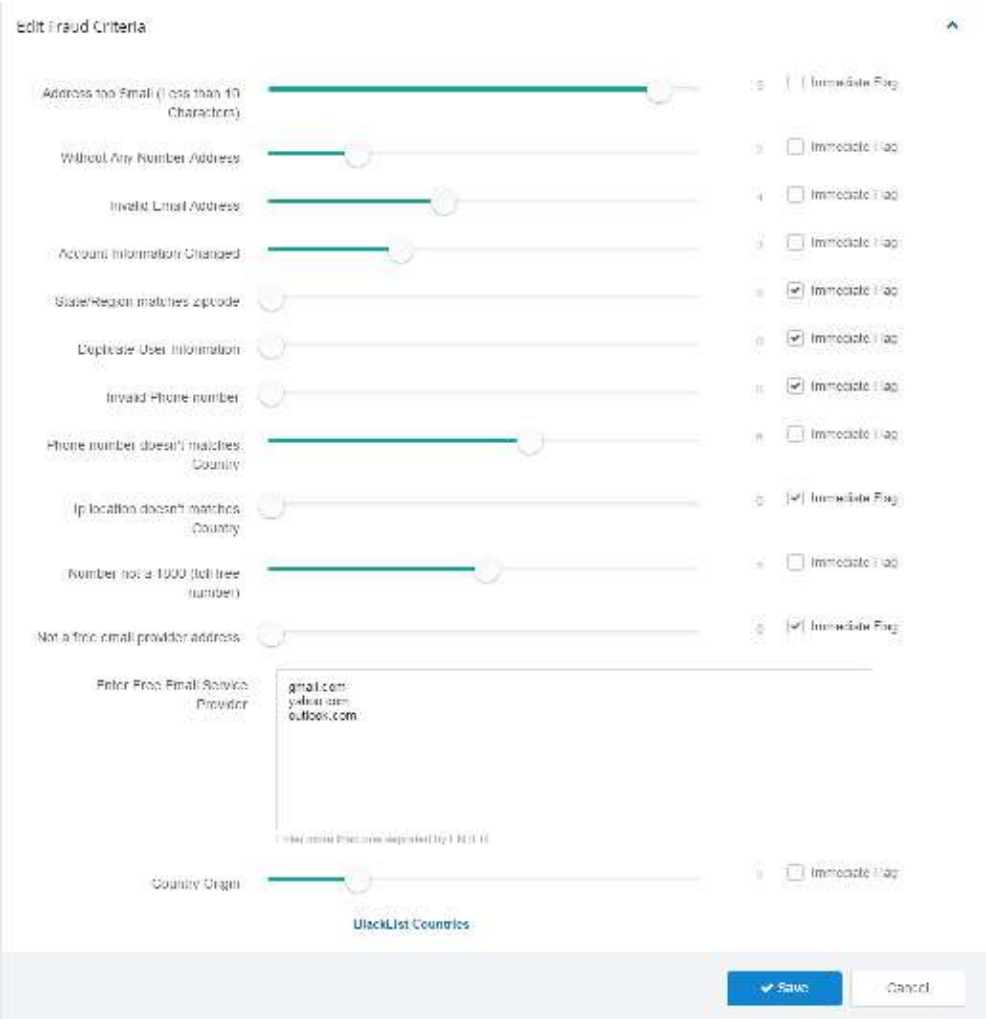


Enable & **Click "Save"** to activate the Publisher activity fraud system.

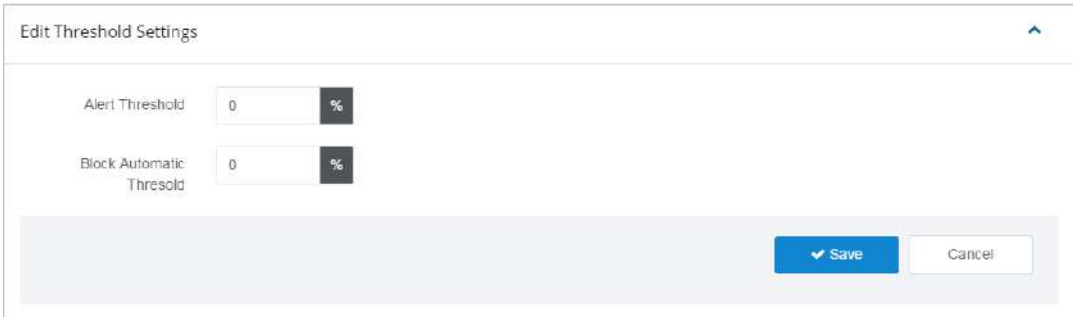
Fraud Criteria

Fraud Detection system works on some criteria and threshold, there are different fraud criteria for profile and activity. These Criteria work based on a score and score can be given a rating from 0 to 9 or immediate flag.

If criteria is full filled, how much score is to be given depends on value you choose from 0 to 9 or immediate flag i.e. maximum value, each score value add ups and finally after reaching a limit the publisher/ advertiser is marked as block.

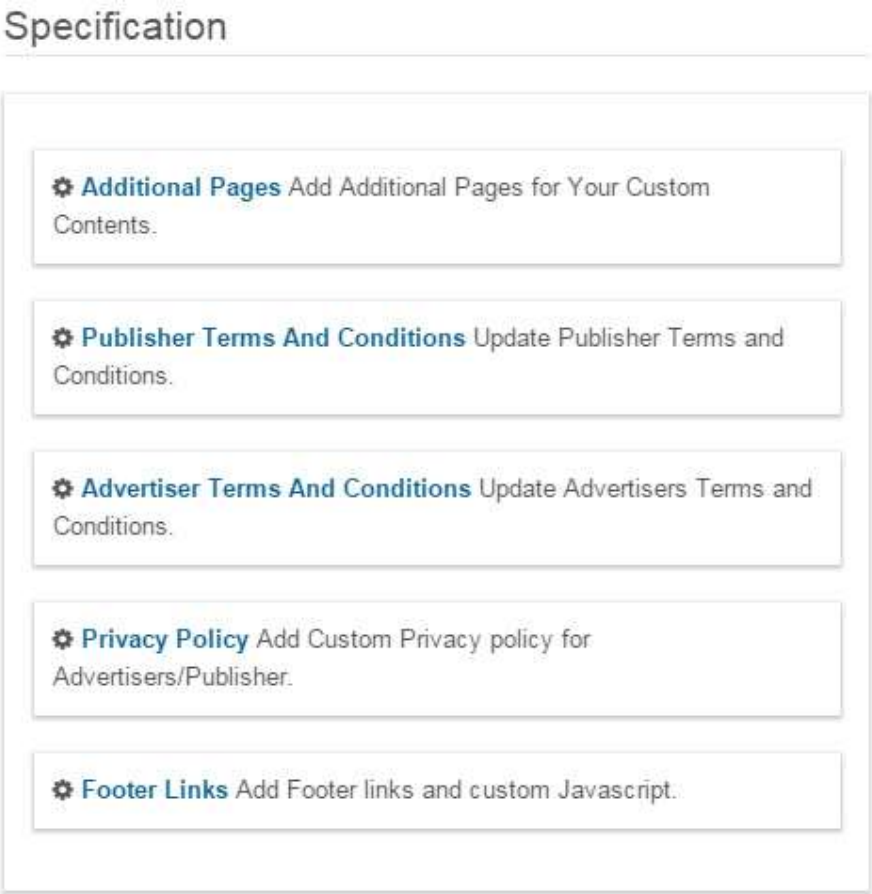


Threshold Settings



Specifications

GOTO: **Global Configuration > Specifications**, Specification is additional part of the application which deals with Quick Links, Terms & Condition, Additional Pages and footer links.



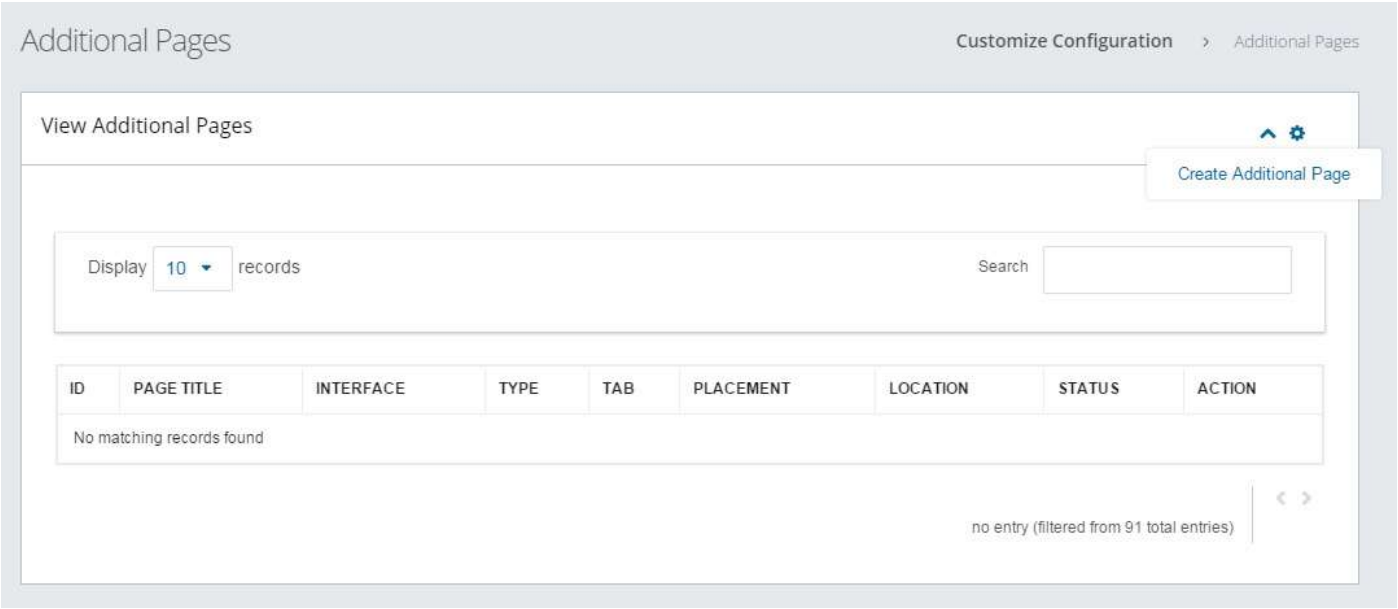
1. Additional Pages

Additional Pages are those pages that you can create and use them in the application, these additional pages can be added for employee, advertiser and publisher, to add manage and view your existing additional custom pages go here.

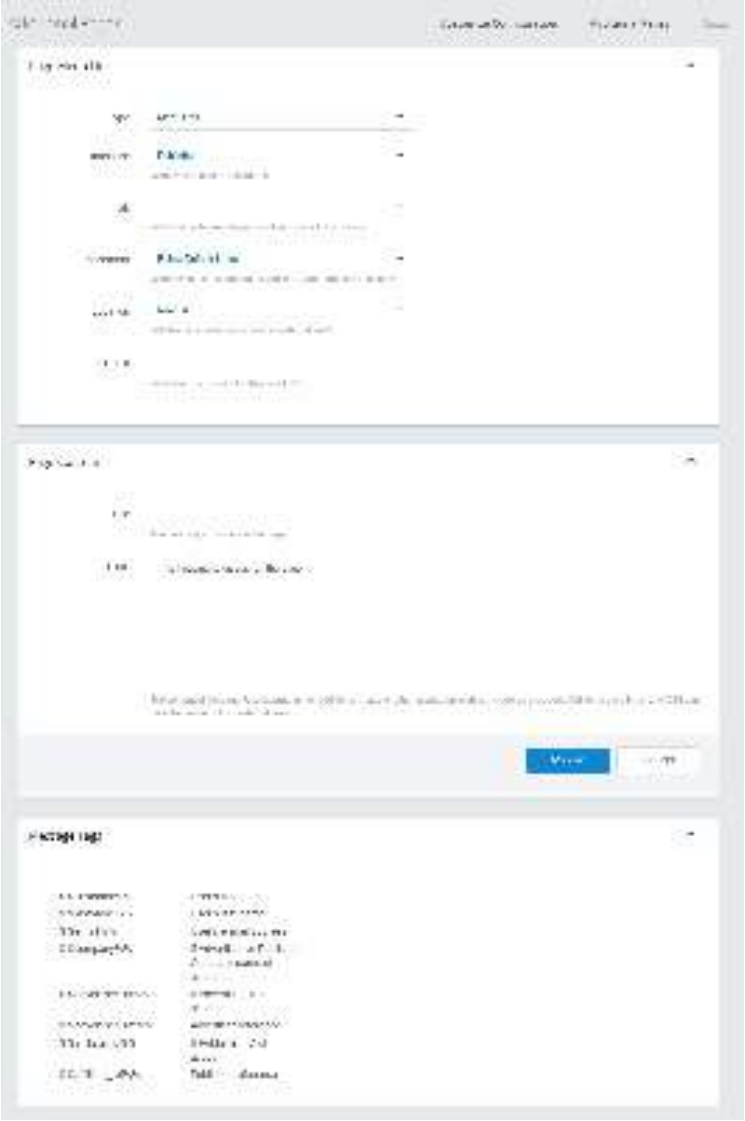
An additional page when added becomes a part of admin or client menu, so when adding an additional page specify interface, tab, placement and location.

NOTE: When creating a custom page you need to give title for the page and the content it will possess (which should be html code, Consists of HTML tags and your content).

View Additional Page

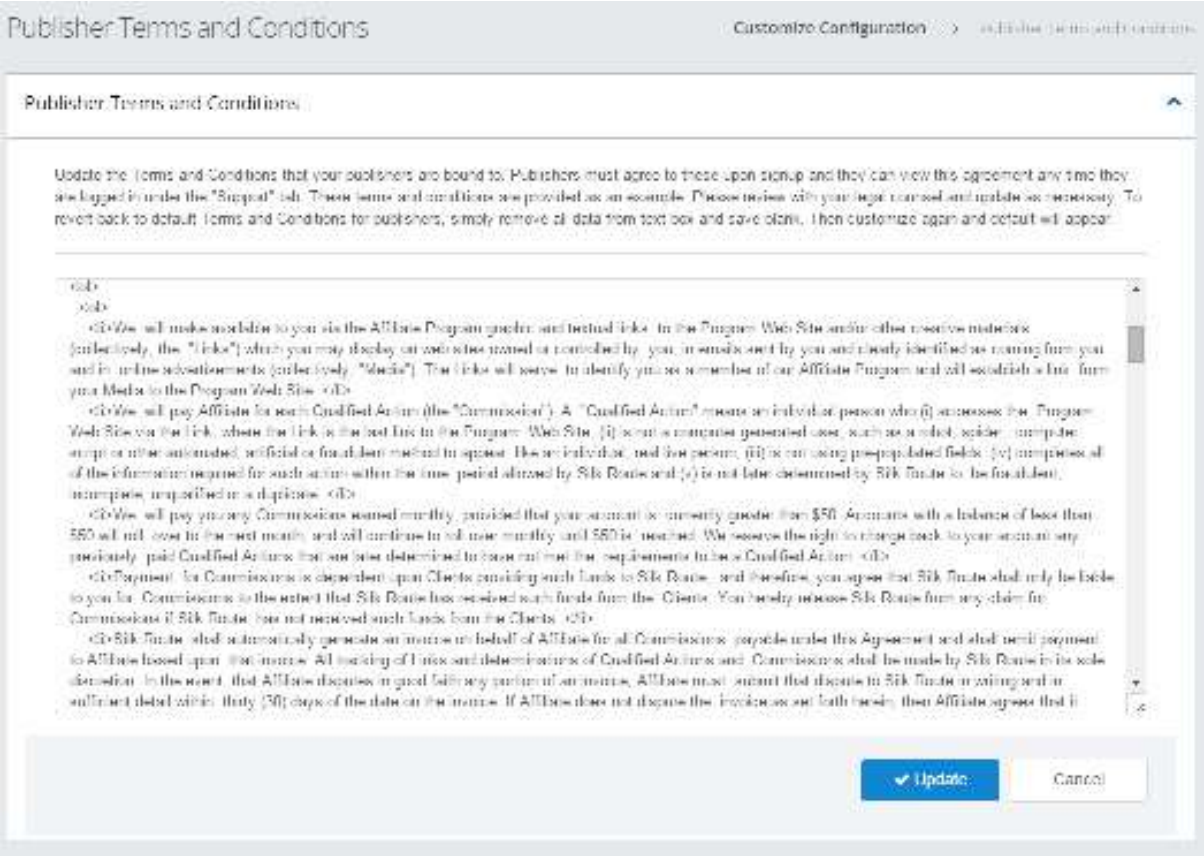


Create Additional Page



2. Publisher/Advertiser Terms & Conditions

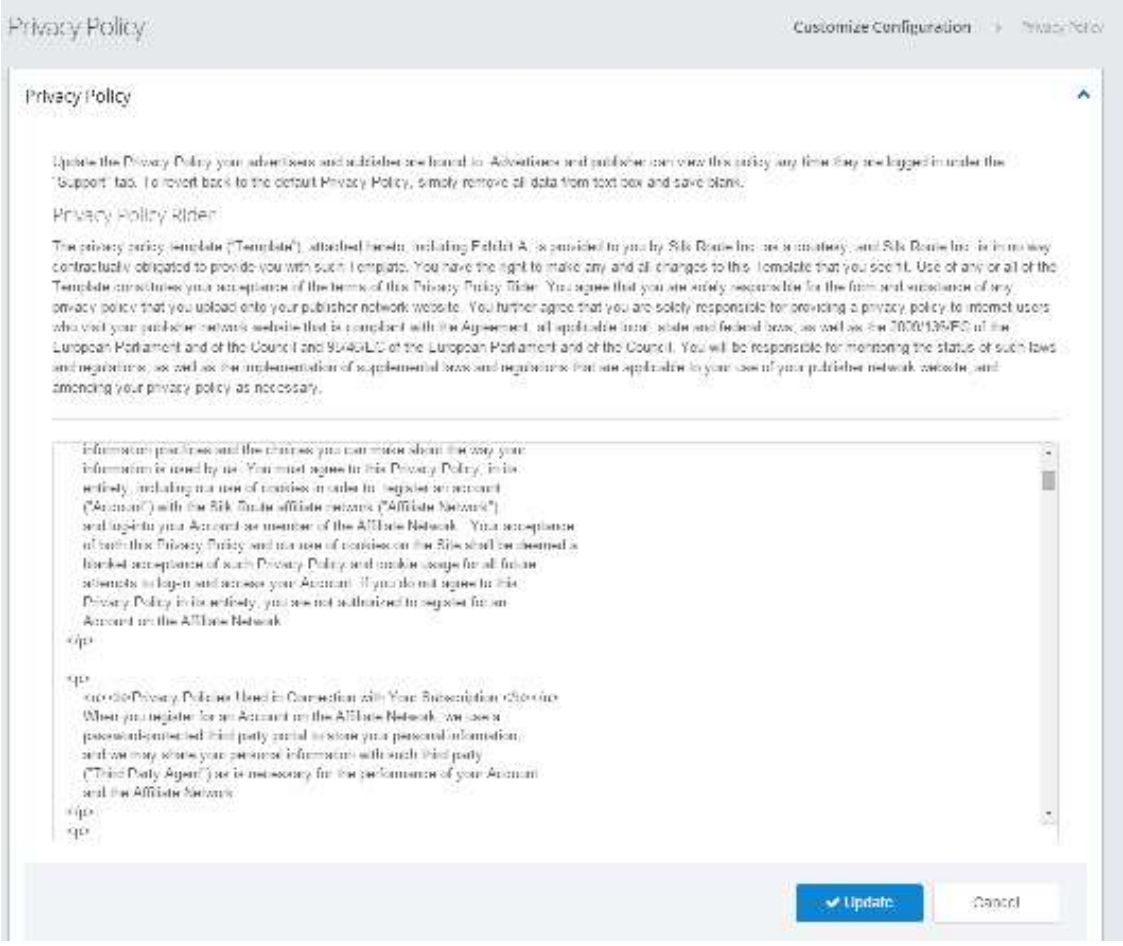
If Publisher/Advertiser terms and conditions are enabled, then Publisher/Advertiser needs to accept tic at the time of their signup, leave blank if you don't want any terms and conditions. You can have same and different terms and conditions for publisher and advertiser.



Enable & **Click "Save"** to activate the Publisher/Advertiser Terms & Conditions

3. Privacy Policy

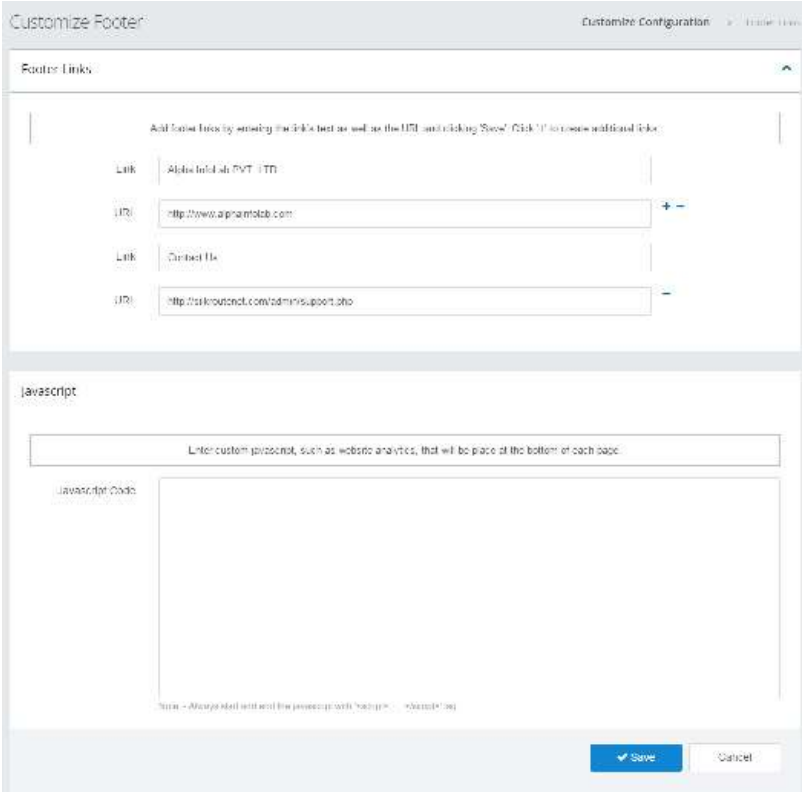
Similar to Terms and Condition you can specify your privacy policy for the application. Anyone at client panel can access and read your privacy policy.



Enable & **Click "Save"** to activate the Privacy Policy

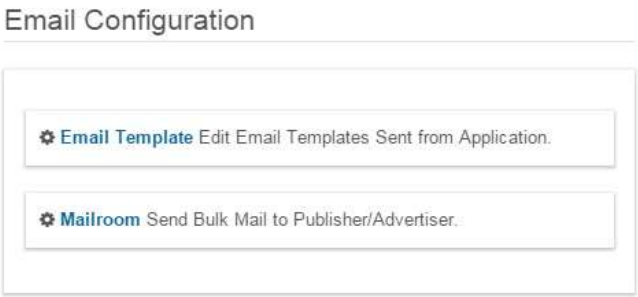
4. Footer Links

Specify Custom footer links, which act as your quick links, these quick links are visible in footer. Addition to that you can add custom JavaScript code at the same place and that code will be executed whenever the page is refreshed or any page that is called from the network part of application.



Email Configuration

GOTO: **Global Configuration > Email Configuration**, enable and disable Email Templates settings here.



Email Configuration is prominent system in itself. You can have email templates customized here and send bulk mail using mailroom.

1. Email Template

Silk Route has all automated system that sends all important mails to your users on your behalf. Email Like Publisher pending and Account Manager changed needs to be notified to the users and this can be achieved using our system. By Settings you can disable email notifications but if email are transferred from our system then what goes as content in email can be modified and customized as per your use, to change content dynamically for each email sent to each user, use a few keywords which will be changed into values of user, some of these custom keywords are -

%%network name%% - Name of the Application

%%firstname%% - First name of the user (advertiser/publisher)

%%lastname%% - Last Name of the user (advertiser/publisher)

%%email%% - Email of the user

%%password%% - Password of the user

There are many more keywords which vary from template to template, before using any email template please read its description to find the keywords that you can use.

Publisher Pending

Customize the email affiliate's receive after they submit their sign up application and their account is pending. Include %%firstname%% for user's first name, %%lastname%% for user's last name, %%email%% for user's email address, %%affiliate_id%% for Publisher account id, %%date%% for date in 'YYYY-mm-dd' format (eg., 2014-03-15), %%date_in_words_short%% for date in short words (eg., Mar 05, 2014), %%date_in_words_long%% for date in long words (eg., March 05, 2014) and %%password%% for the user's password. You can also include your Network's name %%network_name%% and login url %%login_url%%.

Your %%network_name%% account is being reviewed.

Edit Format Insert Table View Tools

Font Family Font Sizes

Welcome to %%network_name%%.

Hi **%%firstname%% %%lastname%%,**

Your application to %%network_name%% is currently being reviewed. An account manager will contact you shortly.

In the meantime, please save this e-mail as you will be needing, your login credentials with you when your account is activated.

NOTE : For Security/ Safety Purpose save your account details. They are Important.

Login Url : %%login_url%%

E-mail: %%email%%

Sincerely,

Regards - %%network_name%%

p

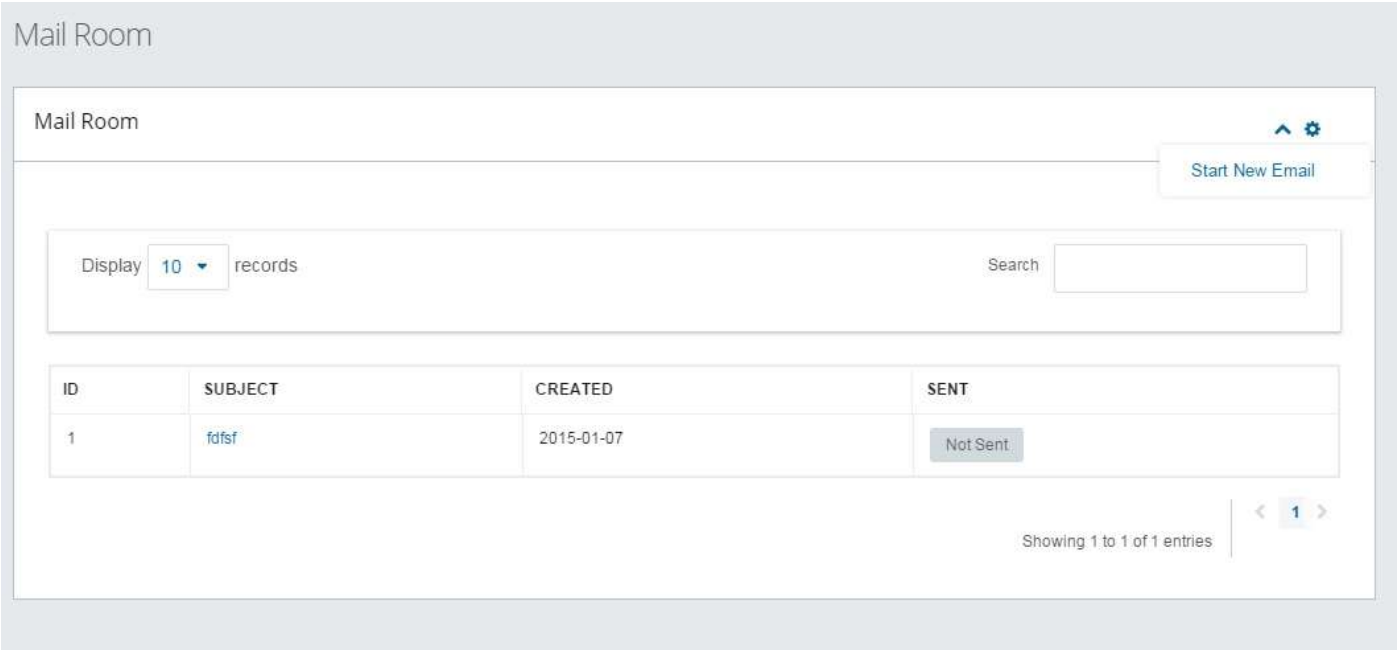
2. Mailroom

Apart from all automated email sent from the system, you can also send custom emails, when you want and what you want. When you want to do something like that, then mailroom comes handy for sending bulk mails to as many users as you want.

Enter the Mailroom you will find the list of all bulk email that you sent and to view each bulk mail. Click on any to view details.

To start a new Email, click on option in mailroom heading and click **Start New Email**.

To view Sent Emails



To Send a Email

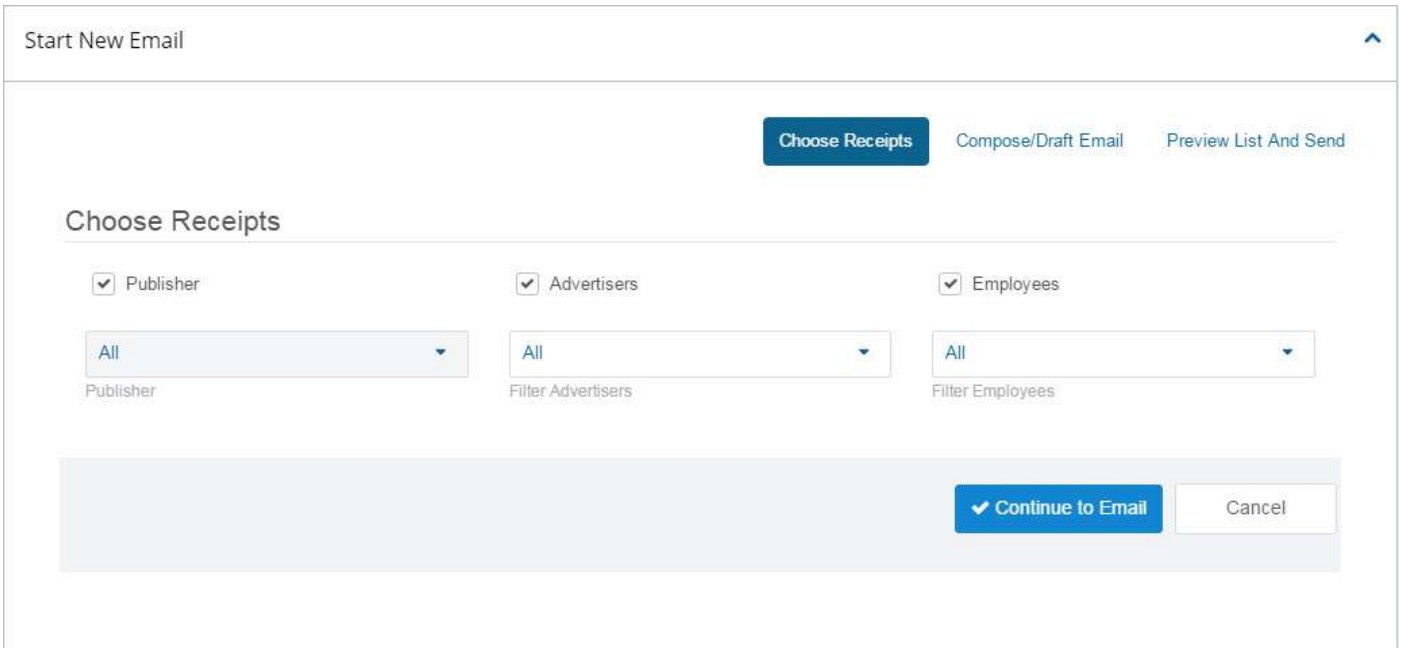
1. Choose its receipts, which you want to send emails, this is an intelligent system which filter and help you choose right advertisers/publishers/employees to send email or you can choose custom users or a particular user to send email.

2. Then Go to Compose/Draft Email, where you can specify the details such as from name, from email, email subject and its message. In the Message you can use some predefined keywords similar to email template, which can be viewed by clicking **Customization Help**.

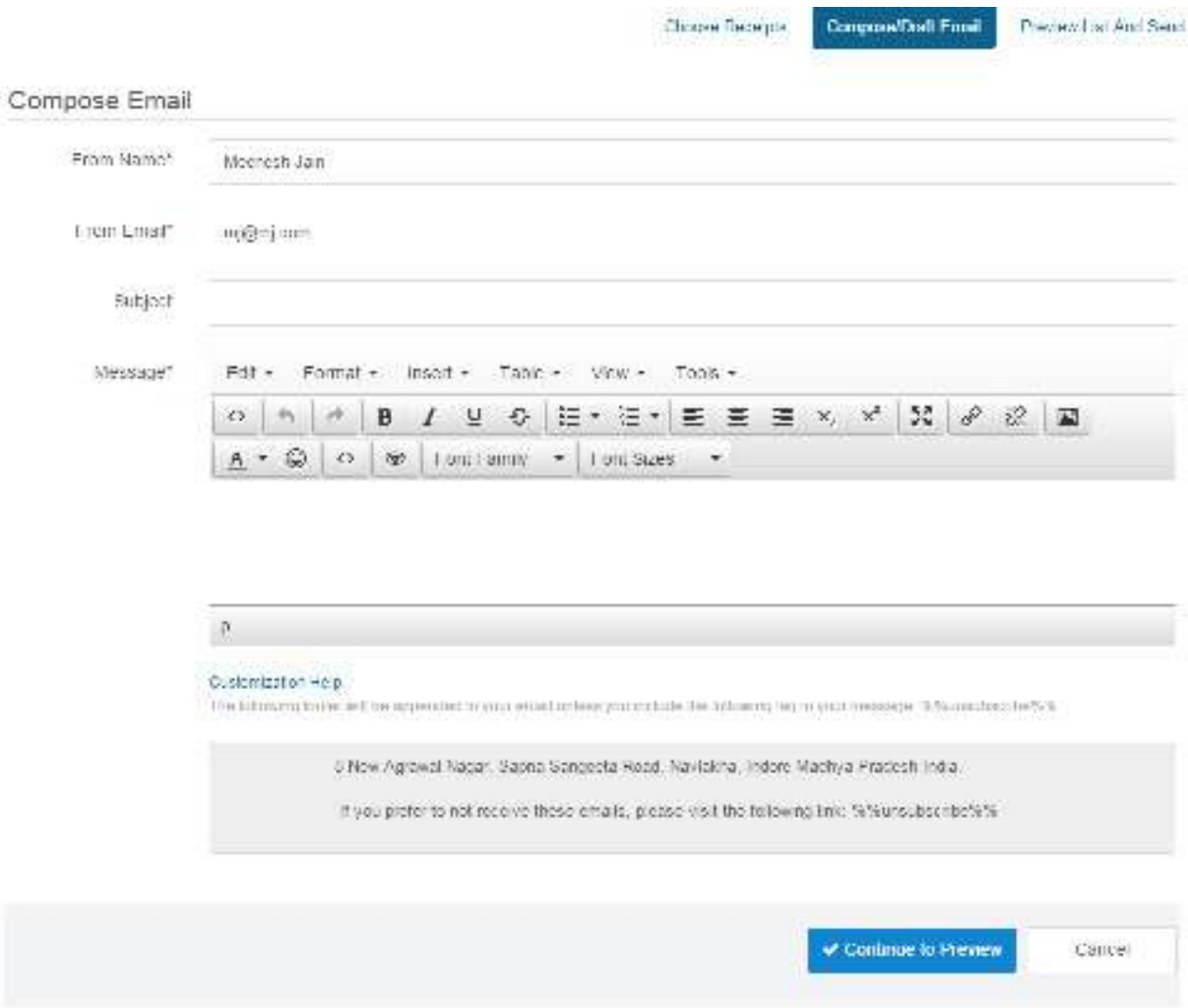
3. Once both the steps are completed then you can preview the list of recipients and can include or exclude any user.

Click **Send Email** to execute and save your email.

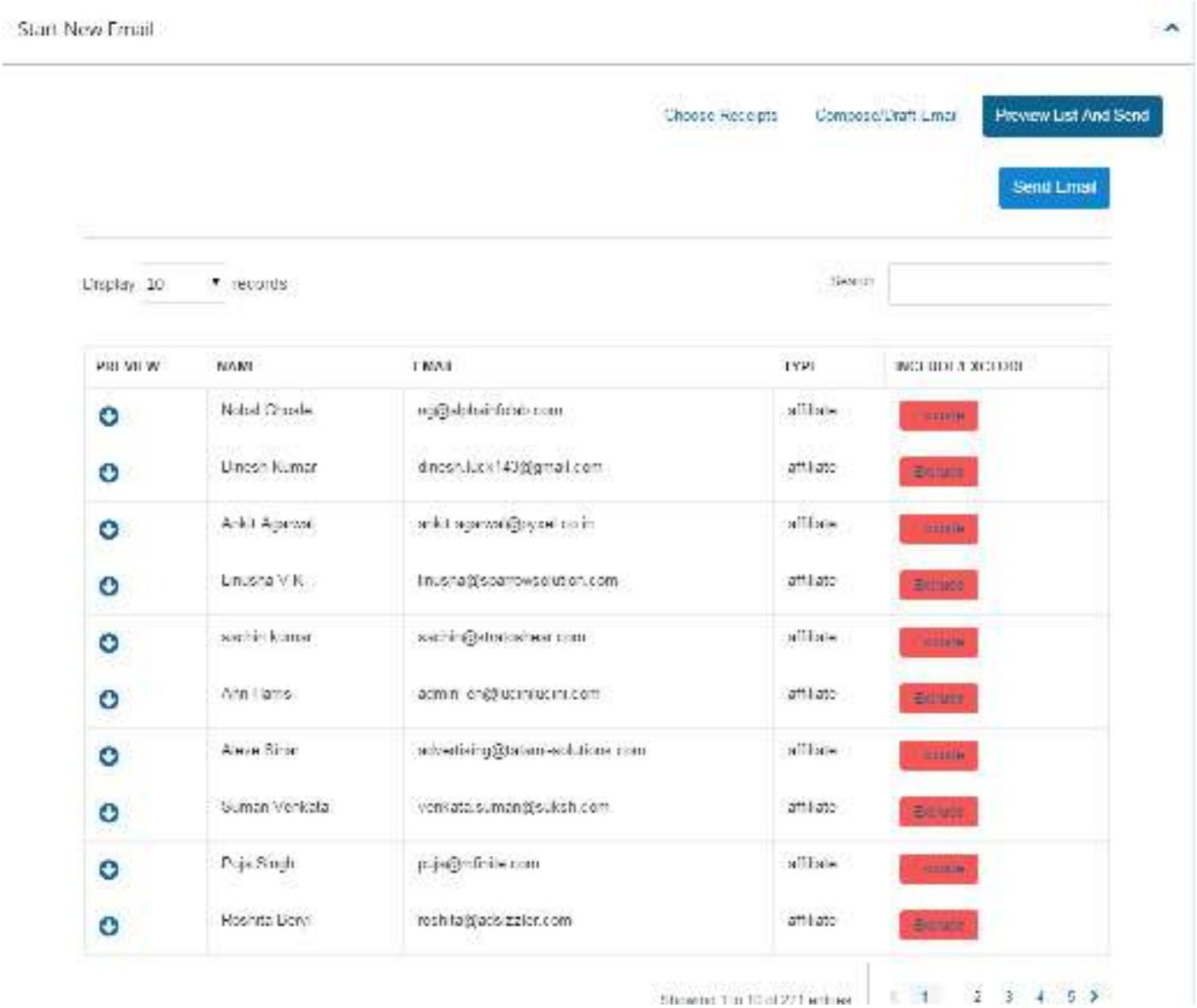
Choose Receipts



Compose/Draft Email



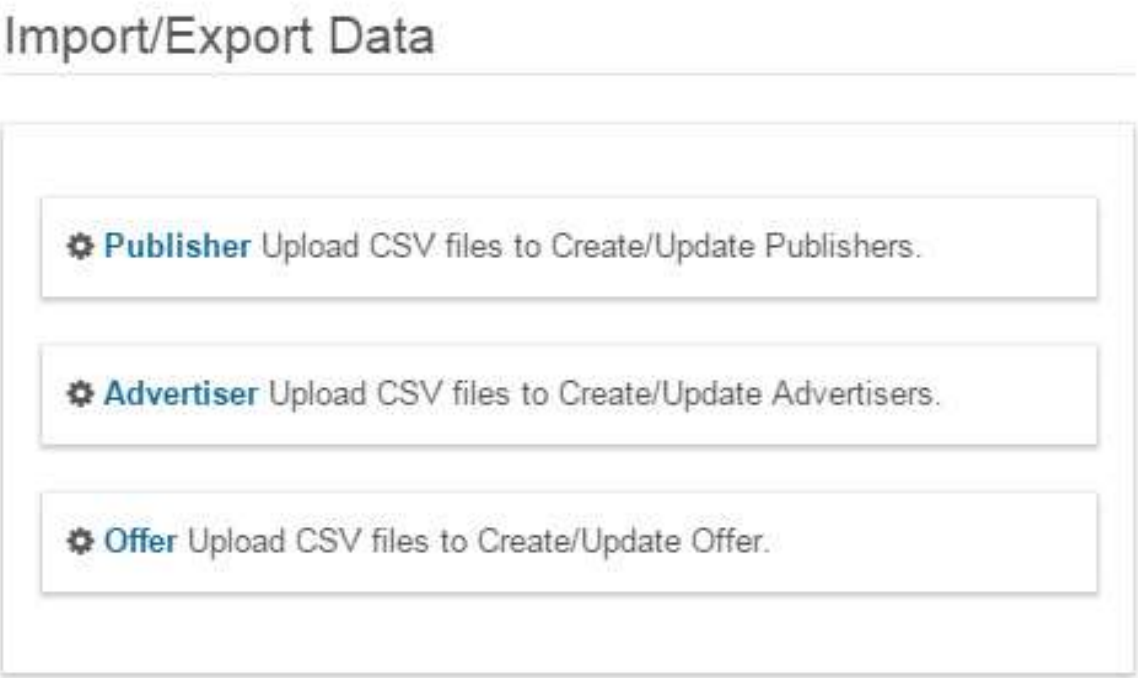
Preview List And Send



Import/Export Data

GOTO: **Global Configuration > Import/Export Data**

Shifting your users/offers from one system to another is always been a headache and too lengthy to do, don't worry we have a solution for that too. You can import users or your offers in silk route from your CSV file.

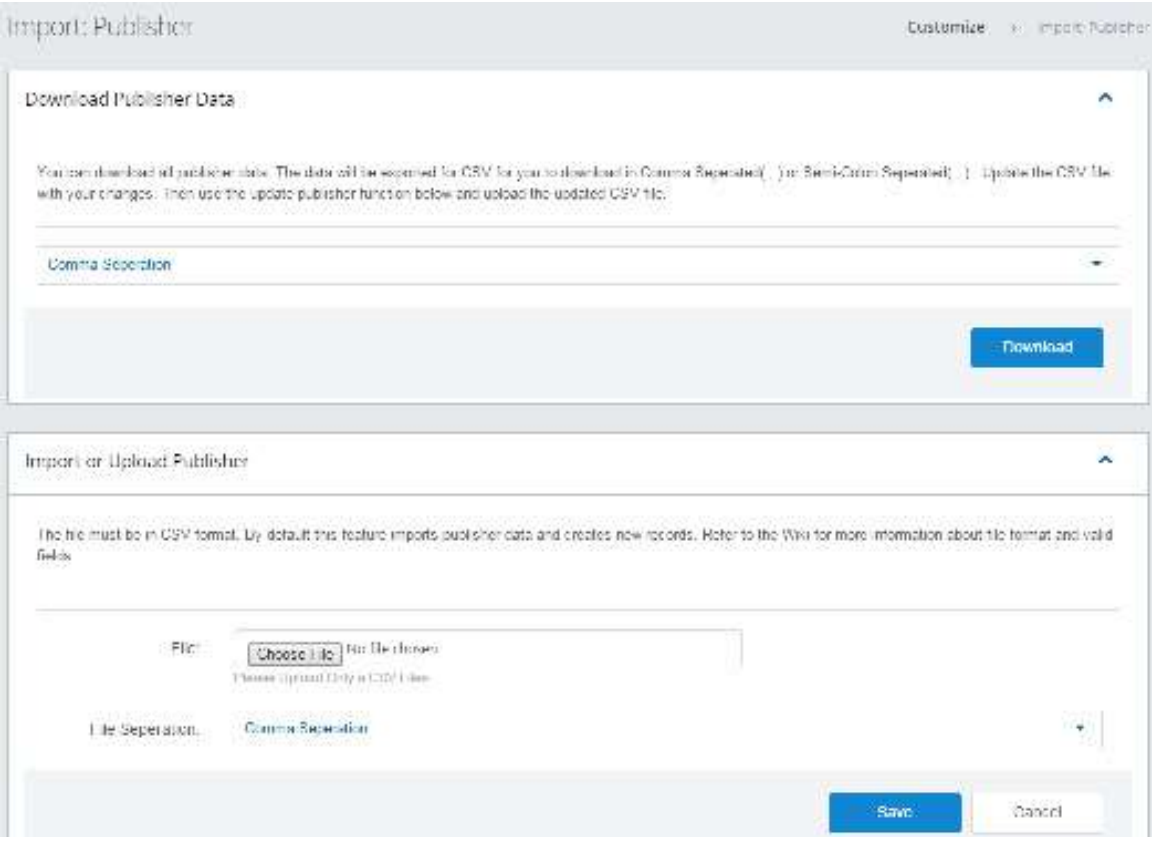


Similar to this you can export all your users or offers from silk route in no time.

To Import/Export Publisher click **Publisher**, Import/Export **Advertiser** click Advertiser; similarly you can do this same process for all offers by clicking **Offers**.

Importing Process can be a little tricky so you need to specify perfect mapping of data from other system to our system in order so that data imported should not create problem or becomes useless.

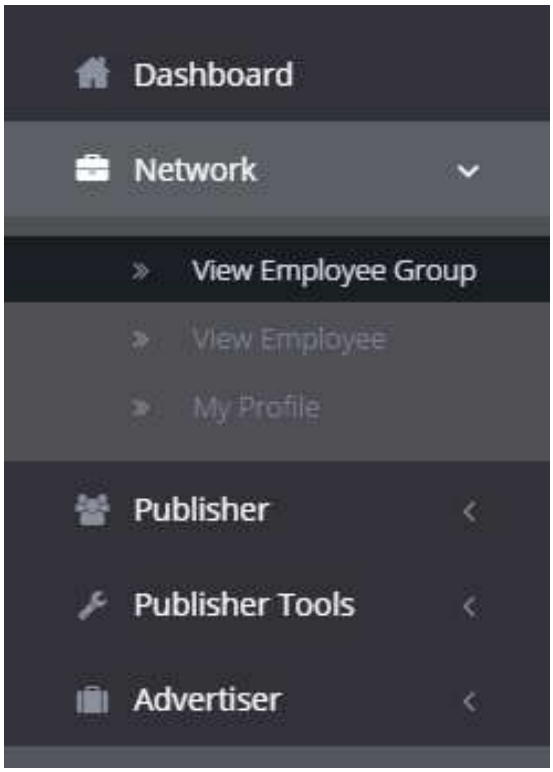
NOTE: * Represents the fields as required on your Application.



Network

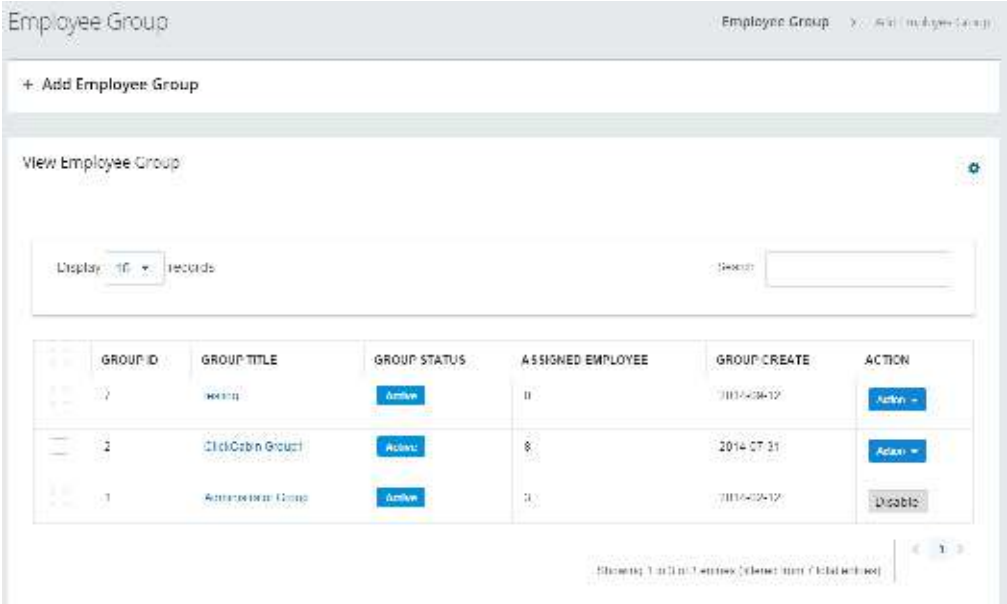
Here you can view and manage profile and network employees.

To view network options, Click on **Network** in the menu.



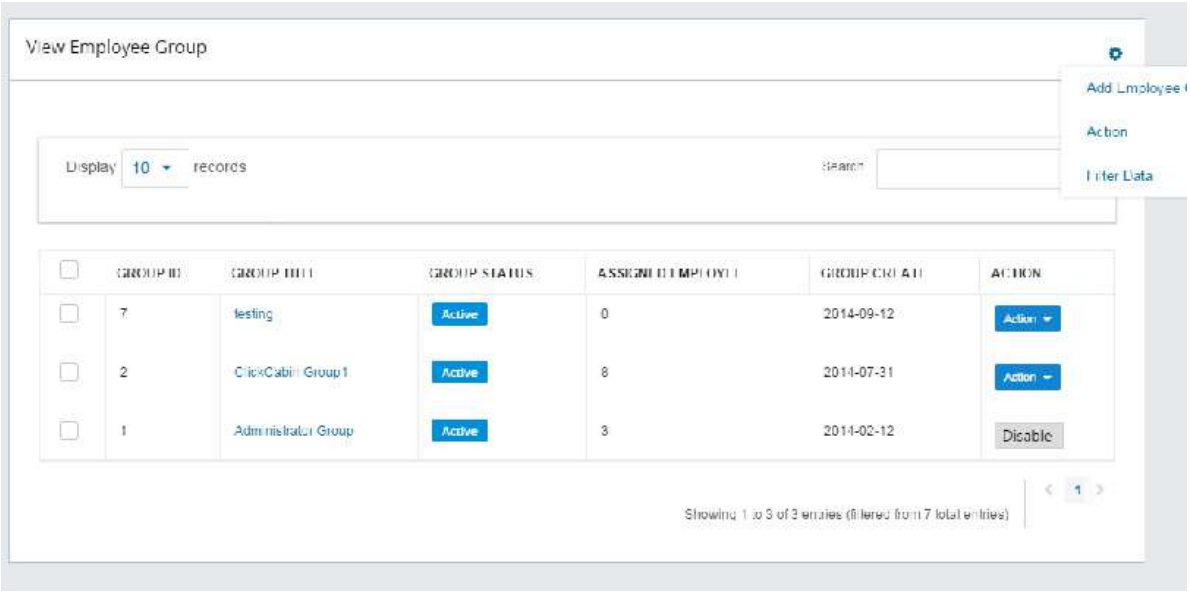
View Employee Group

Employee Group – Each Employee in silk route has its own accessibility (permission) for systems you can create different accessibility groups for employee and every employee will fall under an employee group, by default there is only one group with full access i.e. administrative group. If you want your employee will restricted from few section of project like settings than you can create a group and assign that group to corresponding employee.
To view and manage groups click on **Network > View Employee Group**.



VIEW

A tabular view of all Employee Group can be viewed on this page.



Options: Options are available in the right corner, to view options click on ⚙ in the right corner.

1. **Add Employee Group**: for adding new employee group click here.

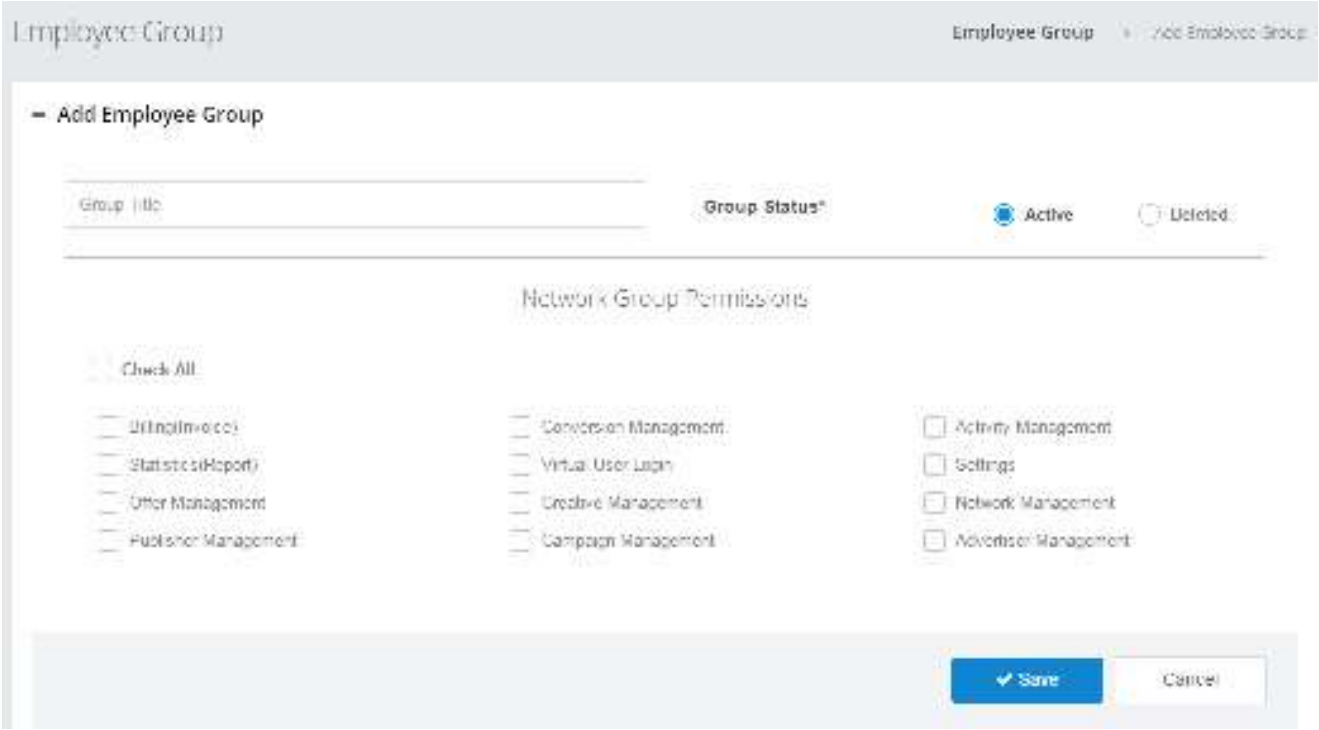
2. **Filter Data**: To filter employee group based on their status then use this.

3. **Search** : Start typing title, status, number or date to filter data as per your requirement

4. **Action**: To activate or delete multiple groups click here.

   • **Edit**: To edit and update any existing employee group click on **Action > Edit** corresponding to the each employee group.

ADD



If you're adding a new Employee Group, need to specify a few things.

1. **Group Title***: Title of the employee group, visible at the time of viewing the group and also at the time when adding employee to the group.

2. **Group Status**: When you create a new group you can same time activate it by choosing status as active or else it will be marked as deleted.

3. **Group Permission**: There are Total 12 different set of permission which can be locked or unlocked depending on what you choose. For ex – If you don't choose settings then the employee under that group won't be able to view or update settings.

To save your changes or add new Employee Group Click **"Save"**.

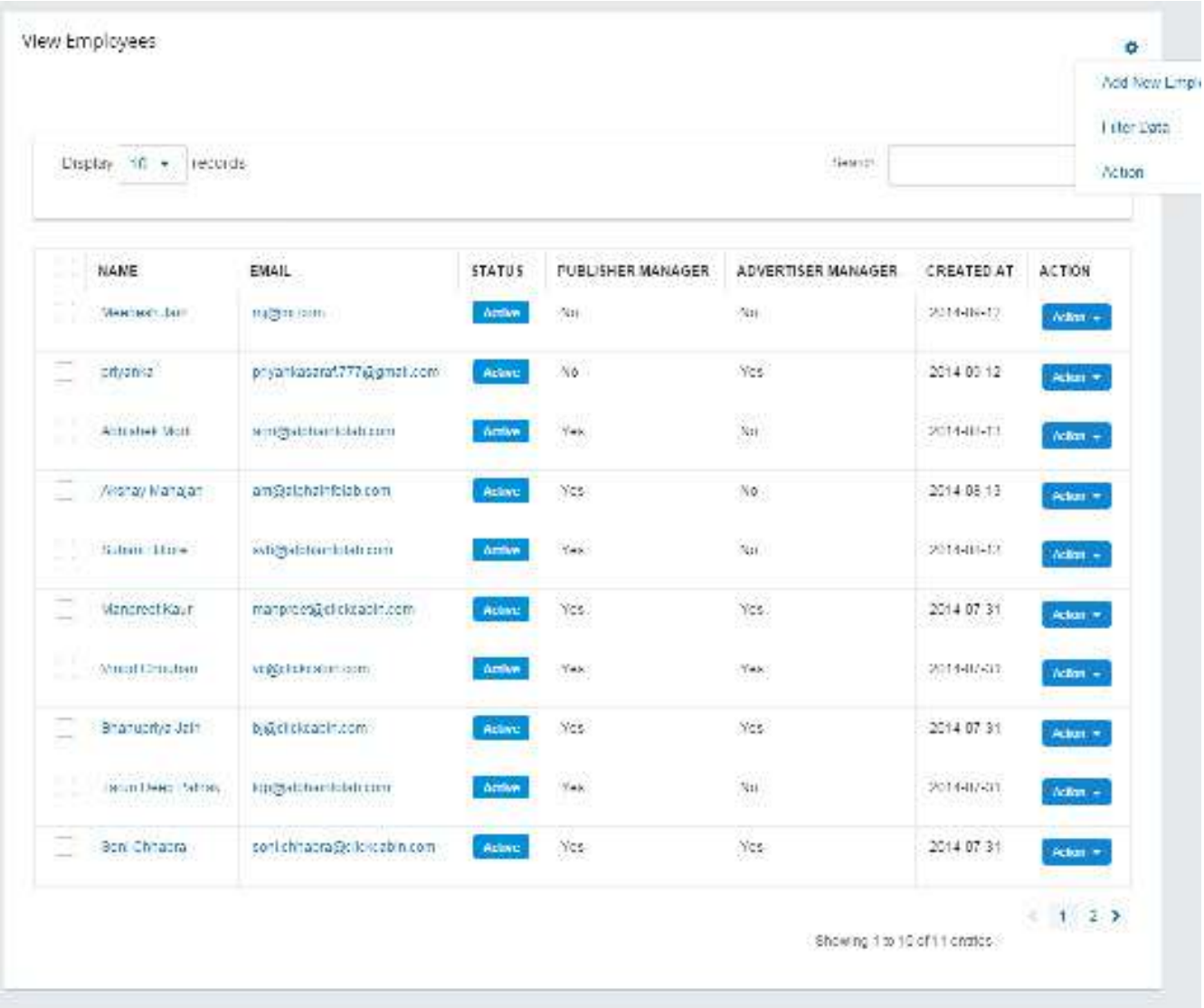
View Employee

To view and manage groups click on **Network > View Employee**.

Here you can modify your existing employees and also add new.

VIEW

A tabular view of all Existing Employees can be viewed on this page.



Options: Options are available in the right corner, to view options click on cog in the right corner.

1. **Add New Employee**: for adding new employee group click here.

2. **Filter Data**: To filter employees based on their status then use this.

3. **Search**: Start typing name, email, number or date to filter data as per your requirement.

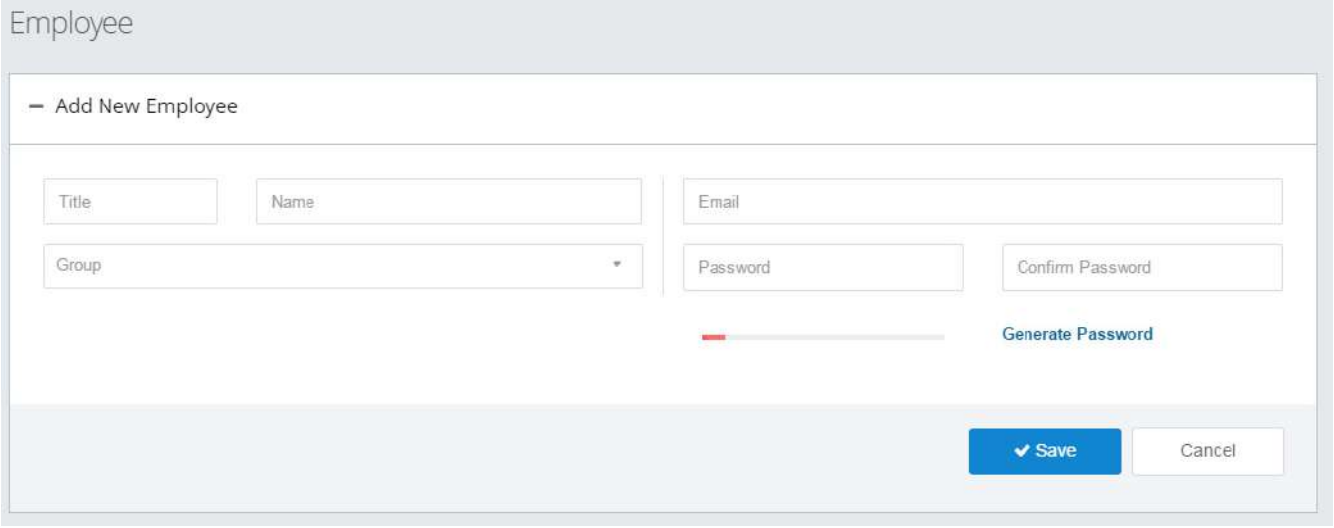
4. **Action** :

    - **Status Change**: To activate, inactivate or delete multiple employees click here.

    - **Edit**: To edit and update any existing employee click on **Action > Edit** corresponding to the each employee group.

    - **View** : To Manage and View Complete Details of an Employee you can either click on the name of the employee or can click on **Action > View**

ADD



If you're adding a new Employee, you need to specify a few things

1. **Title** : Designation of the employee

2. **Name*** : Name of the employee

3. **Email*** : Email of the employee also the user name for Silk route Admin Area

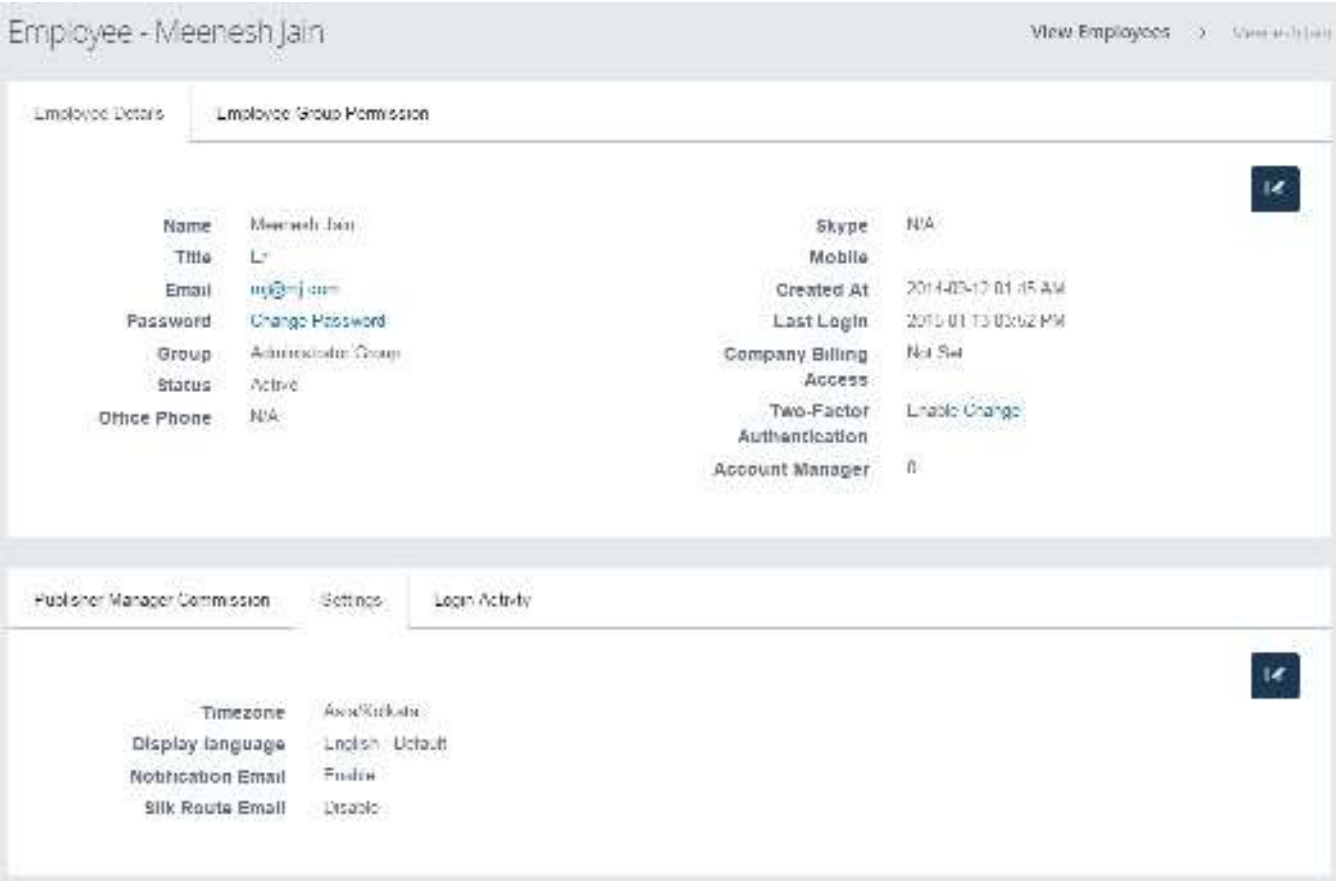
4. **Group*** : Specify what permission are you granting this employee by selecting group here

5. **Password***: Specify employee password or you can generate one for him.

To save your changes or add new Employee **Click "Save".**

MANAGE

If you want to manage and view all details related to an employee click on employee name or click on employees **Action > View**.



1. **Employee Details**: Basic and detailed account details of the employee. You can update, activate or deactivate employee from here.

2. **Employee Group Permission**: View and Edit Employee group from here.

3. **Publisher Manager Commission** : Set employee commission from here

4. **Settings**: Any employee can have personal settings apart from application settings such as time zone which can be overridden in each employee case, Edit Settings from here.

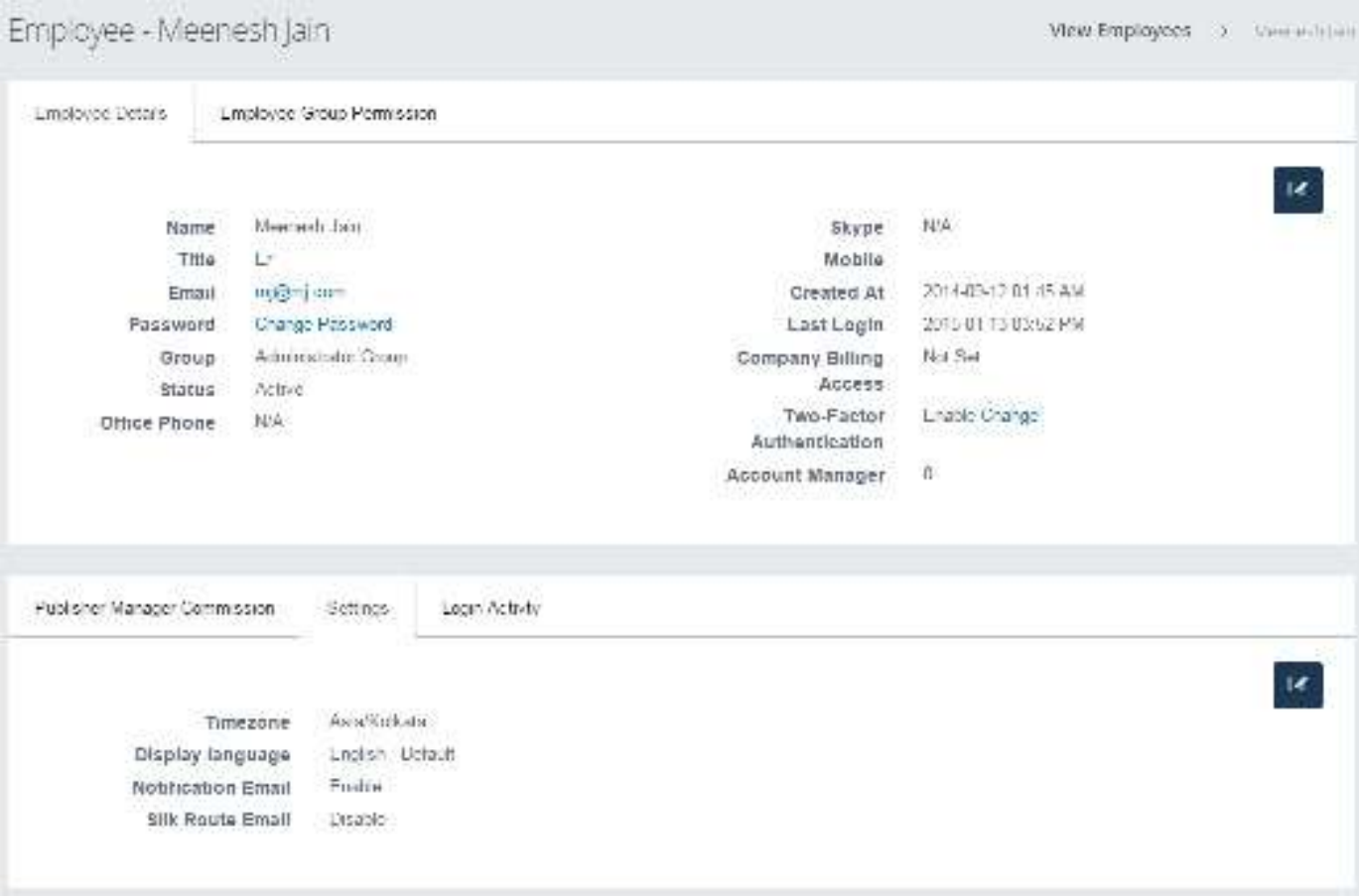
5. **Login Activity**: login activity of the individual employee, each time an employee attempts a login or performs a login/ logout it been recorded and can be accessed here.

6. **Activity Summary (Only Visible to Super Admin)**: If you are a super admin you can view this option, where you can view one employee entire activity on application.

My Profile

GOTO : **Network > My Profile.**

You can view and modify your profile and other things from here, there are two ways by which you can view your profile.



Click on Your Name in Top header.

1. **Employee Details**: All the basic details related to your account and details related last login and billing are visible here. To edit them click edit.

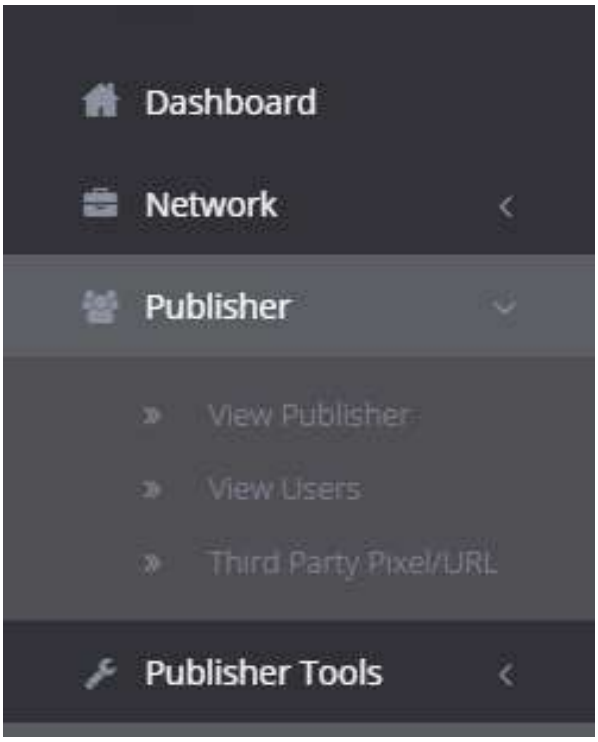
2. **Network Details**: Details related to network that you manage to edit them click edit.

3. **Settings** : Your own settings similar to other employee setting and can over ride existing settings

4. **Silk Route Information**: Version of Silk Route you are using.

Publisher

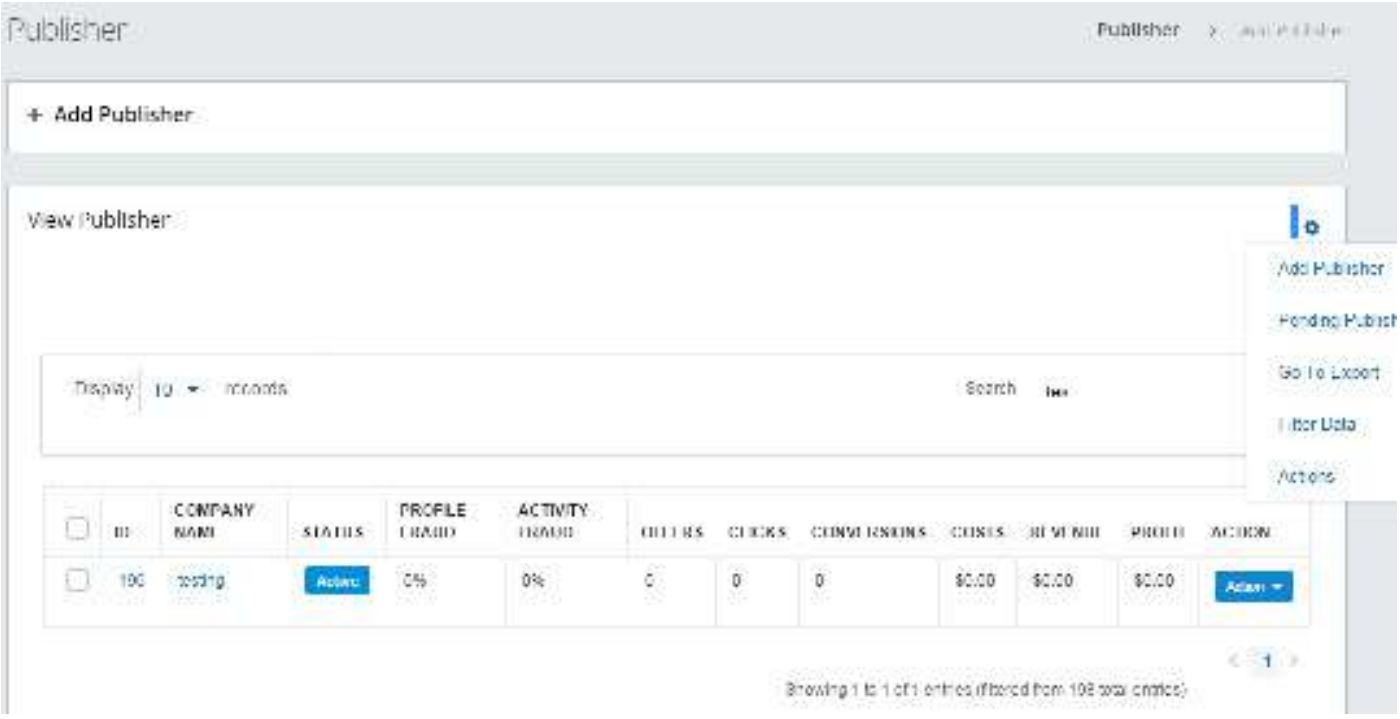
Here you can view and manage your publishers.
To View Publisher options, Click on **Publisher** in the menu.



View Publisher

GOTO: **Publisher > View Publisher**
Here you can modify your existing publishers and also add new one.

VIEW



A tabular view of all existing publishers can be viewed on this page.

Options: Options are available in the right corner, to view options click on ⚙ in the right corner.

1. **Add Publisher**: for adding new Publisher click here.

2. **Pending Publisher**: For viewing Approving or Rejecting new pending publishers go here.

3. **Go To Export**: This is a quick link which directly lands you to import option for publisher.

4. **Filter Data**: To filter publishers based on their status, account managers and on basic of date range.

5. **Search**: Start typing name, id or date to filter data as per your requirement.

6. **Actions** :

    - **Status Change**: To activate, inactivate or delete multiple publisher click here.

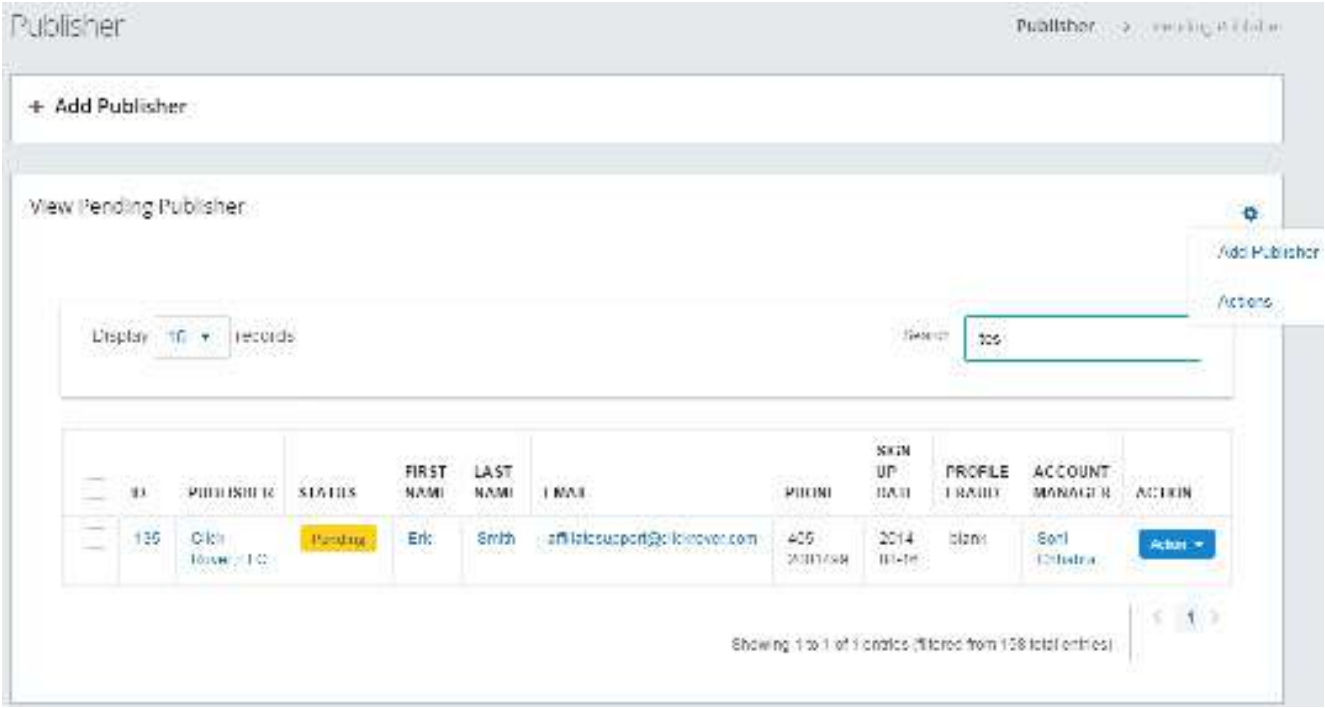
    - **Edit**: To edit and update any existing publishers click on **Action ► Edit** corresponding to the each Publisher.

    - **View** : To Manage and View Complete Details of an Publisher you can either click on the name of the employee or can click on **Action ► View**

VIEW PENDING

GOTO: **View Publisher > Options > Pending Publishers**
Whenever a publisher signup and from setting he/she require approval then by default the publisher details lands here, then it's up to you , if you want to approve or deny that publisher and wants him in your application.

A tabular view of all existing publishers can be viewed on this page.



Options: Options are available in the right corner, to view options click on ✿ in the right corner.

1. **Add Publisher**: for adding new Publisher click here.

2. **Actions**: To change status of multiple publishers at once use this option.

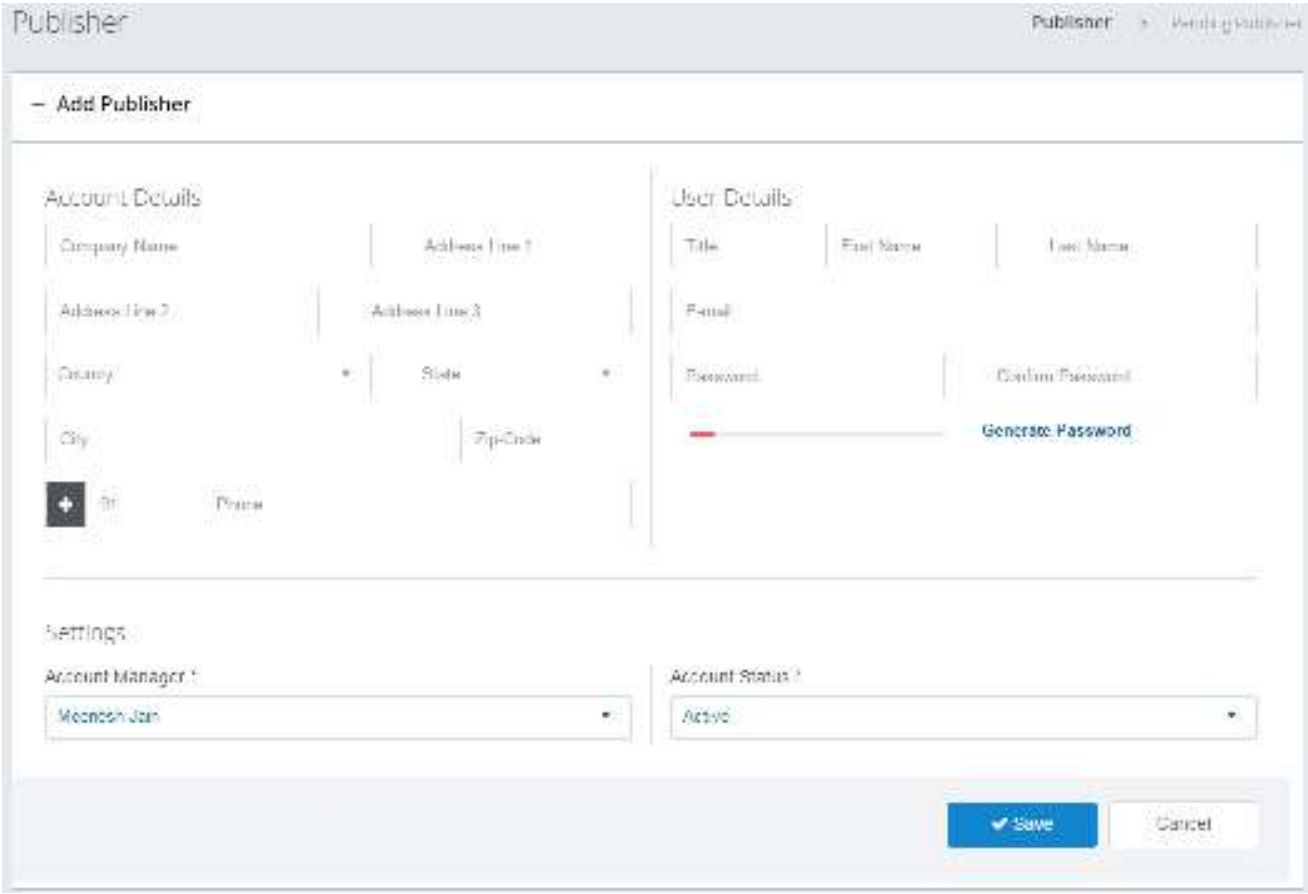
3. **Approve**: If you approve a publisher, then the publisher will be active and will be able to access Publisher Panel after login. To approve a publisher go to **Action > Approve** .

4. **Deny**: If you deny a publisher, then the publisher will be marked as rejected and will not be granted any kind of access. To reject a publisher goto **Action > Reject**.

5. **More** : If you don't want just to approve or reject the publisher than, you can use more option and will be able to assign a account manager to the publisher and also write a note about him and can do both reject or approve that publisher from here.

ADD

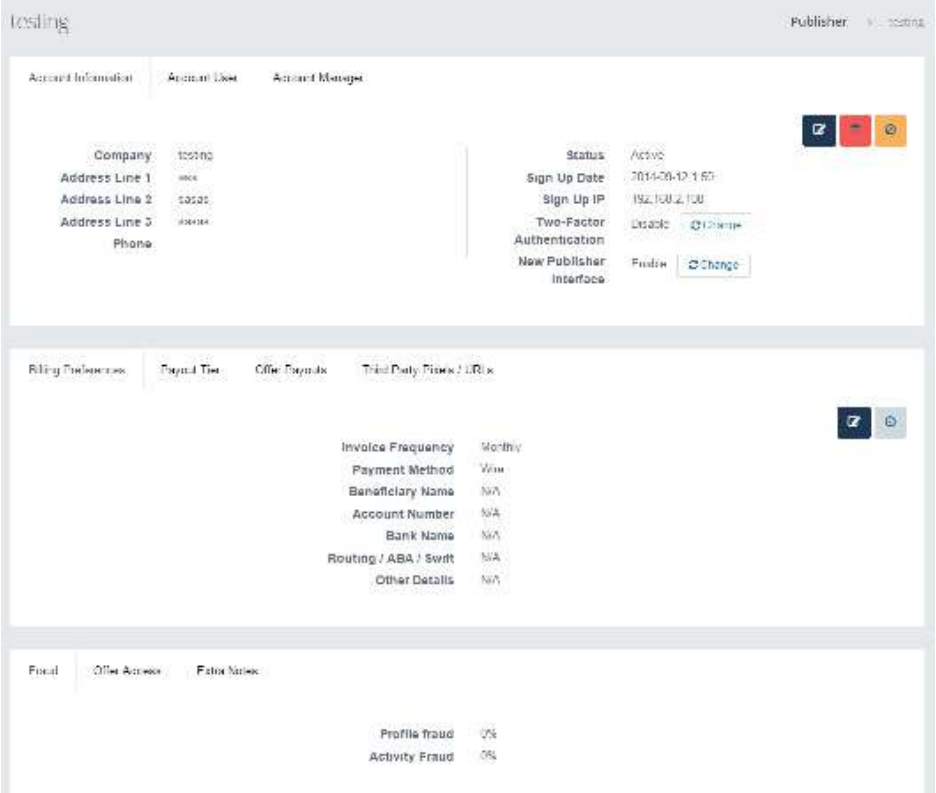
If you're adding a new publisher, you need to specify details related to its company and details related to its users. By this option you can add one company and a user both at the same time. To distinguish you will find Account details as part of the form and rest contains details related to users of that company. Once all the details are correctly fulfilled you can assign an account manager to that account and its user's status.



To save your changes or add new Publisher **Click "Save"**.

MANAGE

If you want to manage and view all details related to a publisher click on publisher name or do so by going to individual publisher **Action > View**.
Once you enter the manage page, you can see different tabs with headings, each tab specify different information related to that publisher.



1. **Account Information**: All the details that a publisher provides at signup or you fill at the time of adding a publisher are visible here. You can block publisher or delete or reactive or edit his details from here. Two things that you are not familiar with are

- **Two Factor Authentications**: By Default this setting is disabled, if you enable this your publisher needs to provide a verification code at each sign in. This verification code is sent to him/she in the email, the sign in becomes a two step process to complete (more secure but time consuming).

- **New Publisher Interface** : Each Publisher that signup to silk route can have his personal interface the one different from Employee, to do so you first need to enable new publisher interface from settings, then for each publisher. When you enable this you can choose from three variant themes for what kind of theme you want your publisher to use and see.

2. **Account User**: A publisher account can be accessed by its multiple users, same concept as employee, so to view all, its account users click on account user tab. There is no limit of number of users in a publisher account. Actions that you can perform here

- **Virtual Login**: If Employee wants to access Publishers area then he/she can do this with the concept of virtual login, this features bypasses an employee in client i.e. publishers area. Once you login to publisher you can act like one too.

- **Edit**: To edit any existing publishers user uses this option.

- **Add**: To add a new publisher user use this option.

3. **Account Manager** : To view publishers account manager use this option, if not assign you can assign one by clicking assign new account manager.

4. **Billing Preferences**: Details Related to Payment and billing is available here, you can edit these preferences or can view complete billing history of that publisher.

5. **Payout Tier**: View and edit publishers payout tier. If no tier is assigned then it shows tier as unassigned.

6. **Offers Payout**: You can set publishers conversion cap as per offers, to do so you need to add conversion caps from here by clicking add button and can View existing conversion caps also to by clicking view button. If No payout added 0 caps as message will be shown.

7. **Third Party Pixels/ URLs**: Similar to offer payout you can also add third party pixels for a publisher account. Similarly you can view all pixels or can add new one to this account.

8. **Fraud**: A Publisher is fraud or not can be visible here if a publisher profile and activity fraud are enabled then there score are visible here in the form of percentage, if not 0 is given as default.

9. **Extra Notes**: You can always add extra notes for a publisher for your use only or for future reference. To view all notes related to a publisher click on view button, or write and save one. The latest 3 notes are available on the same page, if there is any existing.

10. **Sign up Question Response**: When Ever a publisher Signup, then as per your sign up question settings, question related to publisher will be asked to him and whatever the response you get from him can be seen in this section. The advertiser you create has no signup question response section.

- **Edit**: You can edit the answers, to do so click on **Edit**.

View Users

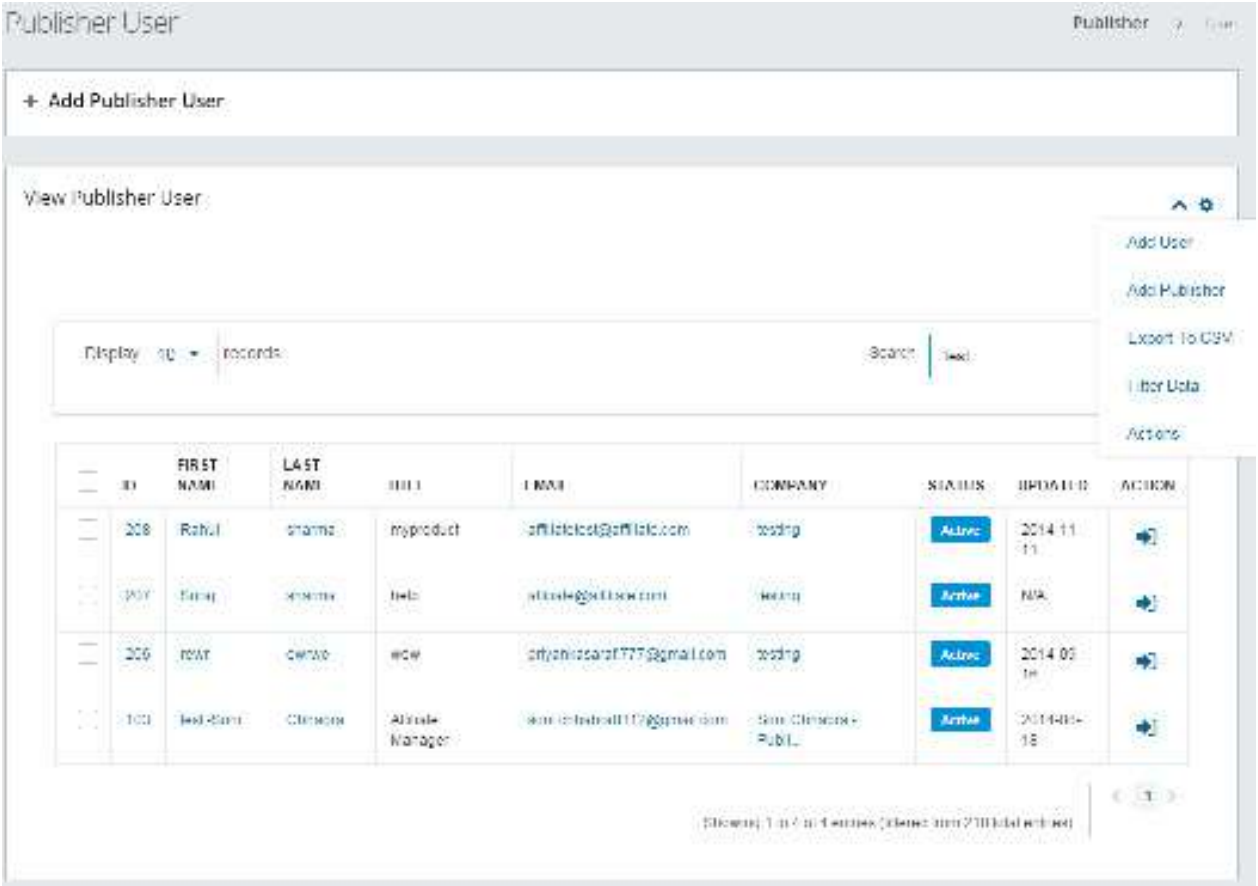
A place where you can view and manage your publisher's users, this is a sub categorised part of publisher.

GOTO: **Publisher > View Users**.

Here you can modify your existing publishers users and also add new one corresponding to the company.

VIEW

A tabular view of all existing publishers' users can be viewed on this page.



Options: Options are available in the right corner, to view options click on ✿ in the right corner.

1. **Add User**: for adding new Publisher user click here.

2. **Add Publisher**: for adding new Publisher and user click here...

3. **Export to CSV**: This is a quick link which directly exports publisher users to a CSV file.

4. **Filter Data**: To filter publisher based on their status, account managers and on basic of date range.

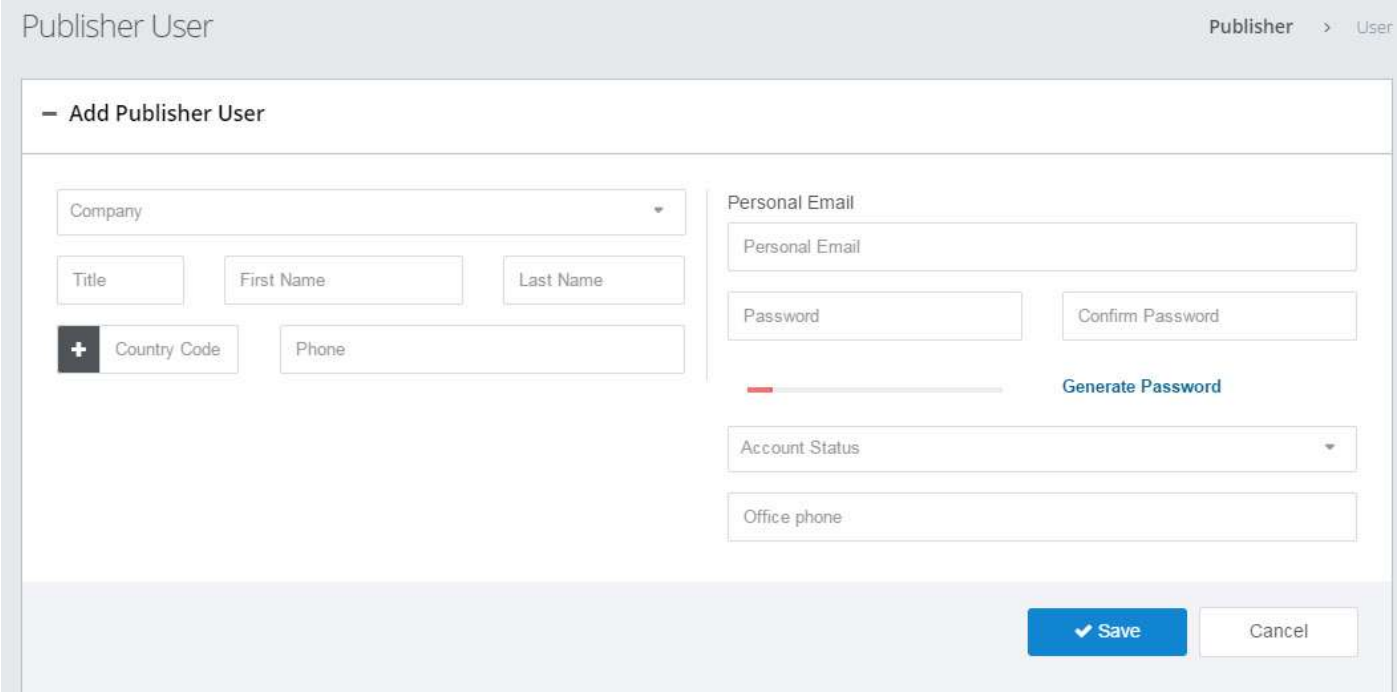
5. **Search**: Start typing name, id or date to filter data as per your requirement.
6. **Actions** :

   •**Status Change**: To activate, inactivate or delete multiple publisher click here.

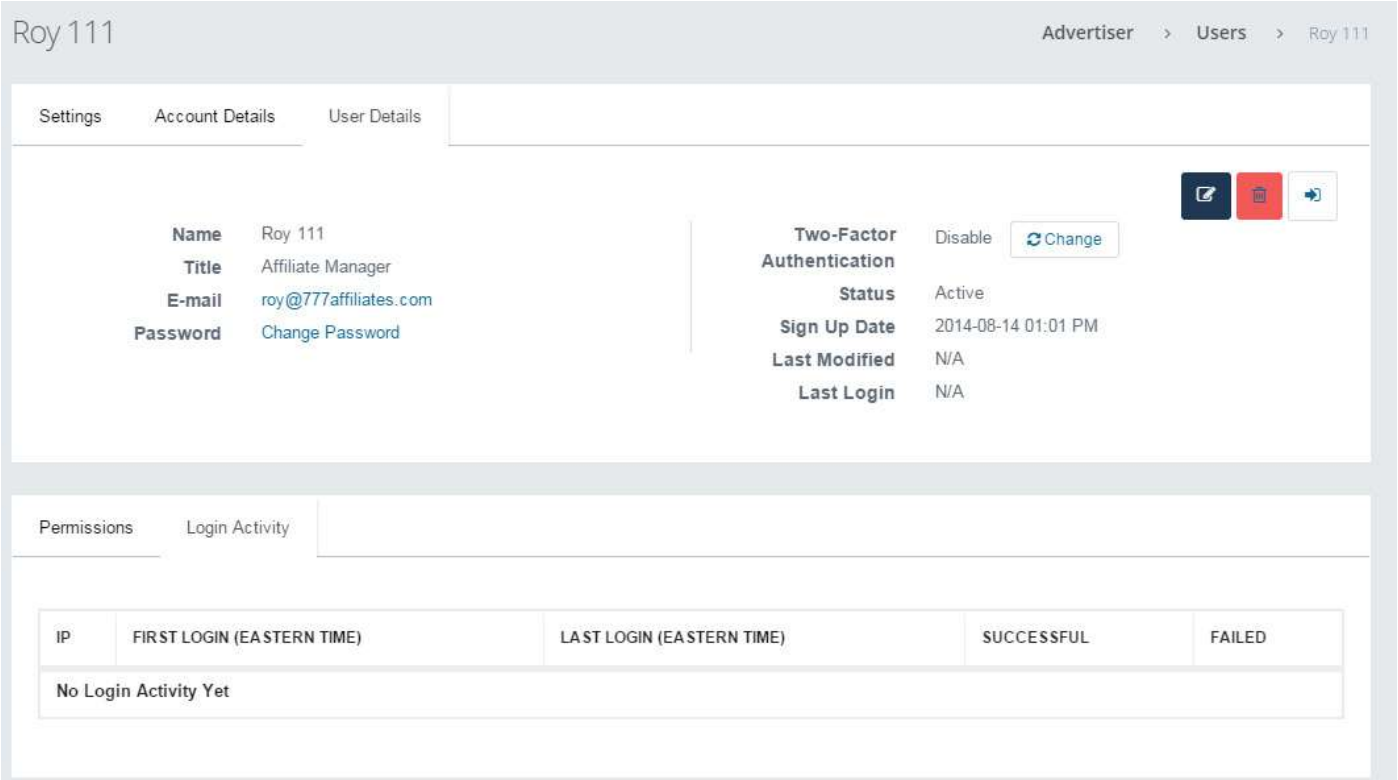
   •**Virtual Login**: You can start a virtual session of any user from these options.

ADD

To add a new publisher user click on add user in table option or click on **Add Publisher User**, then you will need to specify some basic information similar to one that you provided at the time of adding an employee, a few things are new here such as office phone. The most important thing here is specify company, which specifies that which users belong to which company.



MANAGE



If you want to manage and view all details related to a user click on users first name/last name, if you want to manage all details of the company to which that user belongs then click on company name.

Once you enter the manage page, you can see different tabs with headings, each tab specify different information related to that users and some of it to the users company.

1. **Users Details**: Basic and detailed information of the user, which he/she specified at the time of signup or when you added the user. You can either activate or delete the user from here, to do so click activate button or delete button. Options you get here

- **Edit**: To edit user account related details click on the edit button.

- **Delete/ Reactivate**: If a user is active then you can delete the user and vice versa can also be done, the options are available as per user status, and both options are not visible at the same time.

- **Virtual Login**: To virtually enter into publisher panel as a publisher user click on the login button.

- **Change Password**: To change publisher users password click on change password, specify new password twice and click on update, to save changes.

- **Two Factor Authentication**: Two factor authentication settings works in three different level first from main publisher settings, and company settings and then from user settings, if two factor authentication is enabled for the company then all its user has two follow two factor authentication, if two factor is disabled for user and enabled for company, then that user doesn't needs to follow two factor authentication.

2. **User Settings**: Every publisher user can have different setting or they can follow the same settings as the publisher company settings, you can override those settings from individual user and for individual user, these settings can be specified, by default these settings obtain the value from the main panel settings.

- **Enforce Session IP**: By default this setting can be disabled or enabled if the setting is enabled, the users ip will be checked at the time of his login and will be recorded every time he try to log in, this ip will be matched with the IP that he used for signup in silk route if the IP doesn't match then the user wont able to login in the system.

- **Time zone**: Specify Publisher users time zone, every publisher can have different time zone if not specified then they are assigned the same time zone as the application.

- **Display language**: The Language which publisher will use for its publisher panel, if not specified default language is assigned to the publisher.

- **Email Notification**: Email Notification if enabled, publisher user will be notified for updating and changes made within his account or will be notified for the information in respect to him.

3. **Account Details**: Account Details holds the details of publisher company basic and precise account Information.

4. **Login Activity**: Similar to any employee, a publisher also login and logout from the system, even failed trial are also recorded. Our automated system records the details and is available here.

5. **Permissions**: Similar to employee and employee group a publisher also has a sets of permission for them self, these permission are applicable on publisher panel/area.

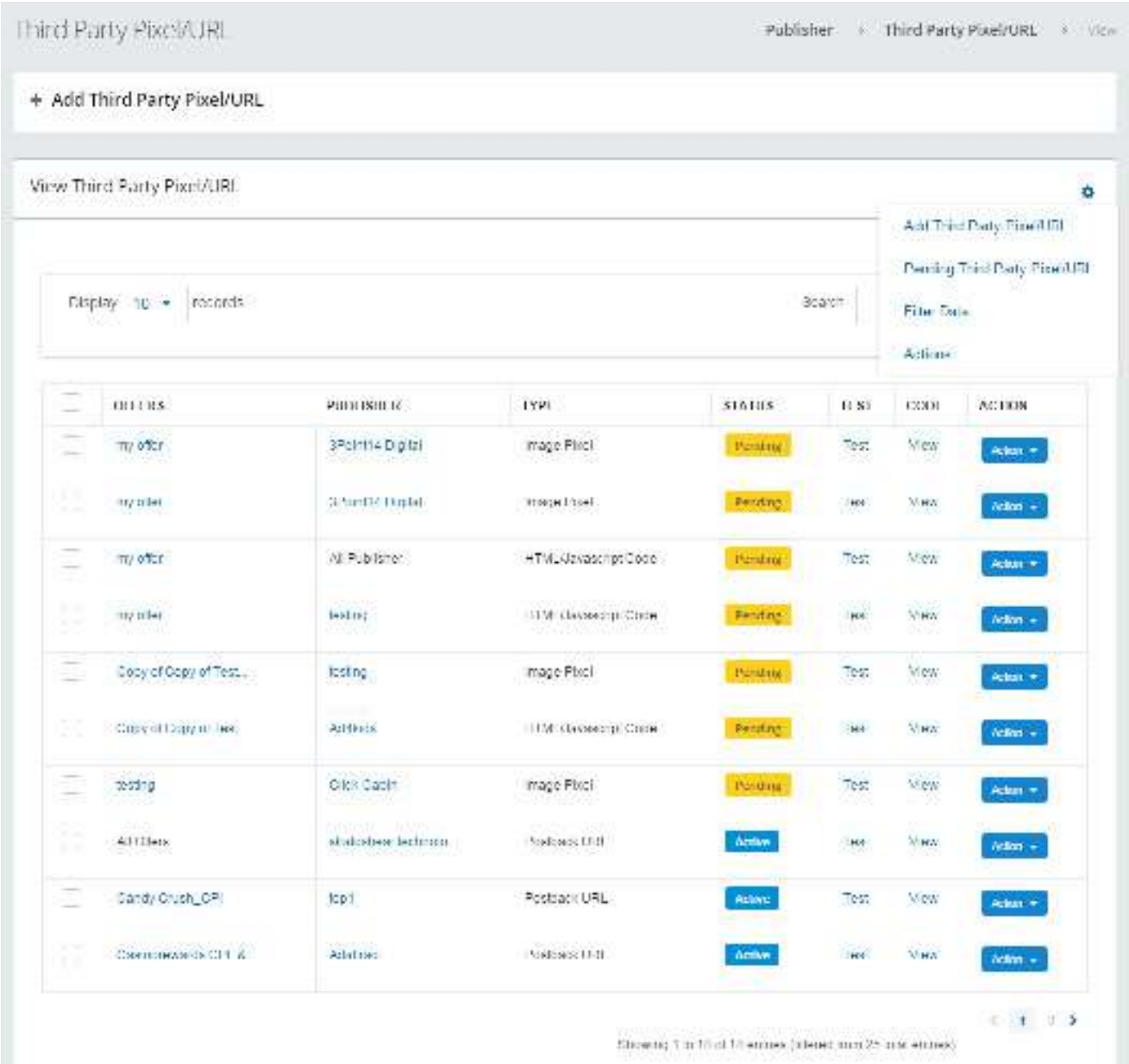
6. **Activity Summary (Only Visible to Super Admin)**: Login Activity only displays records related to user's login/logout activity but activity system covers up all the rest and records each and every activity.

Third Party Pixel/URLs

GOTO: **Publisher > Third Party Pixel/URLs.**
Here you can modify your existing pixels and also can add new one.

VIEW

A tabular view of all existing pixels can be viewed on this page.



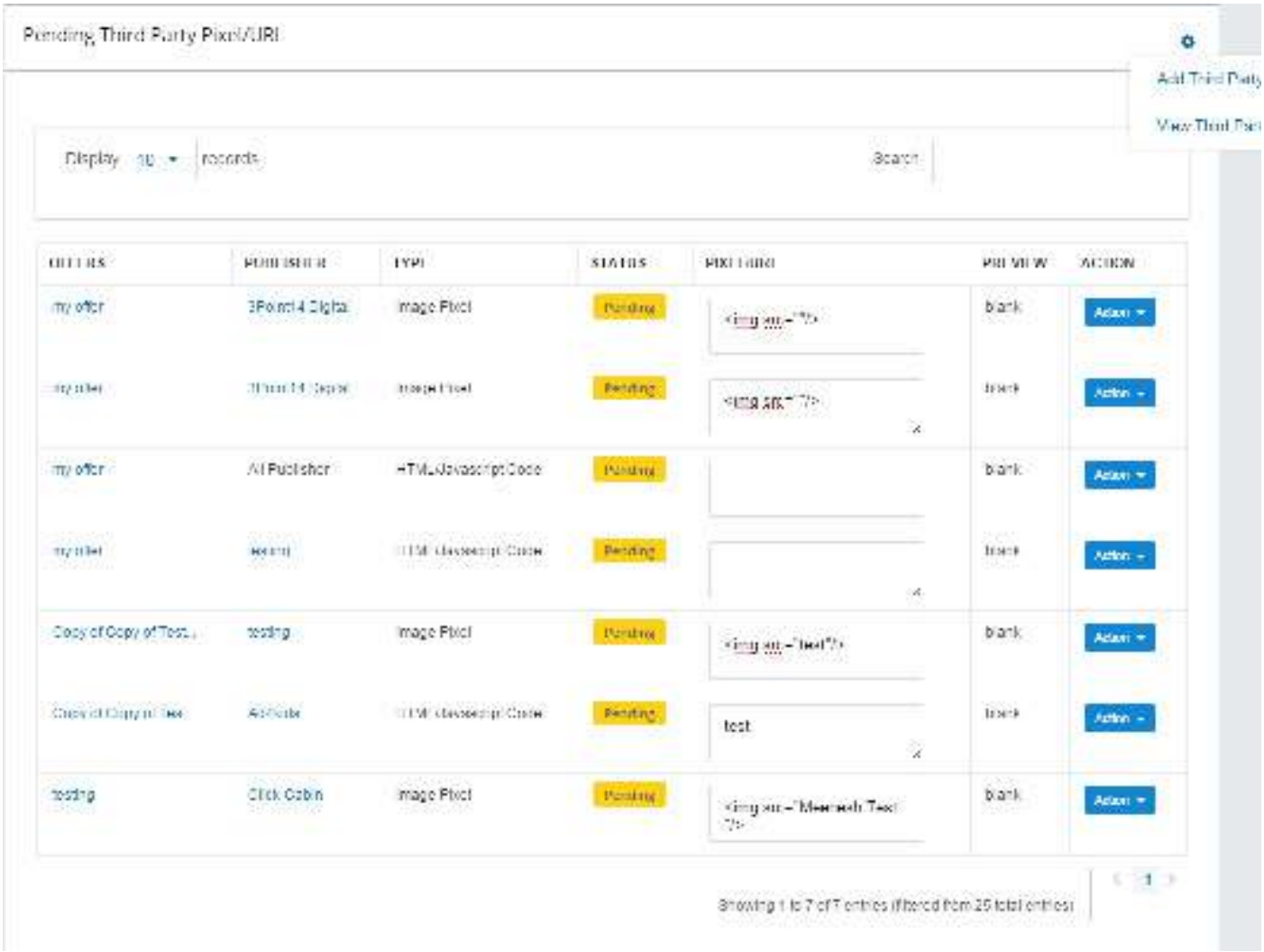
Options: Options are available in the right corner, to view options click on ⚙ in the right corner.

1. **Add Third Party Pixel**: for adding new third party pixel click here.
2. **Pending Third Party Pixel**: for viewing existing but pending third party pixels click here.
3. **Actions**: To activate, pending and delete multiple third party pixels click here.
4. **Filter Data**: To filter third party pixels based on their status.
5. **Search**: Start typing name, id or date to filter data as per your requirement.

VIEW PENDING

GOTO: **View Third party pixel > Options > Pending Third Party Pixel**

A tabular view of pending pixels can be viewed on this page.



Options: Options are available in the right corner, to view options click on ⚙ in the right corner.

1. **Add Third Party Pixel**: For adding new third party pixel click here.

2. **View Third Party Pixel**: From here go back to viewing third party pixels.

ADD

For Adding Third Party Pixel you need to specify few things

1. **Offers**: You can add your third party pixel for all offers just select all offers or you can choose offers from the list of active offers in the same field. To do so you need to have active offers in the system, See section create and view offers

2. **Publisher**: Similar to offers you can add third party pixel for all publishers or you can choose an active publisher from the list in the same field, to do so you need to have active publishers in the system.

3. **Status**: Specify that whether the pixel active or pending.

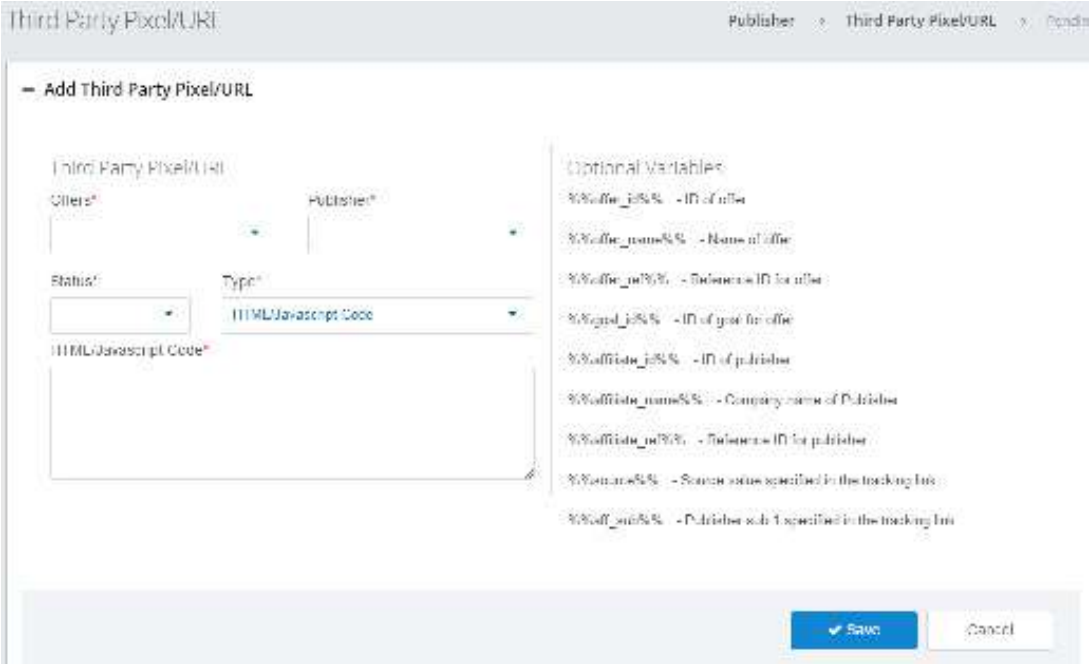
4. **Type**: You can add third party pixels of three types.

- **HTML/JavaScript Code**: if you choose this option you can type html or JavaScript code in the area below this field.

- **Image Pixel**: if you choose this option you can give an image pixel in the field below.

- **Post back URL** : Or you can choose this option to specify a post back url

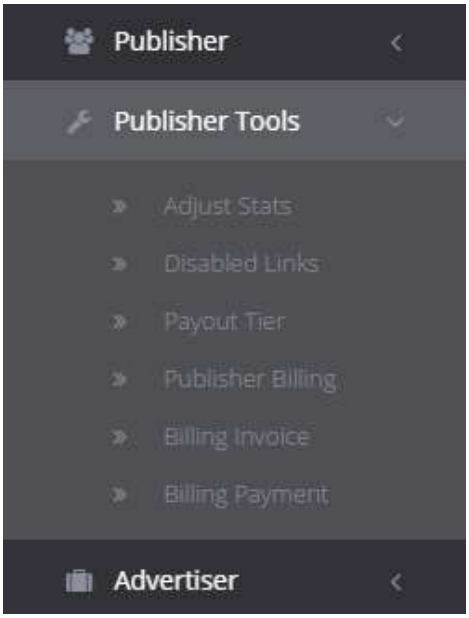
Optional Variables: There are a few optional variables that can be used for inserting dynamic data to your link at the time of their use. Use them and each one of them has its specific usage.



Publisher Tools

A place where you can view and manage additional tools related to publisher like billing and stats.

To view Publisher Tools options, Click on **Publisher Tools** in the menu.



Adjust Stats:

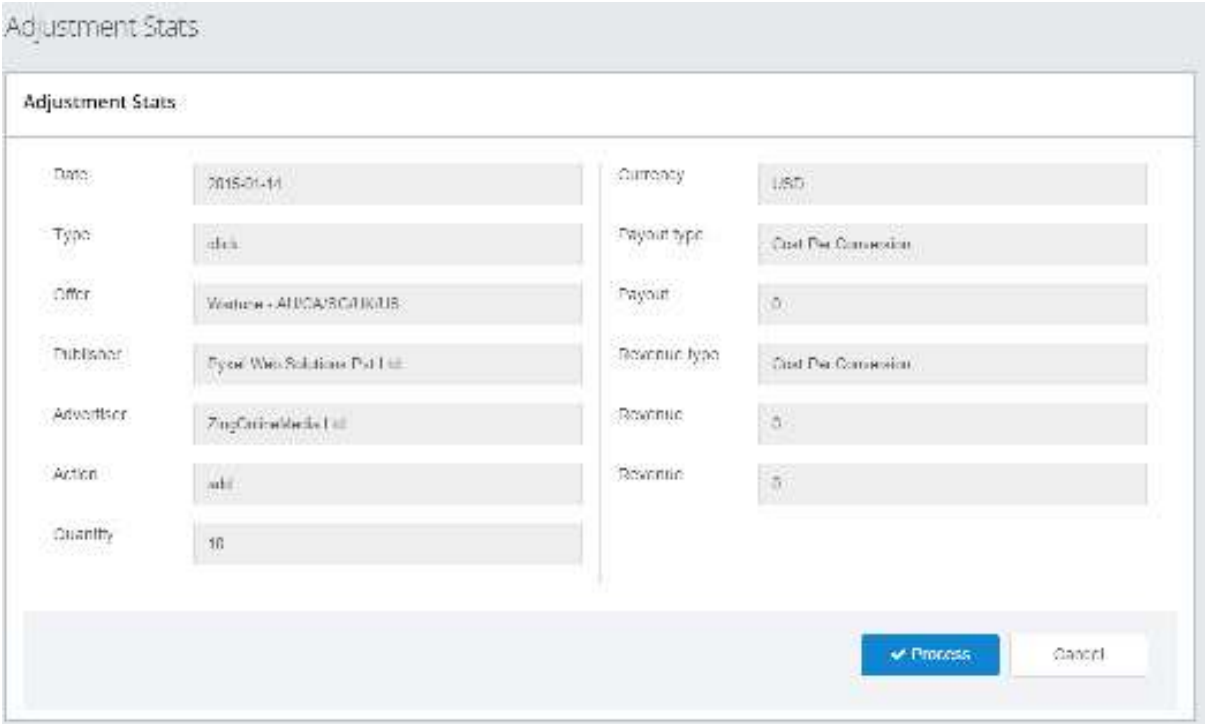
GOTO: **Publisher Tools > Adjust Stats.**

Add/remove clicks, impressions, or conversions by publisher and offer. A conversion adjustment can only be made to offers with a CPA payment type. A Click/impression adjustment can be made to any offer. The payout and revenue for a click/impression adjustment will only be affected for offers with a payment type of CPC or CPM. You will be asked to confirm the adjustment before any changes are made.

Adjust Stats is a two step process

1. In first step choose a date, conversion type (conversion, click, impressions), one offer (one goal if exists), one publisher, action (add or remove) and Quantity, Once your done with this click next to proceed to next step by clicking **Save**.

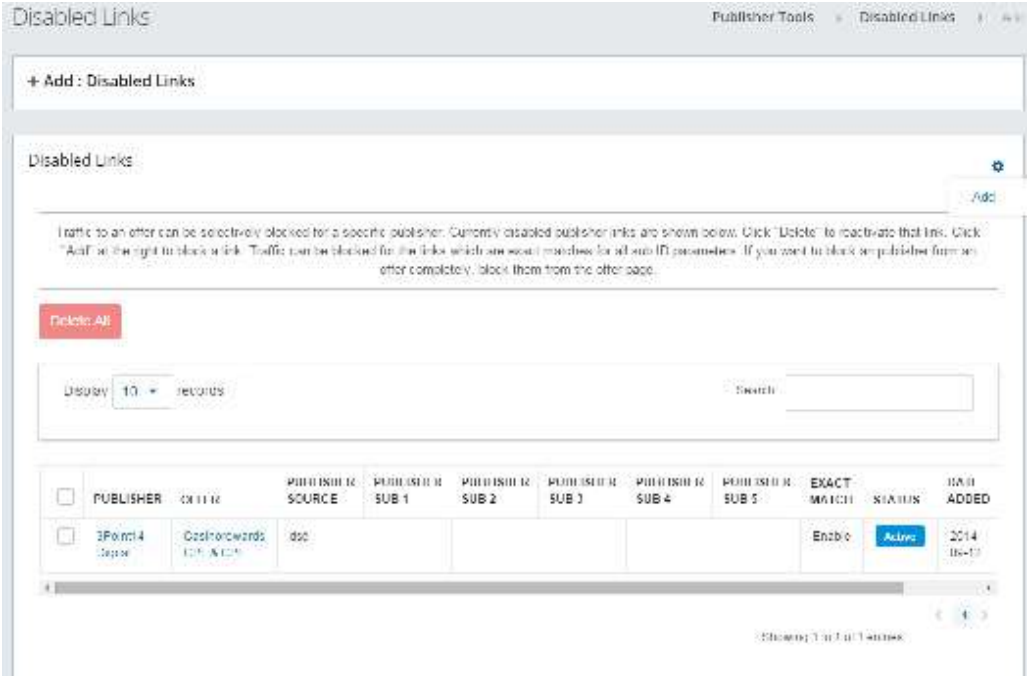
2. In second process the employee needs to confirm what he has entered and is going to save it, anything that seems wrong may be changed by going back and if everything seems fine then click save to insert adjust stats, Action will be taken based on your preferences whether you want to add conversion or whether you want to remove conversion that can also be done in bulk.



Disabled Links:

VIEW

GOTO: **Publisher Tools > Disabled Links**



Traffic to an offer can be selectively blocked for a specific publisher. Currently disabled publisher links are shown below. Click **"Delete"** to reactivate that link. Click **"Add"** at the right to block a link. Traffic can be blocked for the links which are exact matches for all sub ID parameters. If you want to block a publisher from an offer completely, block them from the offer page.

A tabular view of all existing disabled links can be viewed on this page.

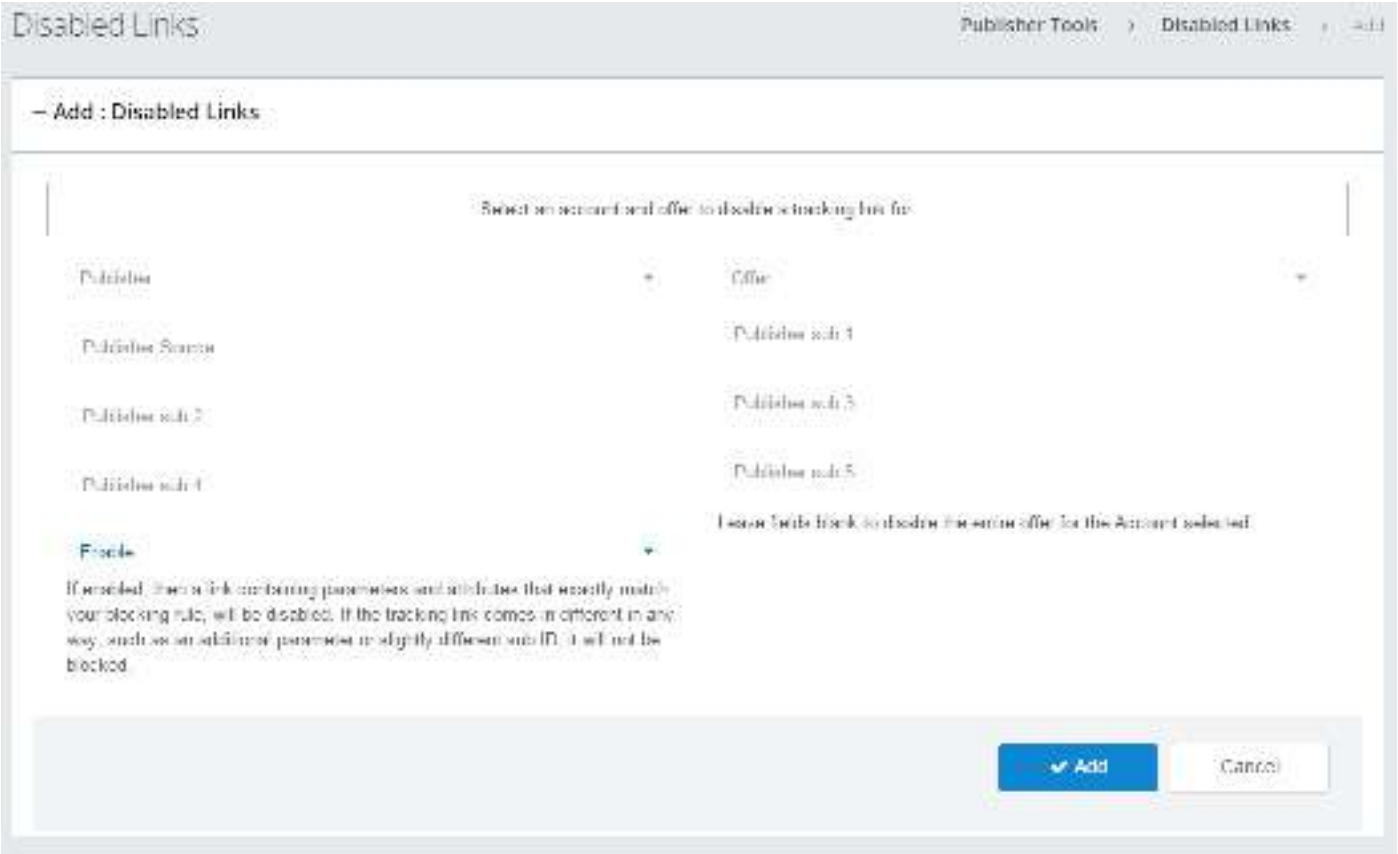
Options: Options are available in the right corner, to view options click on ✿ in the right corner.

1. **Add**: for adding disabled links click here.

2. **Delete**: For deleting any disabled link, click here **Action > Delete**.

ADD

To add disabled link click on add: Disabled Links. To insert one specify a few things



1. **Publisher** : Specify one active publisher from the drop down and one at a time can only be added

2. **Publisher source**: value of publisher source.

3. **Publisher Sub**: Specify Sub 1, sub 2, sub 3, sub 4 and sub 5 not all mandatory depends on you and the source link.

4. **Offer**: Specify one active offer because tracking is done for that offer and disabled link will only work for that particular offers traffic.

5. **Status**: Set Enabled or Disabled, No disabled link will be used only enabled links are tested at the time of tracking and traffic generation.

Once done click **"Add"** to save changes to your request.

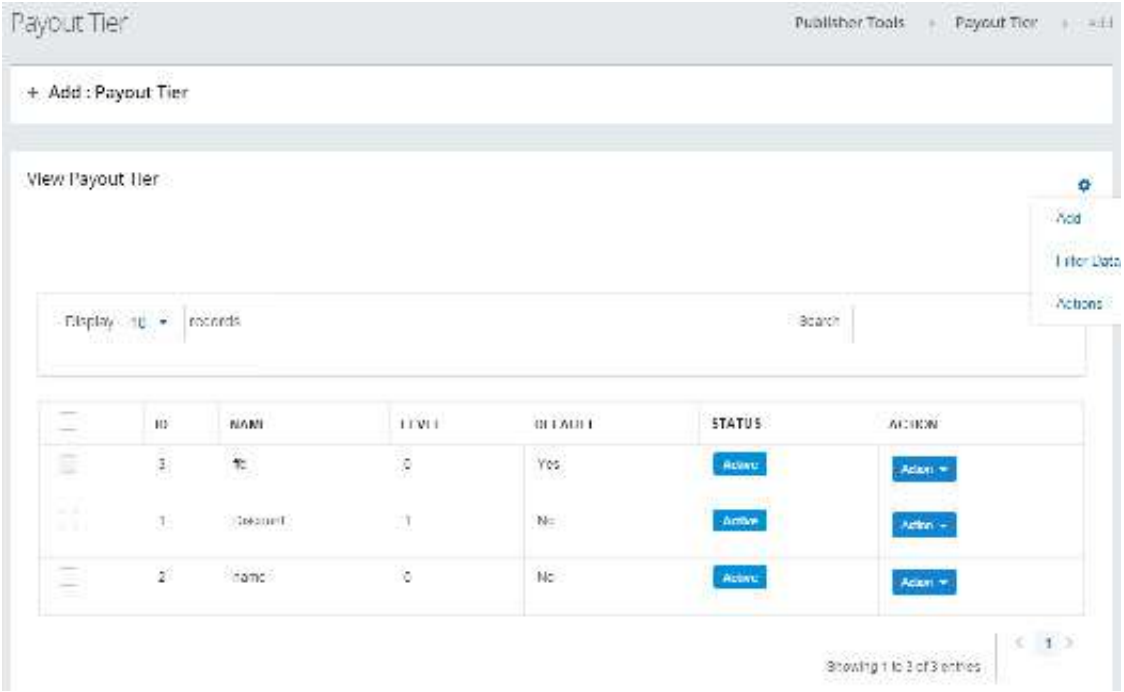
Payout Tier:

GOTO: **Publisher Tools > Payout Tier**

Different Publishers can have different payout levels, every affiliate can be assigned a payout tier and can be updated when ever required, A publisher can only be assigned a payout tier if you have one, if no payout tier exists then by default none is assigned to the publisher. Single payout tier can be assigned to any number of publishers

VIEW:

A tabular view of all existing payout tier can be viewed on this page.



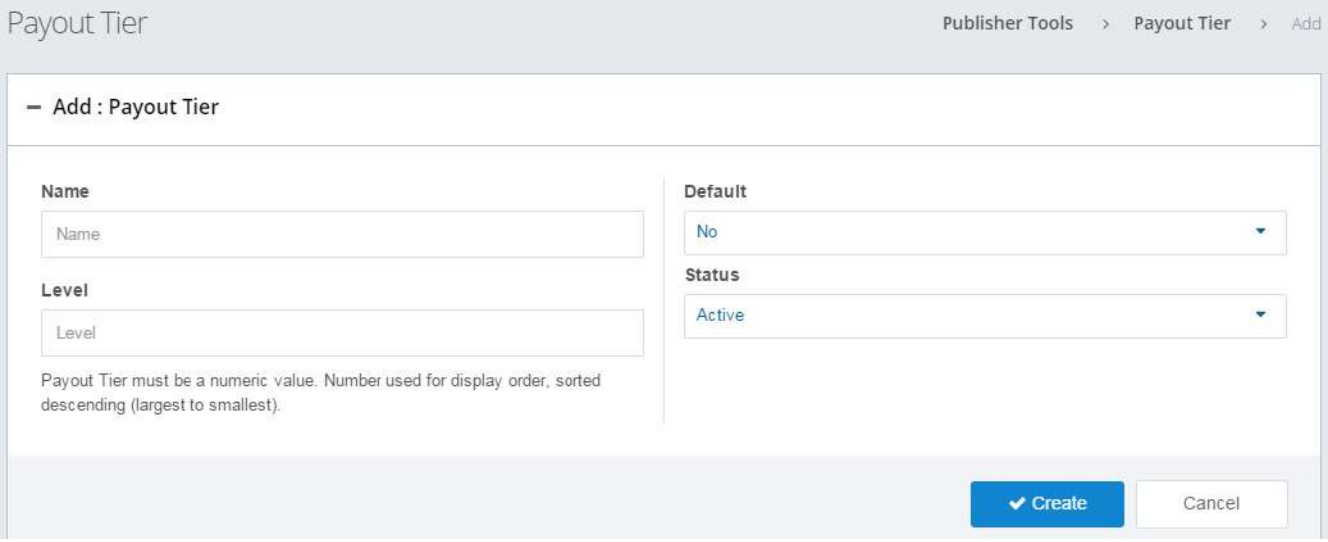
Options: Options are available in the right corner, to view options click on ⚙ in the right corner.

1. **Add**: for adding new payout tiers click here.
2. **Filter data**: for filtering data on the basis of status then click here.
3. **Search**: Start typing keywords such as name of publisher or type of invoice to filter invoices.
4. **Actions** :

- **Status Change**: Activate deactivate multiple payout tier from here.
- **Edit**: To edit existing payout tier go to individual payout tier and click **Action > Edit.**
- **Inactive**: To deactivate any particular payout tier click **Action > Inactive.**
- **Make Default**: Make default changes the priority of the payout tier to the highest and any existing payout which was marked as default will no longer be default.
- **Reassign Publisher**: this option allows you to assign or reassign the payout tier to the existing publisher it can only be done if there is any existing payout tiers have been created.

ADD:

To add a new payout tier click on **ADD: payout tier**, after doing so specify these details.



1. **Name** : Name of your payout tier visible to publisher and employee at the time of assigning and viewing tier,

2. **Default**: If you want you can create a payout tier as default and any existing will no longer be default left.

3. **Status**: Specify whether the payout tier should be active or not, you don't want your status to be active choose inactive.

4. **Level**: Level is an option which provides a priority which must be a numeric value. Number used for display order, sorted descending (largest to smallest).
Once done click "Create" to save your payout tier.

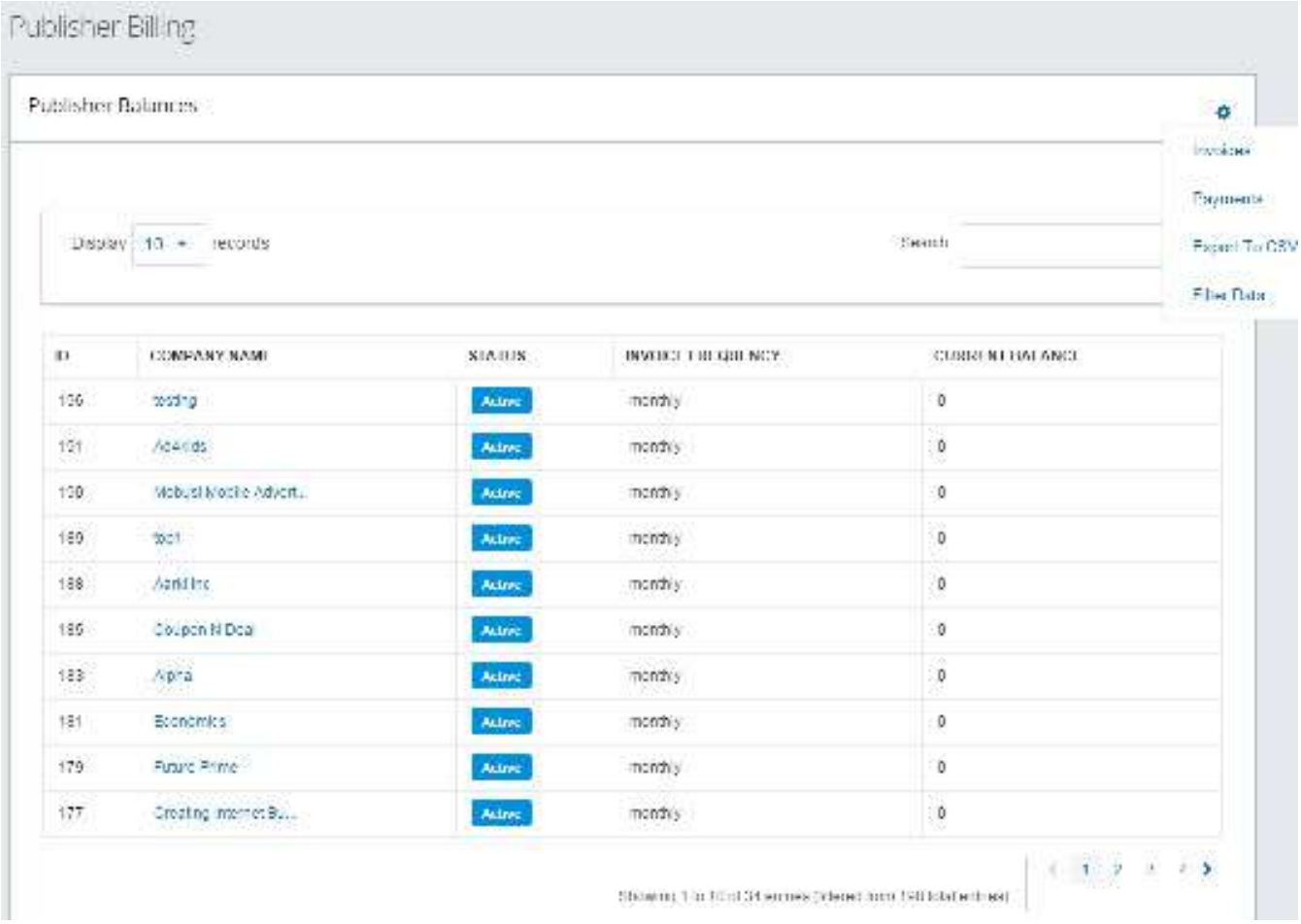
Publisher Billing:

GOTO: **Publisher Tools > Publisher Billing**.

A Publisher Complete Details related to his/her billing are visible here, to manage a publishers billing section you can go to a particular publisher and then billing preferences or you can do so by here. This includes publishers invoice frequency, about how frequently his invoice is generated, and publisher's current balance

VIEW:

A tabular view of all existing payout tier can be viewed on this page.



Options: Options are available in the right corner, to view options click on ✿ in the right corner.

1. **Invoices**: To create or view existing invoices then click here.
2. **Payments**: To view payments done by publisher click here.
3. **Export to CSV**: Export Publisher billing details into a css file using this option.
4. **Filter Data**: For filtering data on the basis of status then click here.

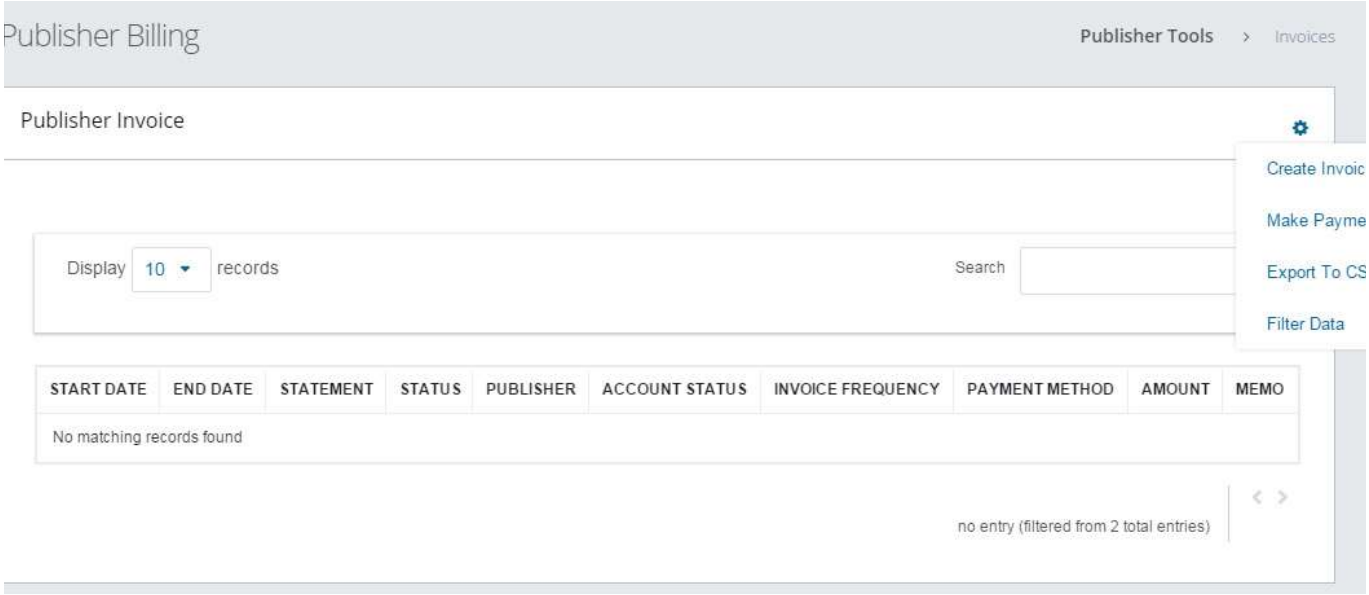
Publisher Invoice:

GOTO: **Publisher Tools > Publisher Invoice.**

To view all the invoices created you can come to this section, if there is no existing invoice you can create by using view options.

VIEW:

A tabular view of all existing payout tier can be viewed on this page.



Options: Options are available in the right corner, to view options click on ✿ in the right corner.

1. **Create Invoices**: To create a new invoices then click here.

2. **Make Payments**: To make payments then go to make payment section from here or you can go to the section from billing also.

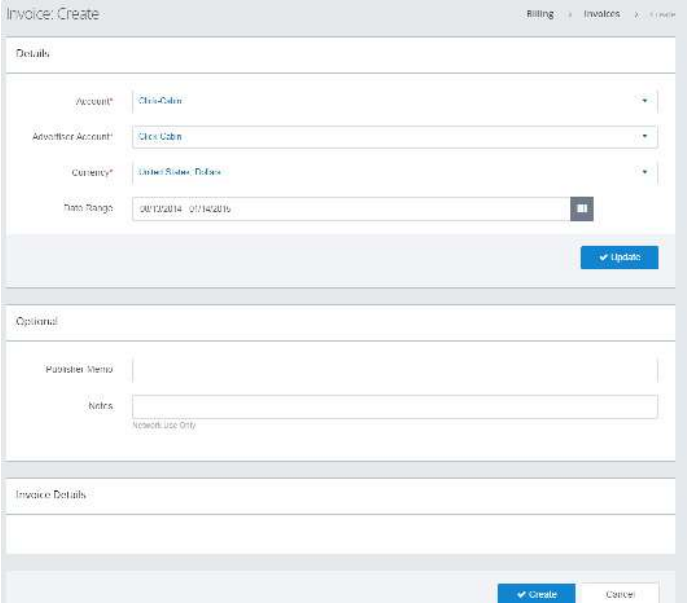
3. **Export to CSV**: Export Publisher invoice details into a css file using this option.

4. **Filter Data**: If you want to filter invoices based on publisher status or on the basis of paid or non paid invoice then use this.

5. **Search**: Another way to filter your invoices is start typing name or status of the invoice in the search above the table.

CREATE/ADD:

To create a new invoice click on create invoice in options, to create a invoice there are a few things that you need to specify,



1. **Account** : Specify the publisher account as the payee for whom you want to generate the invoice

2. **Advertiser Account**: Specify the advertiser account as a payable.

3. **Currency**: Currency in which you want the invoice for the publisher.

4. **Date Range**: A range of date which specifies the duration of the invoice generated.

5. **Optional**: This optional field consists of publisher memo which is visible to the publisher on their invoices and a note which is only for network use only.

6. **Invoice Details**: Details related to the invoice are visible here in the form of table where you can also make adjustments.

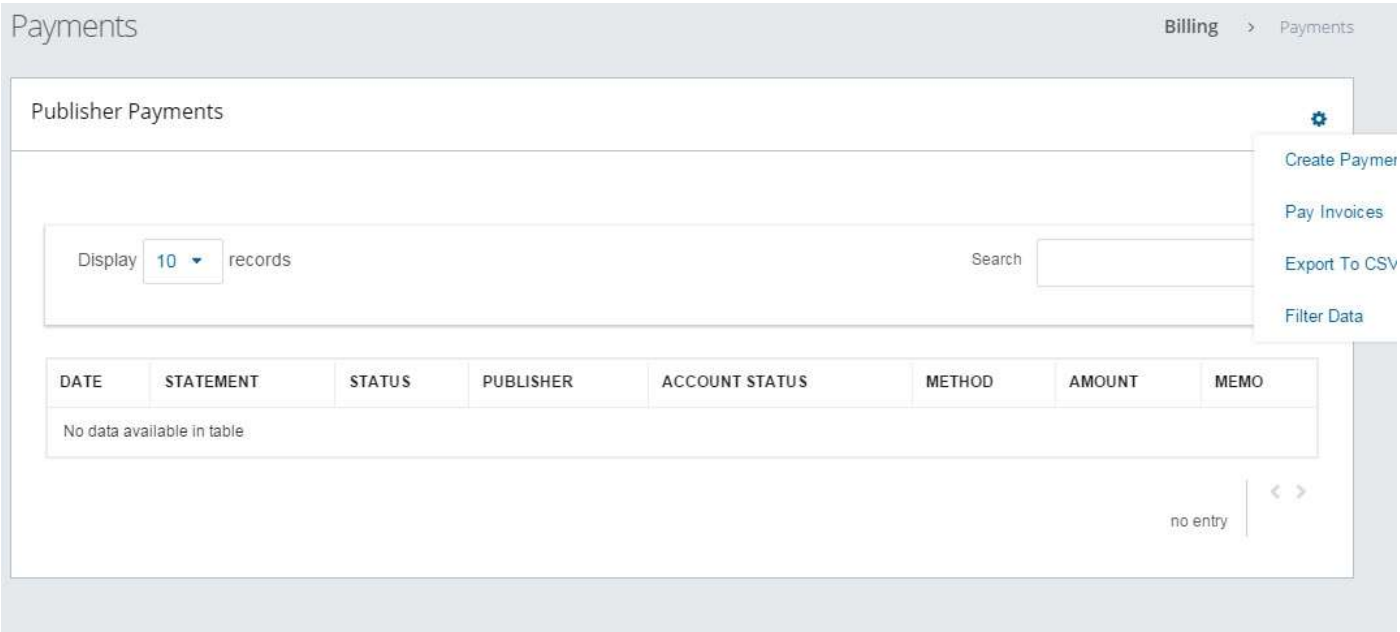
Once all fields filled correctly check them and click **Create**. Your Invoice will be added and can be viewed on visible page.

Publisher Payment

GOTO: **Publisher Tools > Publisher Payment.**
To view all the billing and payments done and left to be done can be viewed in this section; if there are no existing payments you can create one by using view options.

VIEW

A tabular view of all existing payout tier can be viewed on this page.



Options: Options are available in the right corner, to view options click on ✿ in the right corner.

1. **Create Payments**: To create a new invoices then click here.

2. **Pay Invoices**: To make payments then go to make payment section from here or you can go to the section from billing also.

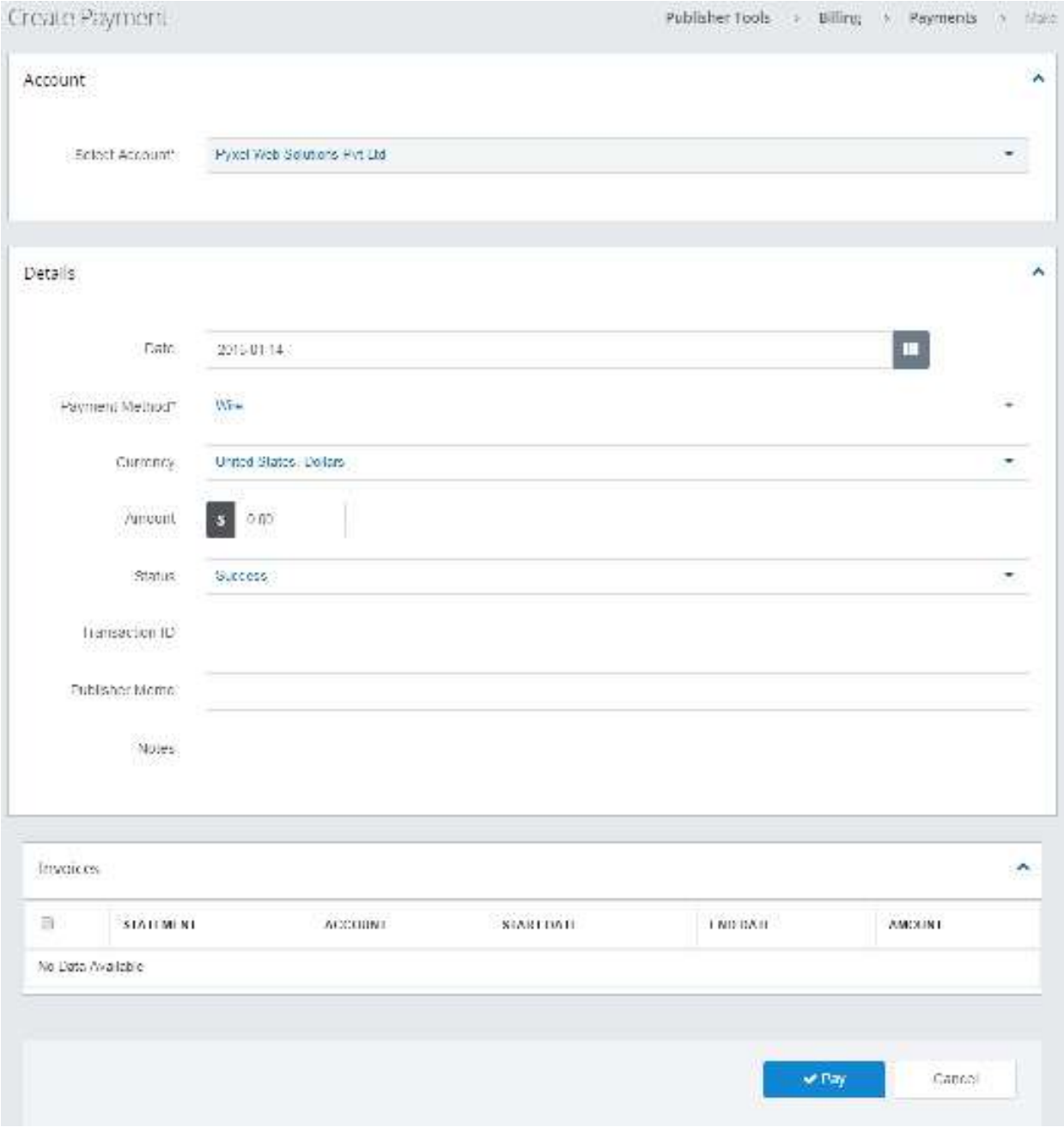
3. **Export to CSV**: Export Publisher invoice details into a CSV file using this option.

4. **Filter Data**: If you want to filter invoices based on publisher status or on the basis of paid or non paid invoice then use this.

5. **Search**: Another way to filter your invoices is start typing name or status of the invoice in the search above the table.

CREATE/ADD:

To create a new payment click on create payments in options. To do so you need to specify a few details



1. **Select Account**: Here you need to specify a publisher account whose payment you are making.

2. **Date**: Specify the date of payment, which will represent that payment, was done on this date.

3. **Payment Method**: Specify what kind of method is preferred for this transaction. By default wire mode is used.

4. **Currency**: Payment currency as we know publisher can have different currency and can make payments in them, so here whatever currency you choose will be only used for current payment.

5. **Amount**: Specify the payable amount which you want to be paid.

6. **Status** : here there are three status, which means

- **Success**: Successfully paid payment will fall under this category.

- **Pending**: this Status indicates that payment has been generated but needs to be done and is left pending.

- **Failed**: This status indicates that payment has been failed.

7. **Transaction ID**: Every Payment or Transaction has its unique transaction id, specify that here.

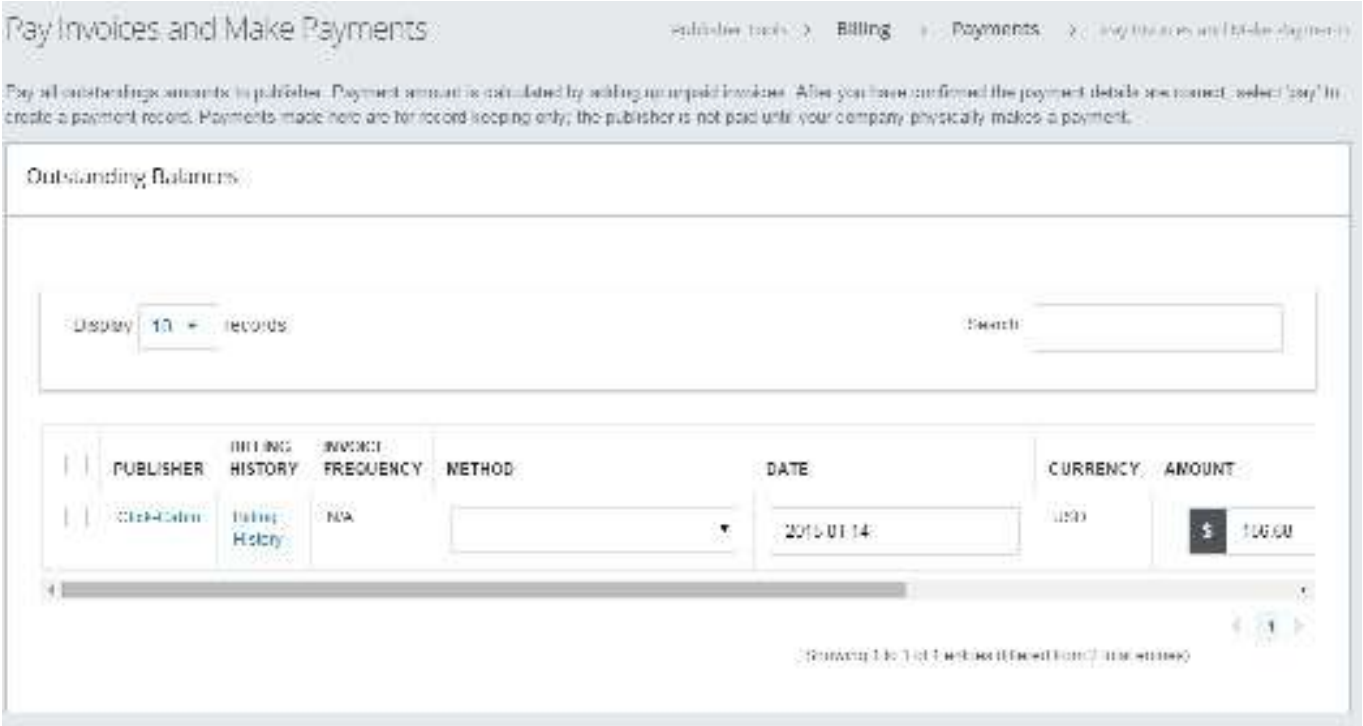
8. **Publisher Memo**: Specify memo as reference for publisher.

9. **Notes**: Enter a note for your use only.

Once all the details filled correctly, check them and Click “Pay”. To make payments, also related invoice are visible on this page.

Pay Invoice

GOTO: **Publisher Tools > Publisher Payments > Pay Invoice**

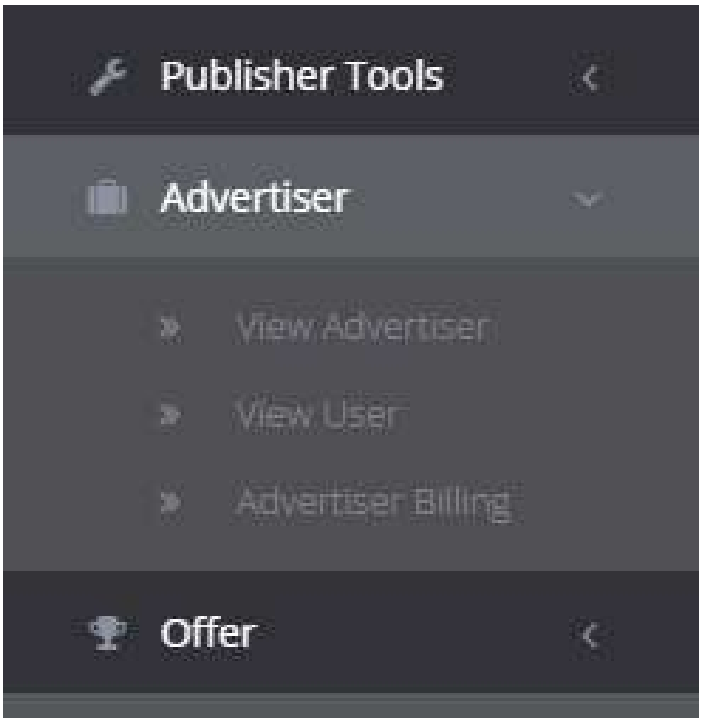


Pay all outstanding amounts to publisher. Payment amount is calculated by adding up unpaid invoices. After you have confirmed the payment details are correct, select ‘pay’ to create a payment record. Payments made here are for record keeping only; the publisher is not paid until your company physically makes a payment. View publisher and its invoice that needs to be paid, make physical payment.

Advertiser

Similar to publisher who has such a vast panel an advertiser also has a similar panel to the publisher and where you can view and manage all the details related to the advertiser.

To view advertiser options, Click on **Advertiser** in the menu.



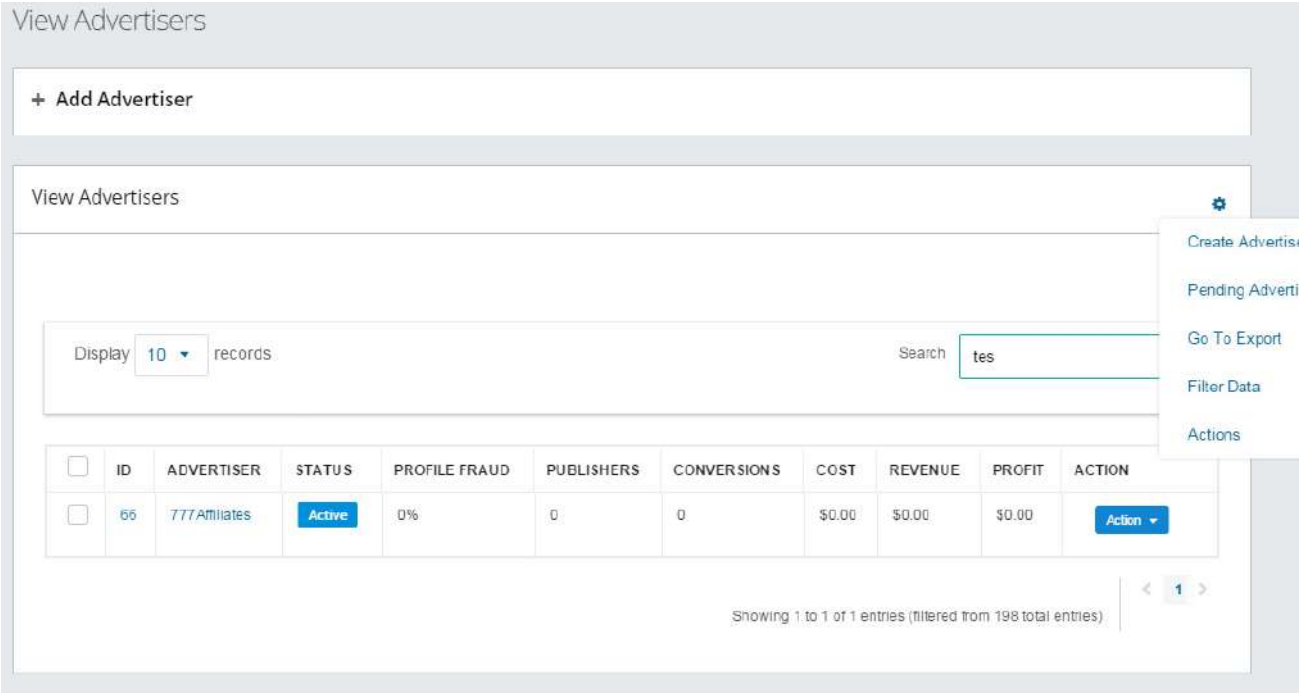
View Advertiser

GOTO: **Advertiser > View Advertiser**.

Here you can modify your existing advertisers and also add new one.

VIEW

A tabular view of all existing advertisers can be viewed on this page.



Options: Options are available in the right corner, to view options click on ⚙ in the right corner.

1. **Create Advertiser**: for adding new advertiser click here.

2. **Pending Advertiser**: View that advertiser who needs your approval before using silk route.

3. **Go To Export**: A Quick link for the advertiser as to go to import for adding bulk advertiser in silk route.

4. **Filter Data**: To filter existing advertiser on basis of their status or their account manager or corresponding to a particular date.

5. **Search**: Search Advertiser by its name, status, account manager or any number, then use this to filter records.

6. **Actions** : You can perform direct action for advertiser a few actions are

- **Change Status**: Active, Delete, Block or inactivate any or multiple advertiser from this.

- **View**: To view complete details of any advertiser and details related to him/her than Click **Action > View** or click on advertiser company name.

- **Edit**: To Edit Account Details of an advertiser click **Action > Edit.**

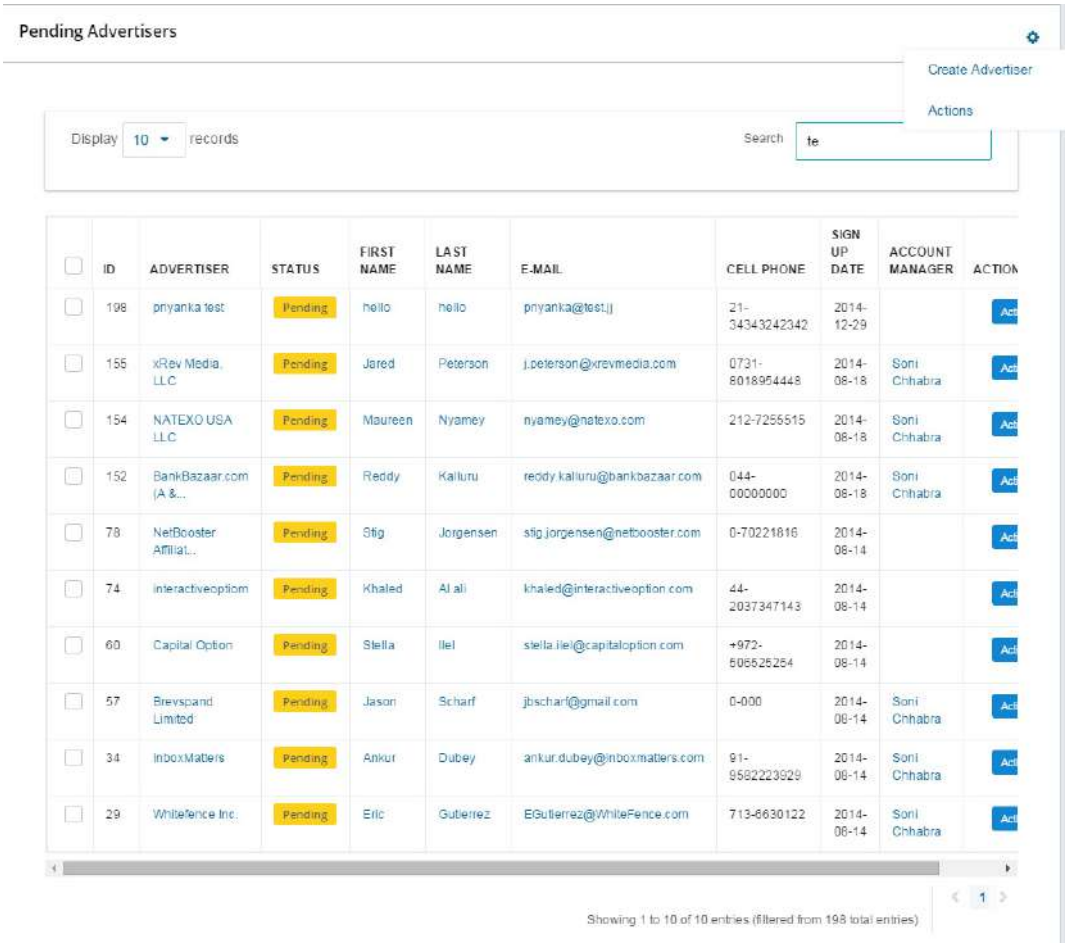
VIEW PENDING

GOTO: **Advertiser > Options > Pending Advertiser**.

Here you can approve or reject advertisers those needs approval or are inactivated and also add new one.

VIEW:

A tabular view of all existing advertisers can be viewed on this page.



Options: Options are available in the right corner, to view options click on cog in the right corner.

1. **Create Advertiser**: for adding new advertiser click here.

2. **Actions** :

   - **Status Change**: For Approving or Rejecting multiple advertisers use this option.

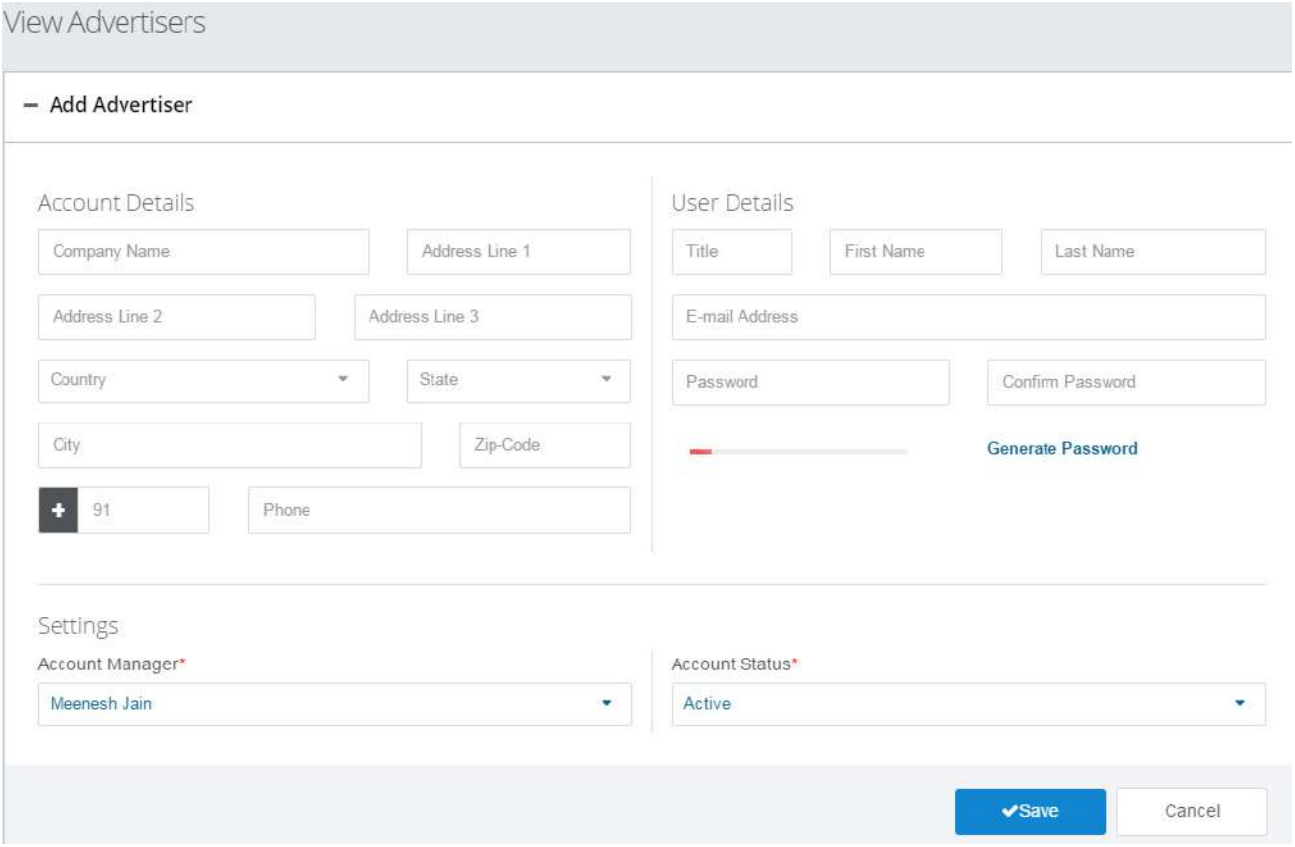
   - **Approve**: If you want to individually approve an advertiser then go to that advertisers **Action > Approve.**

   - **Deny**: If you want to individually approve an advertiser then go to that advertisers A**c-tion > Deny.**

   - **More** : Approving or rejecting an advertiser directly with above option can also be done using more option, if you use more you get two options as addition i.e. you can assign a account manager and also enter a note, and can approve or deny or cancel as you want.

ADD:

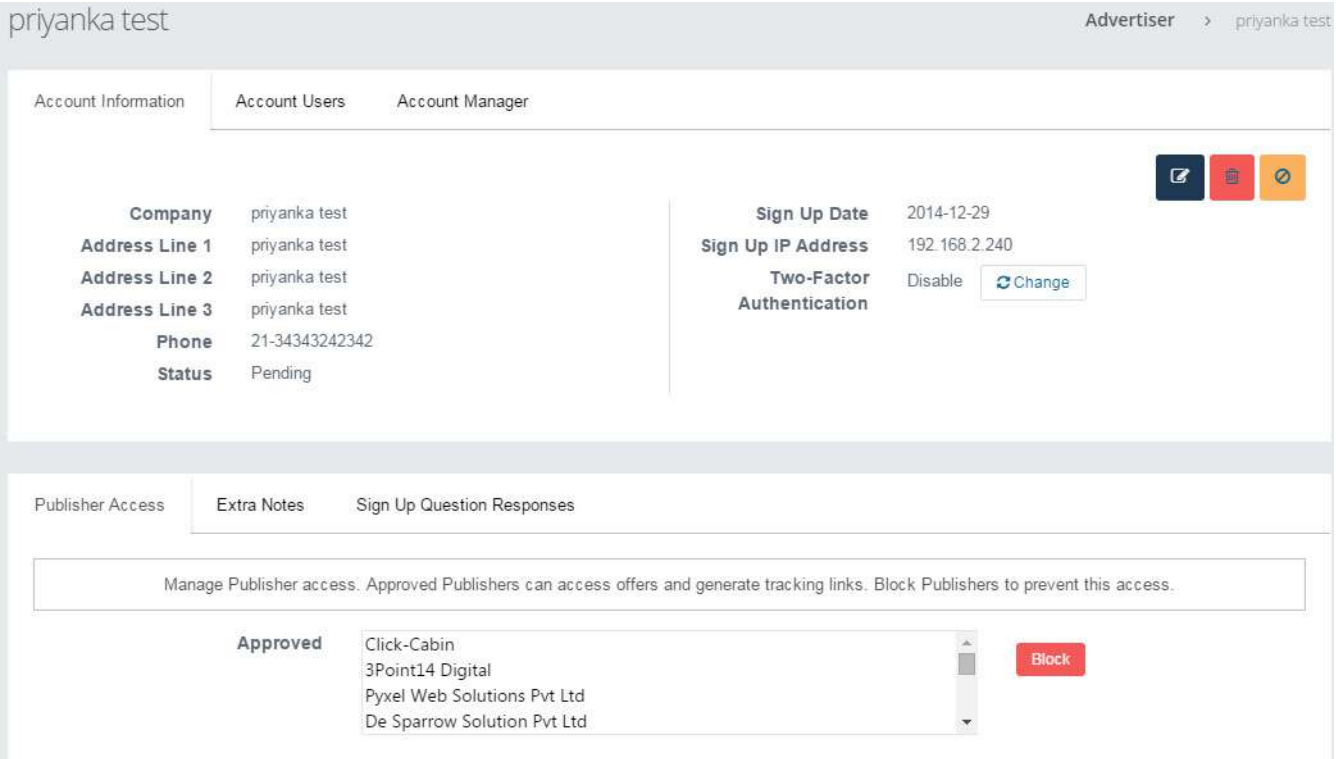
For adding new advertiser click **Advertiser ► Options ► Create Advertiser** or click on **Add Advertiser.**



If you're adding a new advertiser, you need to specify details related to its company and details related to its users. By this option you can add one company and a user both at the same time. To distinguish you will find Account details as part of the form and rest contains details related to users of that company. Once all the details are correctly fulfilled you can assign an account manager to that account and its user's status.

MANAGE

For managing an advertiser and details related to him click on advertiser name or click **Action > View.**



Similar to Publisher you can manage an advertiser and related details from here.

1. **Account Information** : Basic account details are visible here , almost all which he provided at the time of signup

- **Two Factor Authentication** : You have advertiser company two factor authentication settings which either can be enabled or disabled, by default its set to disabled and can be enabled, Once enabled all advertiser users of that company needs to provide a verification code to follow two step procedure at login (secure but time consuming).

You can edit that publisher by clicking Edit button. An active advertiser company can be deleted. A deleted advertiser can be reactivated or in both case you can block the advertiser.

2. **Account Users**: Here you can view you advertiser account users in the form of table which gives basic information about the users and you can do a few actions such as Virtual login/edit that user or manage user details, Virtual Login is same as one we discussed in Publisher you will be able to virtually enter advertiser area, and can do what he does.

3. **Account Manager** : You can view an account manager from this section assigned to this account, if not you can assign one by clicking assign account manager or can edit existing account manager.

4. **Publisher Access**: When an advertiser creates an offer, they can conceal its access from publisher, if a publisher is blocked, they won't be able to view that offer or neither be able to promote it, if they even try to do so they won't be able to do that.

5. **Extra Notes**: Additional notes for your reference and for your use can be added from here, last three notes are visible here, and to view all, click on view button.

6. **Sign up Question Response**: When Ever an Advertiser Signup, then as per your sign up question settings, question related to advertiser will be asked to him and whatever the response you get from him can be seen in this section. The advertiser you create has no signup question response section.

- **Edit**: You can edit the answers, to do so click on Edit.

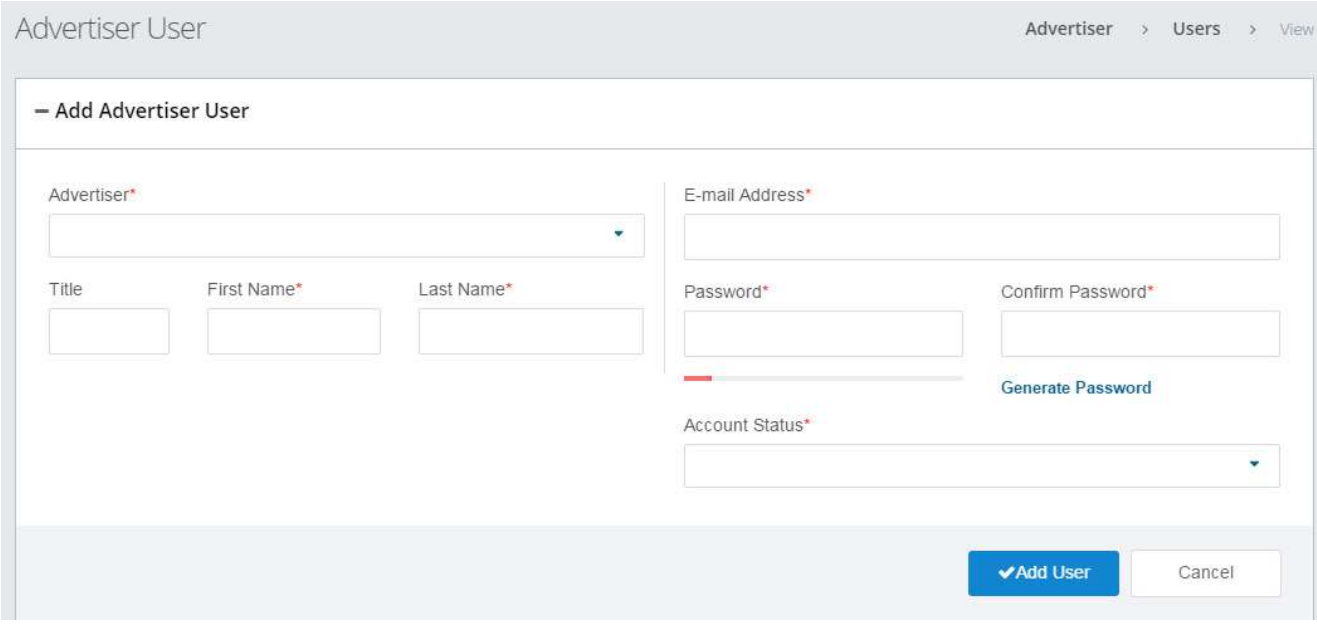
View User

Click on **Advertiser > View Users**

Here you can modify your existing advertisers users and can also add new one.

VIEW

A tabular view of all existing advertiser's users can be viewed on this page.



Options : Options are available in the right corner, to view options click on ⚙ in the right corner.

1. **Create user**: for adding new advertiser user click here.

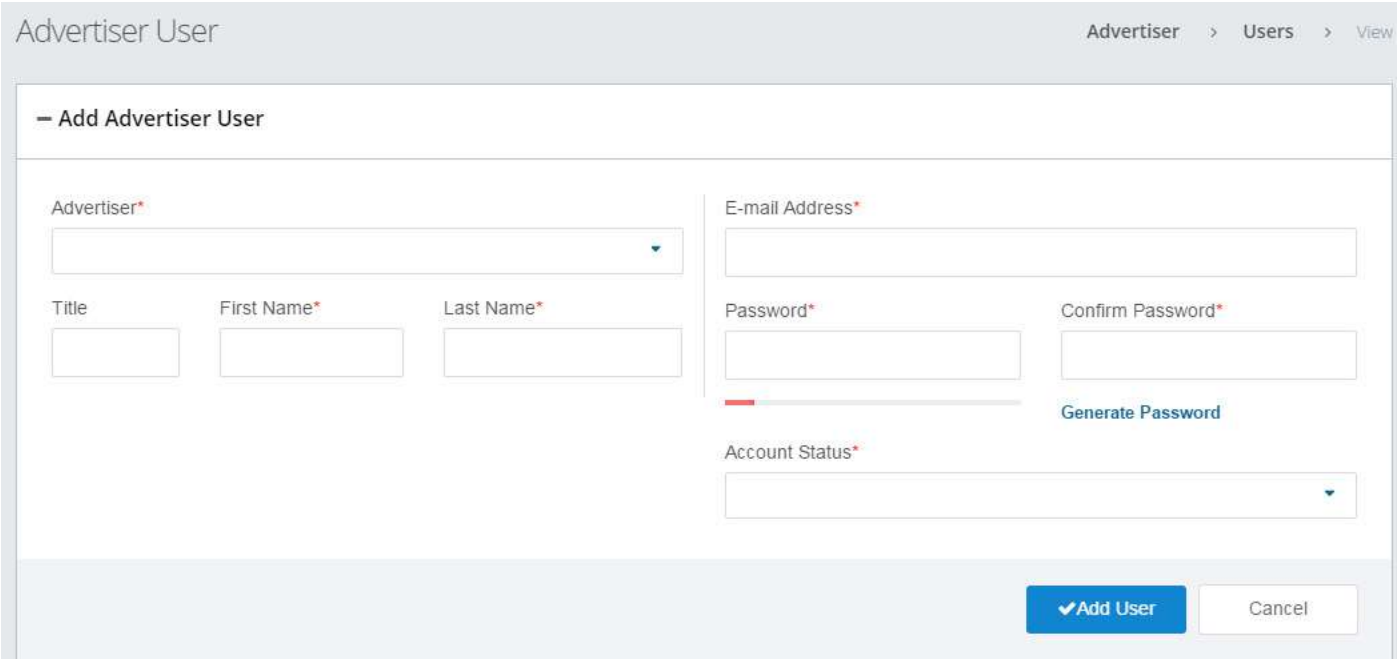
2. **Export to CSV**: if you want your advertiser user to be exported in a CSV file, then use this option a CSV file will be generated and downloaded into your system.

3. **Filter Data**: Filter advertiser user on the basis of status, account manager or for a particular date then use this option.

4. **Actions** :

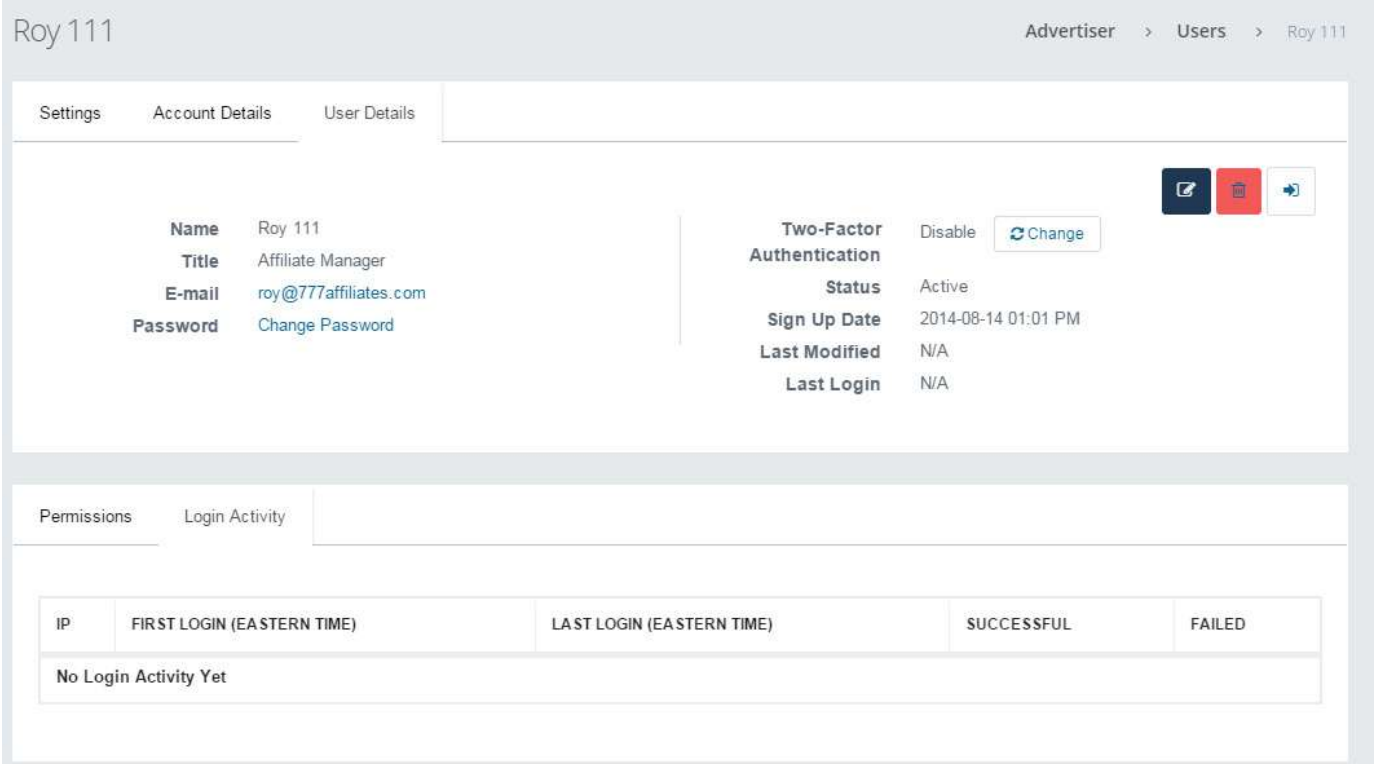
- **Status Change**: To Change multiple user status at once click here.
- **Virtual Login**: To virtually login into any client system click on Login.
- **View User**: To view complete details of a user, you can click on first name/ last name or on users ID.
- **View Company**: To view complete details of company, you can click on company name.

ADD



You can add Advertiser user from the same panel, click on Add Advertiser User from options or directly. At the time of adding an advertiser user you need to specify a few details same as publisher user. What important is to specify the advertiser users company, which company he belongs to and its status note that the advertiser you add should be active in order for him to use the advertiser panel.

MANAGE USER



Similar to publisher user management you can view complete details of an advertiser user and details related to that particular advertiser user, to view these details click on the advertiser user first name and last name, Some of the details are

1. **User Details**: Basic and detailed information of the advertiser user mostly which they provided at the time of signup or when you were creating a user. Here you can also check whether the user updated/modified their details or not. Option you get here

- **Edit**: To edit user account related details click on the edit button.

- **Delete**/ **Reactivate**: If a user is active then you can delete the user and vice versa can also be done, the options are available as per user status, and both options are not visible at the same time.

- **Virtual Login**: To virtually enter into advertiser panel as an advertiser user click on the login button.

- **Change Password**: To change advertiser users password click on change password, specify new password twice and click on update, to save changes.

- **Two Factor Authentication**: Two factor authentication settings works in three different level first from main advertiser settings, and his/her company settings and then from user settings, if two factor authentication is enabled for the company then all its user has two follow two factor authentication, if two factor is disabled for user and enabled for company, then that user doesn't needs to follow two factor authentication.

2. **Account Details** : Account Details holds the details of the user company account it also holds a basic detail of the company you can edit those details directly from here or can view complete details of the company and can perform actions from there.

3. **Settings**: Every Advertiser user can have different setting or they can follow the same settings as the advertiser company settings, you can over ride those settings from individual user and for individual user, these settings can be specified, by default these settings obtain the value from the main panel settings.

- **Enforce Session IP**: By default this setting can be disabled or enabled if the setting is enabled, the users ip will be checked at the time of his login and will be recorded every time he tries to log in, this ip will be matched with the IP that he used for signup in silk route if the IP doesn't match then the user wont able to login in the system.

- **Display Language**: You can have different language for all the users or can have one language for all users as company, to update a users language you can do that from here.

- **Time Zone**: Every user can have a time zone as per his choice, the application; the company all individually can have their time zones without having a problem or a conflict.

- **Email Notification**: If you want the user to be notified for the changes made to his account or anything happens that relates to him, then you can do so by enabling email notifications, if disabled you won't be able to notify user via email.

4. **Login Activity** : Our System tracks all the login activity of the user, this system is individually independent and has nothing to do with you enforce session ip, whenever a user logins or logouts or even he tries to login and any attempt fails or the user successfully logins in the system than he's login activity is recorded here.

5. **Permissions**: Similar to network users an advertiser user has his permission and access control, every company user can have different roles on the application, if you want to grant different level of clearance or security, then you can do this by providing specific permission here.

6. **Activity Summary (Only Visible to Super Admin)**: This option provides the complete details of the activity that a user performs in the system, individual user has individual activity summary and for viewing that you can go to each user and view their summary.

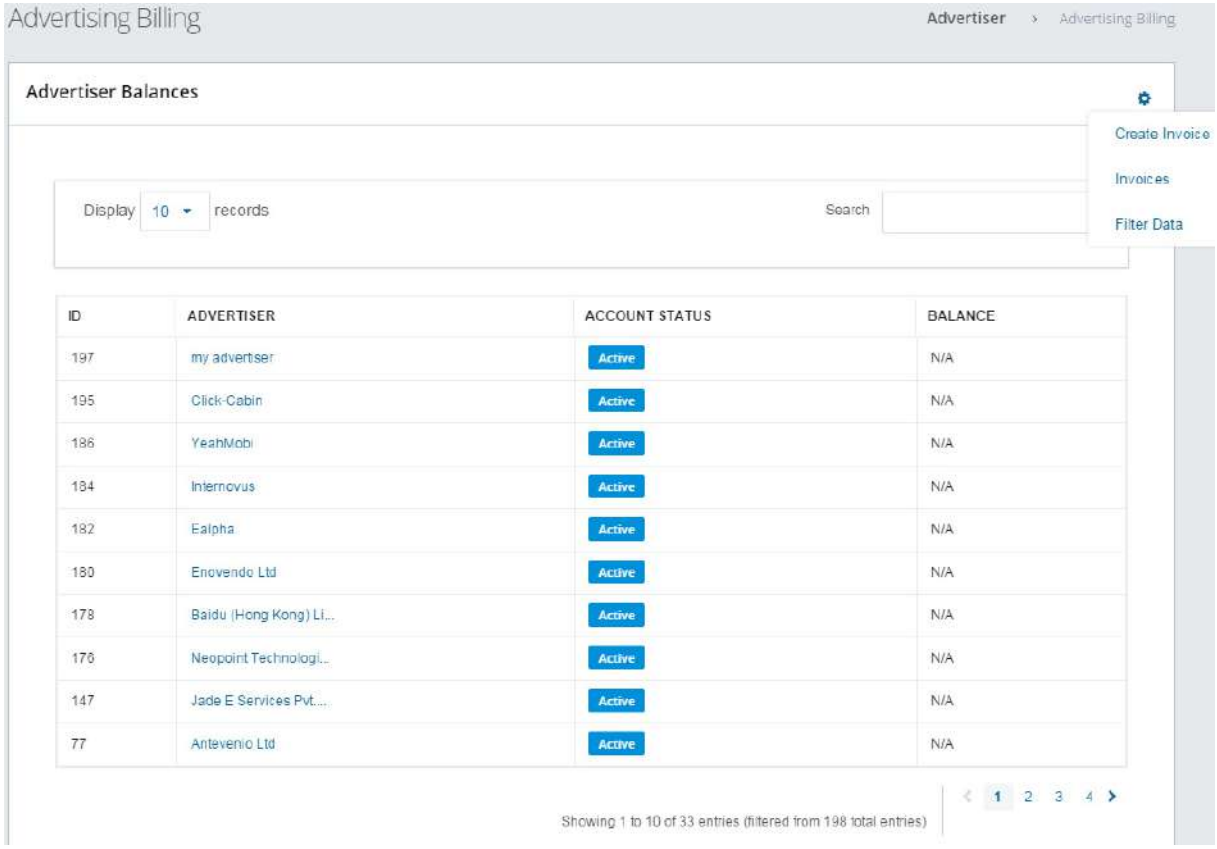
Advertiser Billing

GOTO: **Advertiser > Advertiser Billing.**

Advertiser billing is also vast as a publisher billing section but the entire important task are converged in this section. Go to billing for viewing you available options.

VIEW

A tabular view of all existing advertisers and their status with their balance can be viewed on this page.



Options: Options are available in the right corner, to view options click on ✿ in the right corner.

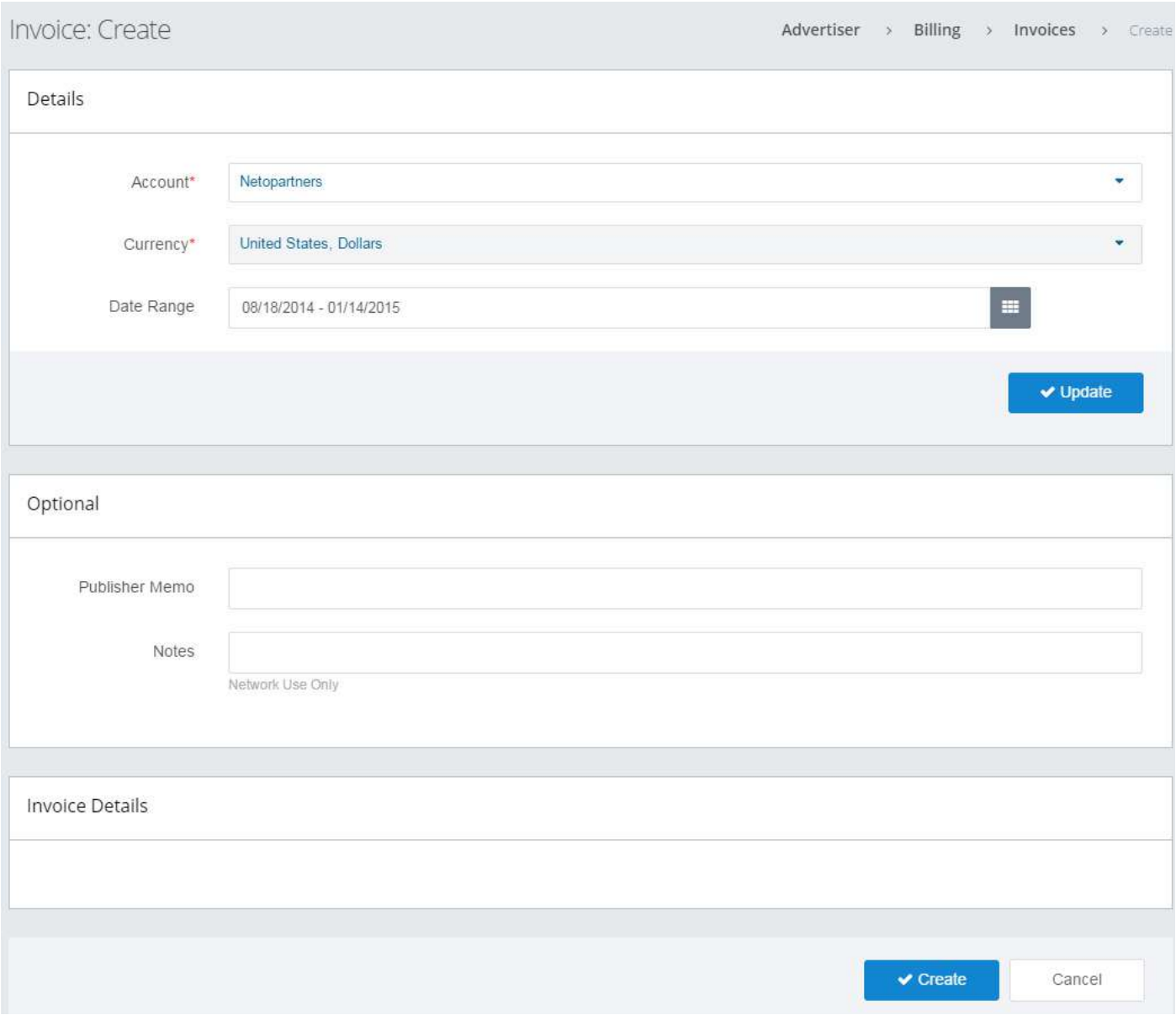
1. **Create Invoices**: For creating invoices for an advertiser then click here.

2. **Invoices**: For viewing advertisers existing invoices then click here.

3. **Filter Data**: If you want to filter advertiser in the billing section as per their status then use this option.

4. **Search**: Search advertiser from their name, status, date or any number then use this search box.

VIEW



To create a new payment click on create payments in options. To do so you need to specify a few details

1. **Select Account**: Here you need to specify an advertiser account whose invoice you're creating.

2. **Currency**: Payment currency as we know advertiser can have different currency and can make payments in them, so here whatever currency you choose will be only used for current payment.

3. **Date range**: Specify the date duration which specifies the invoice is for that particular time.

4. **Advertiser Memo**: Specify memo as reference for advertisers.

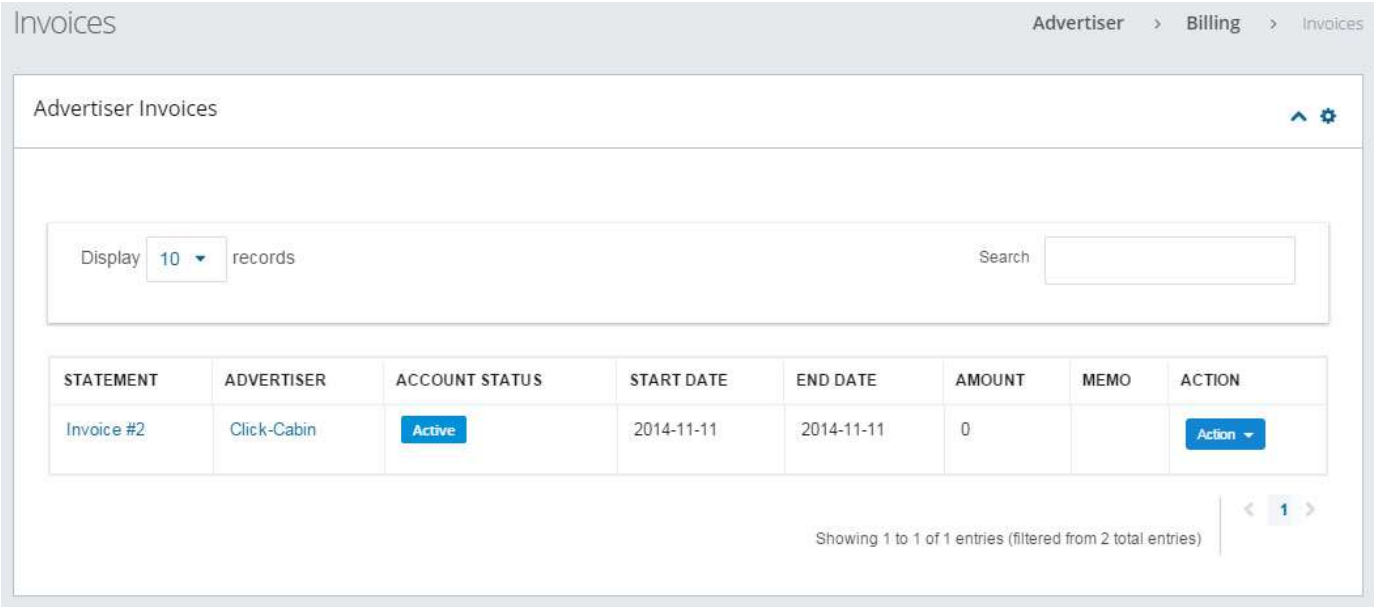
5. **Notes**: Enter a note for your use only.

Once all the details filled correctly, check them and Click "**Update**", to save your created invoice, also related invoice are visible on this page

VIEW INVOICES

To view existing invoices go to invoices in the options in advertiser billing.

A tabular view of all existing advertisers and their status with their balance can be viewed on this page.



Options: Options are available in the right corner, to view options click on ✿ in the right corner.

1. **Create Invoices**: For creating invoices for an advertiser then click here.

2. **Balances**: View balances for the existing advertiser click here.

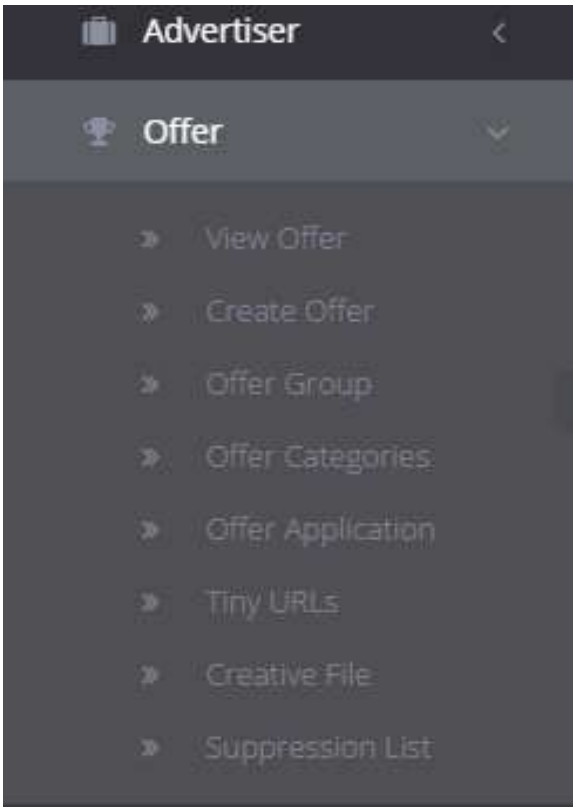
3. **Filter Data**: Filter Invoices on the basis of advertiser status or as per their invoice status or as per some date range.

4. **Actions**: View advertiser invoice history details from action of each individual advertiser.

Offers

You can add/ view and modify existing offers from here. Complete details and information related to offers that exists in silk route can be viewed here, there is certain and many option that you get here which helps you manage offer properly.

For viewing offer options, Click on **Offers** in the menu.



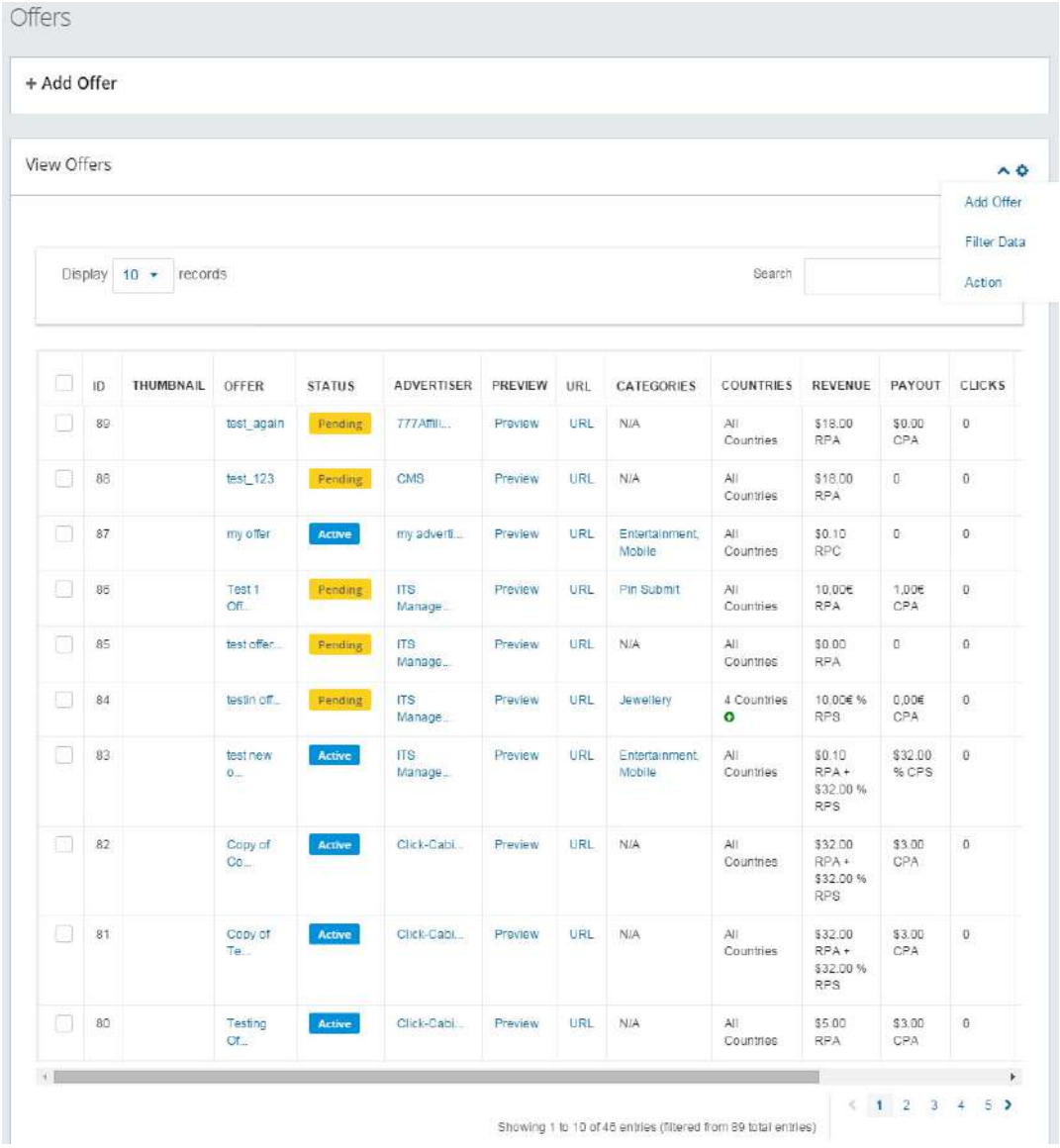
View Offer:

GOTO: **Offers > View Offers**.

Here you can modify your existing offers and also add new one.

VIEW

A tabular view of all existing offers and their advertiser details can be viewed on this page.



Options: Options are available in the right corner, to view options click on ✿ in the right corner.

1. **Add Offer**: For creating new offers then click here.

2. **Filter Data**: If you want to filter offers as per their status then use this option and as per date then use this option.

3. **Search**: Search offers from their name, status, date or any number then use this search box.

4. **Actions** :

- **Status Change**: To Change multiple user status at once click here.

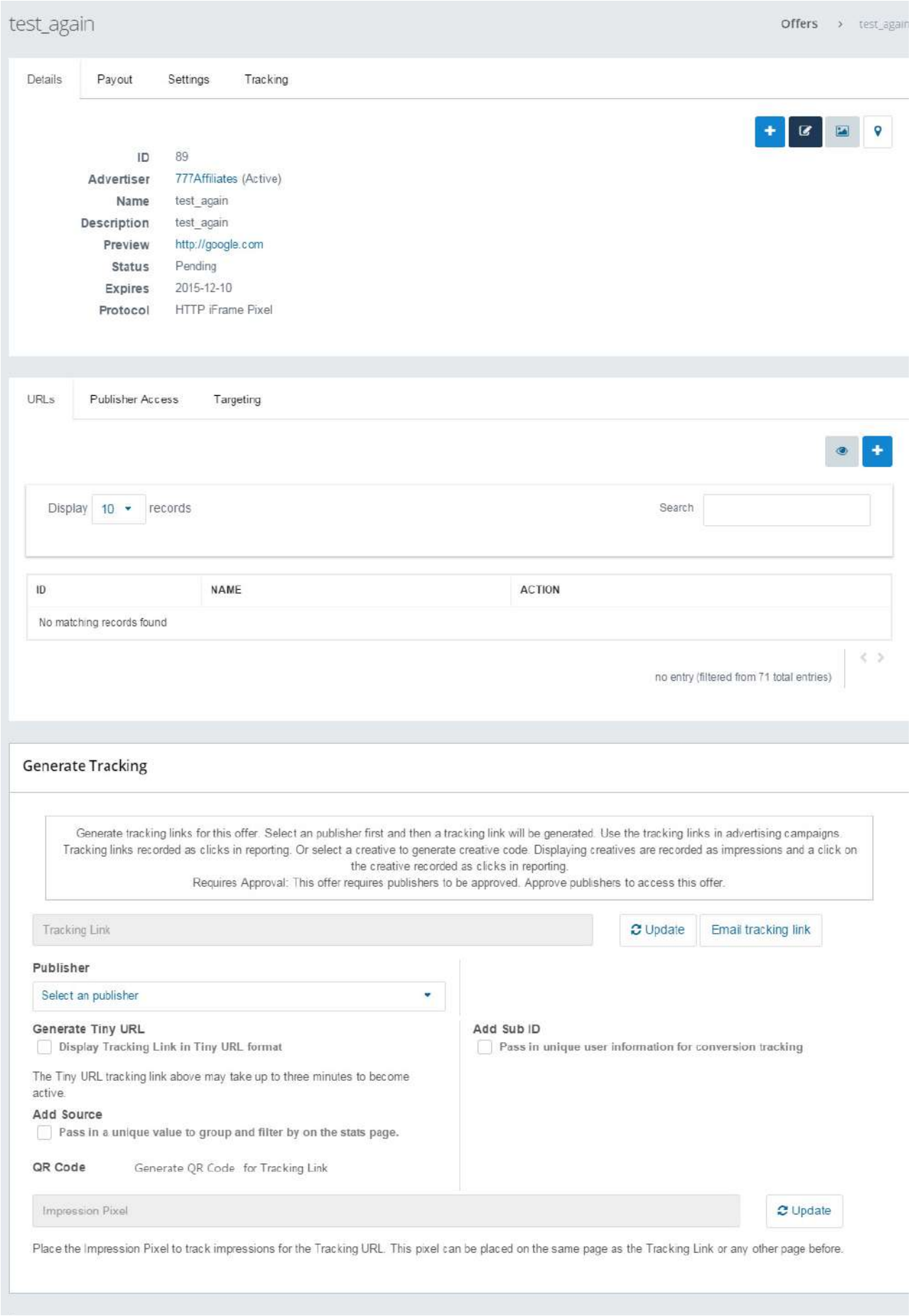
- **View offer**: To view complete offer details and details related to an offer click on the name of offer.

- **View Advertiser**: To view complete details of a advertiser click on the advertiser name

- **Preview** : To view offers preview url then click here

MANAGE

Similar to advertiser/publisher you can view complete details of an offer and all the details related to it. The tabs that you can manage here are



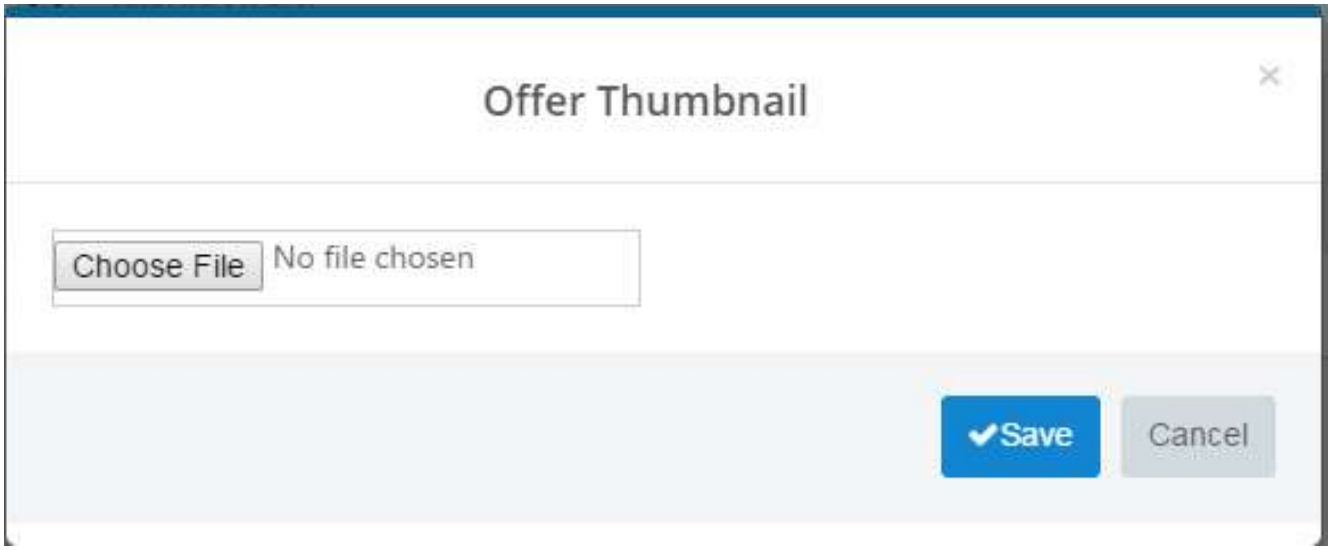
1. **Details** : Basic Details related to offer, multiple action can be performed from here

- **View Advertiser** : view details of the advertiser of the offer click on advertiser name

- **Add Similar**: You can add similar offer from here, all the details will be used from this existing offer while adding new one and you can certainly make changes. To create similar offer click here

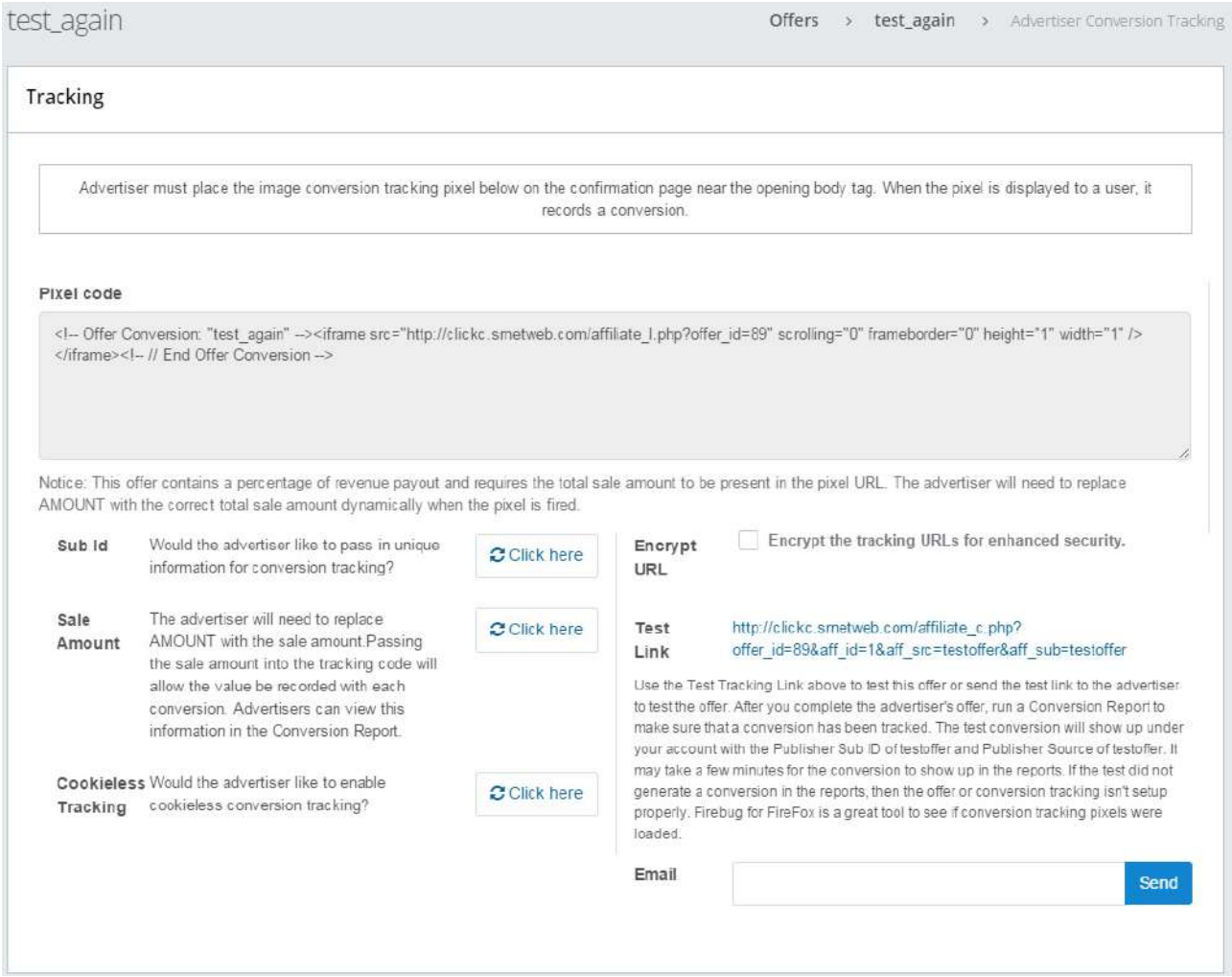
- **Edit Details**: edit offer details that you mentioned while creating offer from here.

- **Add Thumbnail:** to add a thumbnail to the current offer then click here, a popup will be opened as you click choose an image and save.



- **Tracking:** This option is only available when goal are disabled for the offer so you can generate tracking from here. Click here to view advertiser tracking, which holds sale amount and transaction id.

Notice: This offer contains a percentage of revenue payout and requires the total sale amount to be present in the pixel URL. The advertiser will need to replace AMOUNT with the correct total sale amount dynamically when the pixel is fired.



♦ When you enter advertiser tracking, you will get a tracking URL, perform certain actions on the tracking link that you get.

1. **Sub id**: The advertiser will need to replace SUB_ID with the unique value. A Sub ID will allow the advertiser to pass unique values (I.e. an order ID or any other information) into the tracking code that can be recorded with each conversion. Advertisers can view this information in the Conversion Report. Standard alpha numeric characters can be used and must be less than 100 characters.

2. **Sale amount**: The advertiser will need to replace AMOUNT with the sale amount. Passing the sale amount into the tracking code will allow the value be recorded with each conversion. Advertisers can view this information in the Conversion Report.

3. **Transaction id**: The advertiser will need to replace TRANSACTION_ID with the Transaction Id. Offer Url must use the %%transaction_id%% variable in order to obtain each Transaction Id. When that Transaction Id is passed into the conversion url, all relevant tracking information will be recorded even if the client has cookies disabled.

4. **Test URL**: Use the Test Tracking Link above to test this offer or send the test link to the advertiser to test the offer. After you complete the advertiser's offer, run a Conversion Report to make sure that a conversion has been tracked. The test conversion will show up under your account with the Publisher Sub ID of test offer and Publisher Source of test offer. It may take a few minutes for the conversion to show up in the reports. If the test did not generate a conversion in the reports, then the offer or conversion tracking isn't setup properly. Firebug for Firefox is a great tool to see if conversion tracking pixels were loaded.

5. **Encrypt URL**: Encrypt the tracking URLs for enhanced security.

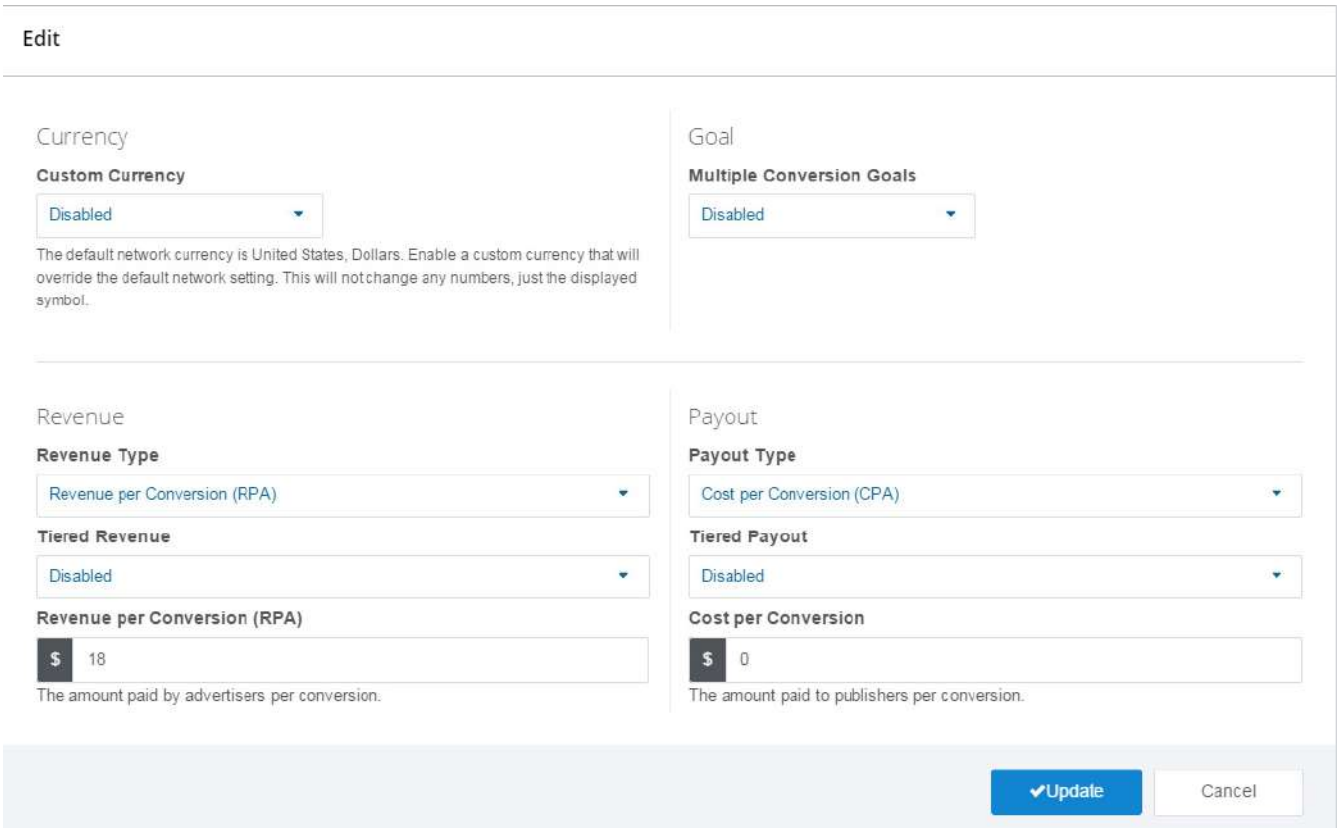
6. **Email**: email the tracking link to any email that you want directly from here.

2. Payout : Details related to a payout of the offer can be viewed here. If goal are disabled then you can view one payout detail, if the goal were enabled then multiple payout are visible here. Option that you get here

- **Publishers Payout:** If you go to publisher payout you will see a tabular representation of publisher payout corresponding to that offer, if there are no publisher payout you can add new publisher payout and as well as delete existing payout.

If you add published payout you need to specify monthly conversion, daily conversion or daily revenue or monthly revenue.

- **Edit:** If you click on edit you can edit offer payout details



♦ **Custom currency**: enable disable custom currency for this offer with corresponding to each currency

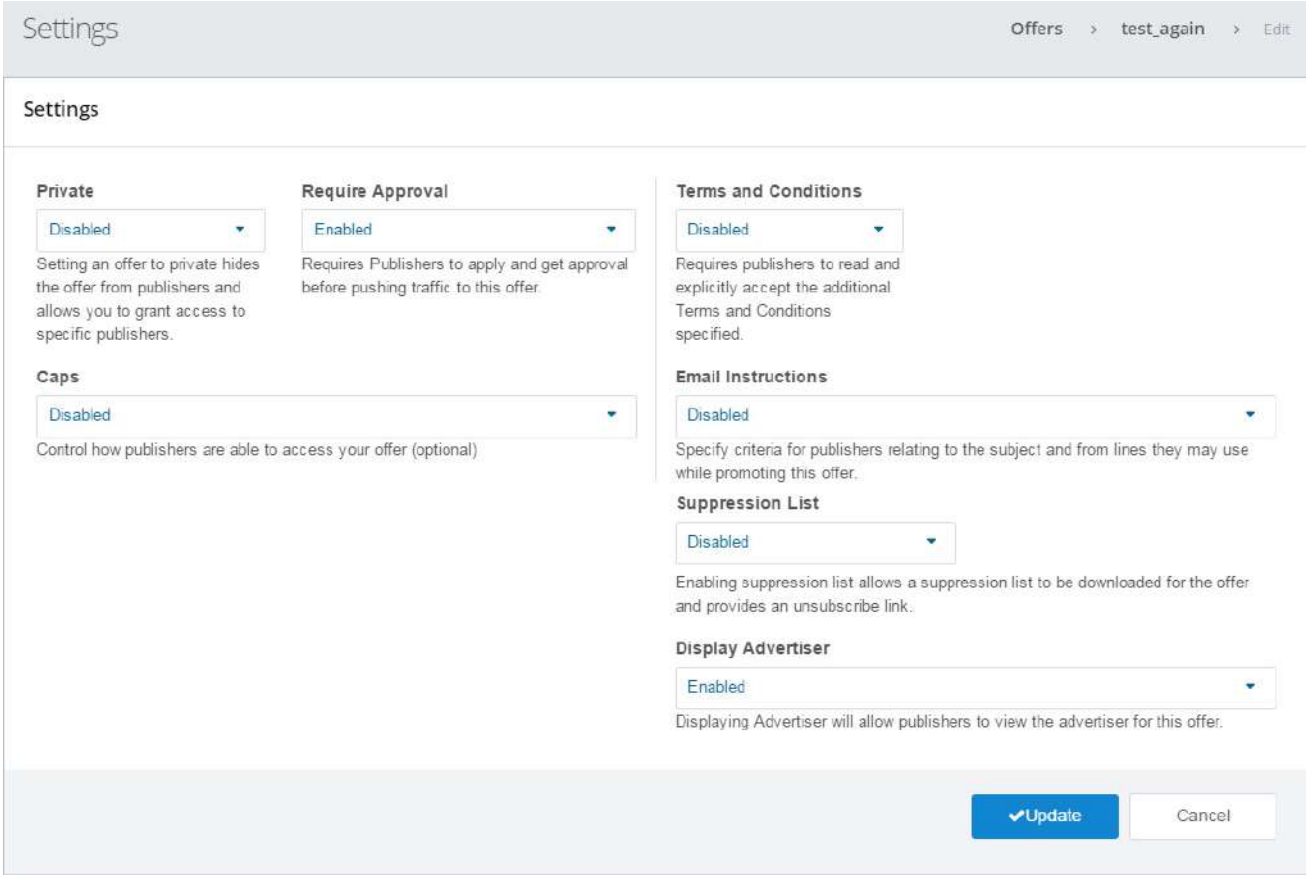
♦ **Goals**: Enable or Disable multiple goals for these offers. If yes then you need to add goals for the offer by default there is one default goal and rest can be added or removed

♦ **Revenue** : specify the revenue type, tired revenue and its value, which varies on type and tier that you select, if tiered revenue is enabled then you need to specify values for all the tier that are been created.

♦ **Payout** : similar to the revenue specify the payout type, tired revenue and its value, which varies on type and tier that you select, if tiered revenue is enabled then you need to specify values for all the tier that are been created.

3. Settings: You can view and change offer settings from here, to change offer settings click on edit.

- Once you enter the Settings section you can modify these settings



♦ **Private**: Setting an offer to private hides the offer from publishers and allows you to grant access to specific publishers.

♦ **Require Approval**: Requires Publishers to apply and get approval before pushing traffic to this offer.

♦ **Caps** : Control how publishers are able to access your offer (optional) if enabled needs to specify

1. Daily Conversion, Payout, and Revenue: Max number of conversions offer can receive per day. Leave blank or set to 0 for no conversion cap.

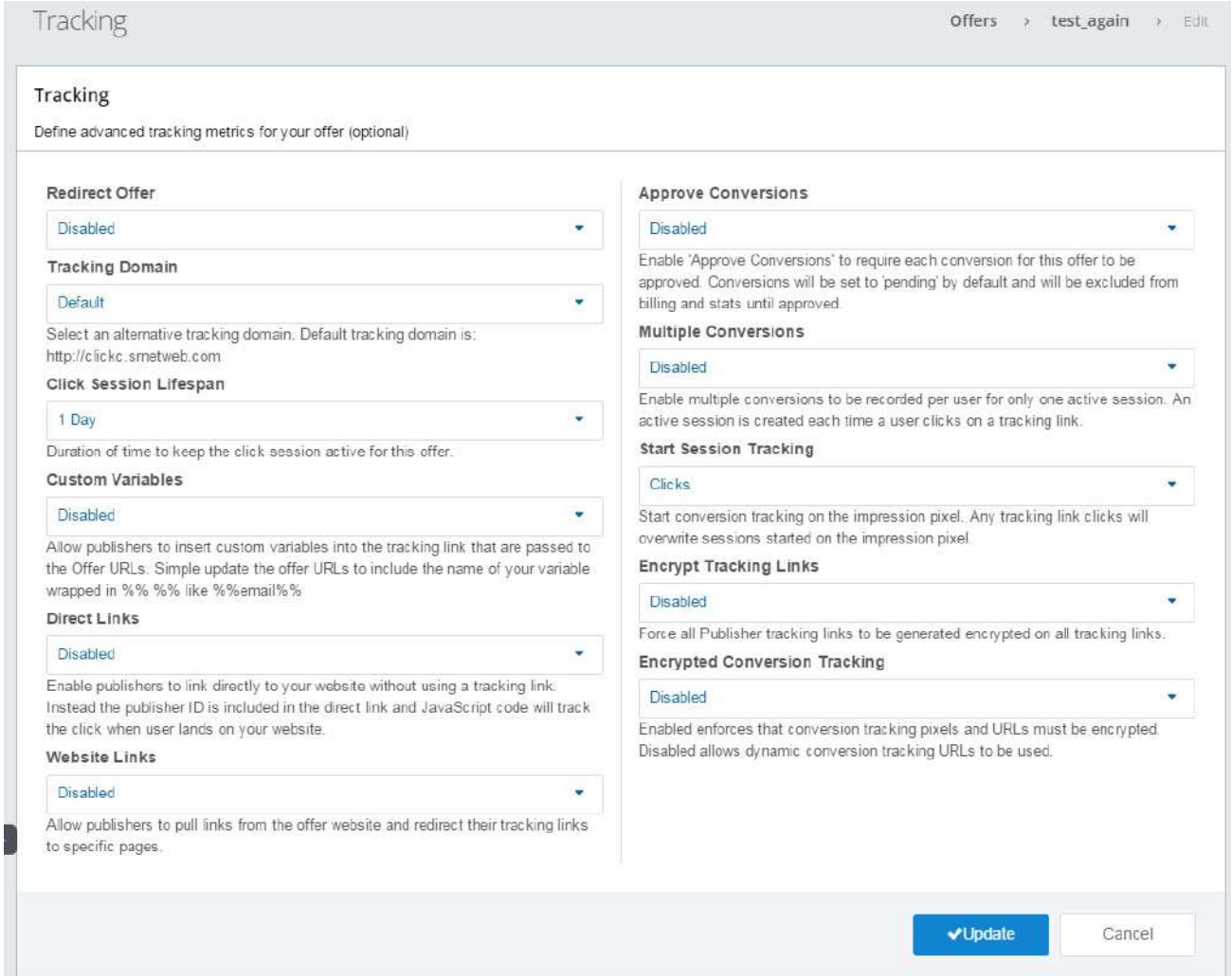
2. Monthly conversion, Payout, Revenue: Max number of conversions offer can receive per month. Leave blank or set to 0 for no monthly conversion cap.

♦ **Terms and Conditions**: Requires publishers to read and explicitly accept the additional Terms and Conditions specified.

♦ **Email Instruction**: Specify criteria for publishers relating to the subject and from lines they may use while promoting this offer. If enabled then need to specify approved from lines and approved subject lines.

♦ **Suppression List**: Enabling suppression list allows a suppression list to be downloaded for the offer and provides an unsubscribe link.

4. **Tracking**: View details related to offers tracking, where you can define advanced tracking metrics for your offers. If you want to do that click edit.



These tracking settings are compared to the application tracking settings and whether anything is enabled from there and disabled here then this settings are given more priority and will override the existing application settings for each offers.

- **Redirect offer**: redirect offer setting works when the offer is paused or pending or deleted, if the offer is set to redirect on then user will be redirected to any other related offer.

- **Tracking domain** : Select an alternative tracking domain or as per settings Default tracking will be used

- **Session lifespan**: Duration of time to keep the impression session active for this offer.

- **Custom variables**: Allow publishers to insert custom variables into the tracking link that are passed to the Offer URLs. Simple update the offer URLs to include the name of your variable wrapped in %% %% like %%email%%

- **Direct links**: Enable publishers to link directly to your website without using a tracking link. Instead the publisher ID is included in the direct link and JavaScript code will track the click when user lands on your website.

- **Website link**: Allow publishers to pull links from the offer website and redirect their tracking links to specific pages.

- **Approve conversion**: Enable 'Approve Conversions' to require each conversion for

this offer to be approved. Conversions will be set to ‘pending’ by default and will be excluded from billing and stats until approved.

- **Multiple conversions**: Enable multiple conversions to be recorded per user for only one active session. An active session is created each time a user clicks on a tracking link.

- **Start Session tracking**: Start conversion tracking on the impression pixel. Any tracking link clicks will overwrite sessions started on the impression pixel.

- **Encrypt tracking links**: Force all Publishers tracking links to be generated encrypted on all tracking links.

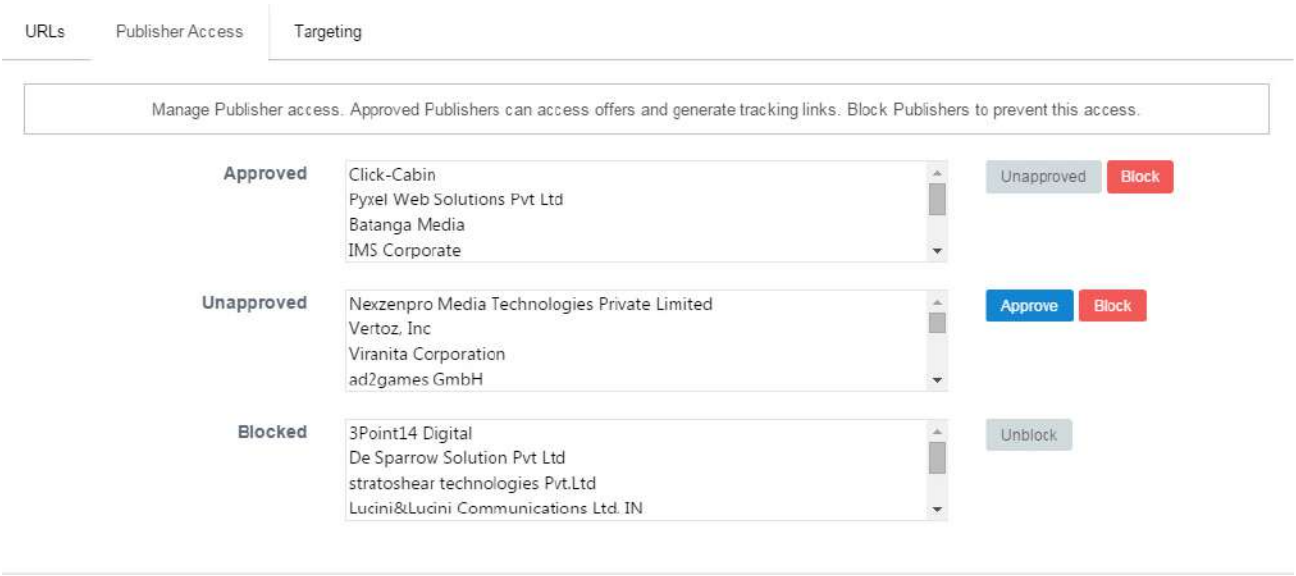
- **Encrypt conversion tracking**: Enabled enforces that conversion tracking pixels and URLs must be encrypted. Disabled allows dynamic conversion tracking URLs to be used.

5. **URLs**: This is a section where you can manage your entire encrypted URL related to an offer, an offer can have multiple encrypted URL manage them from here. Option that you get here.

- **Add** : To add more tiny url for that offer click on add.

- **View** : to view all tiny url for all offers then click on view.

6. **Publisher Access**: Publisher Access is similar to that which we discussed in advertiser section, from here approved Publishers that can access offers and generate tracking links. Block Publishers to prevent this access. Select publisher and click on block. Or you can vice versa the process.



7. **Targeting** : Targeting is a system in itself which deals with you and the offer targeting at the same time, every offer that has targeting settings enabled will be checked for geo targeting at the time of tracking, To view complete targeting click on edit.

Offer Targeting : test_again - Offer

Offers › test_again › Targeting

Offer Targeting

Offer Groups

Test
test offer group

Group similar offers together. Users will be redirected to other offers in a group if the offer does not match Geo Targeting or Advanced Targeting for this offer.
Clear Selection | Select All

Advanced Targeting

Show the offer to all devices and browsers

Allow Default

Disabled

Geo Targeting

Guinea
Guinea-Bissau
Guyana
Haiti
Heard Island and McDonald Islands
Holy See In Vatican City
Honduras
Hong Kong
Howland Island
Hungary
Iceland
Indonesia
Iran
Iraq
Ireland
Ireland, Northern
Israel
Italy
Jamaica
Jan Mayen

Add >>
<< Remove

India

Add a country / region or multiple countries / regions to geo target the offer. Select none to disable geo targeting and target all countries will be active.

Geo target - India

Andaman and Nicobar Islands
Andhra Pradesh
Arunachal Pradesh
Assam
Bihar
Delhi
Goa
Gujarat
Haryana
Himachal Pradesh
Jammu and Kashmir
Jharkhand
Karnataka
Kerala
Lakshadweep
Madhya Pradesh
Maharashtra
Manipur
Meghalaya
Mizoram

Add >>
<< Remove

Chandigarh
Chhattisgarh
Dadra and Nagar Haveli
Daman and Diu

Enforce Geo Targeting

Disabled

Restrict offer to selected Countries and Regions. If enabled, users that do not match Geo Targeting and there is not a matching offer in group(s), users will receive white screen. If disabled, non targeting users will be redirected to offer URL.

✔ Update Cancel

• **Offer Group**: Group similar offers together. Users will be redirected to other offers in a group if the offer does not match Geo Targeting or Advanced Targeting for this offer.

• **Advanced Targeting**: Advanced targeting is a feature to allow offer for a targeted devices by default the offer are allowed for all the devices and browsers. If you choose to show the offer to the targeted devices, then you need to specify new rules or modify existing rules these rules will define which device should be allowed or not while targeting.

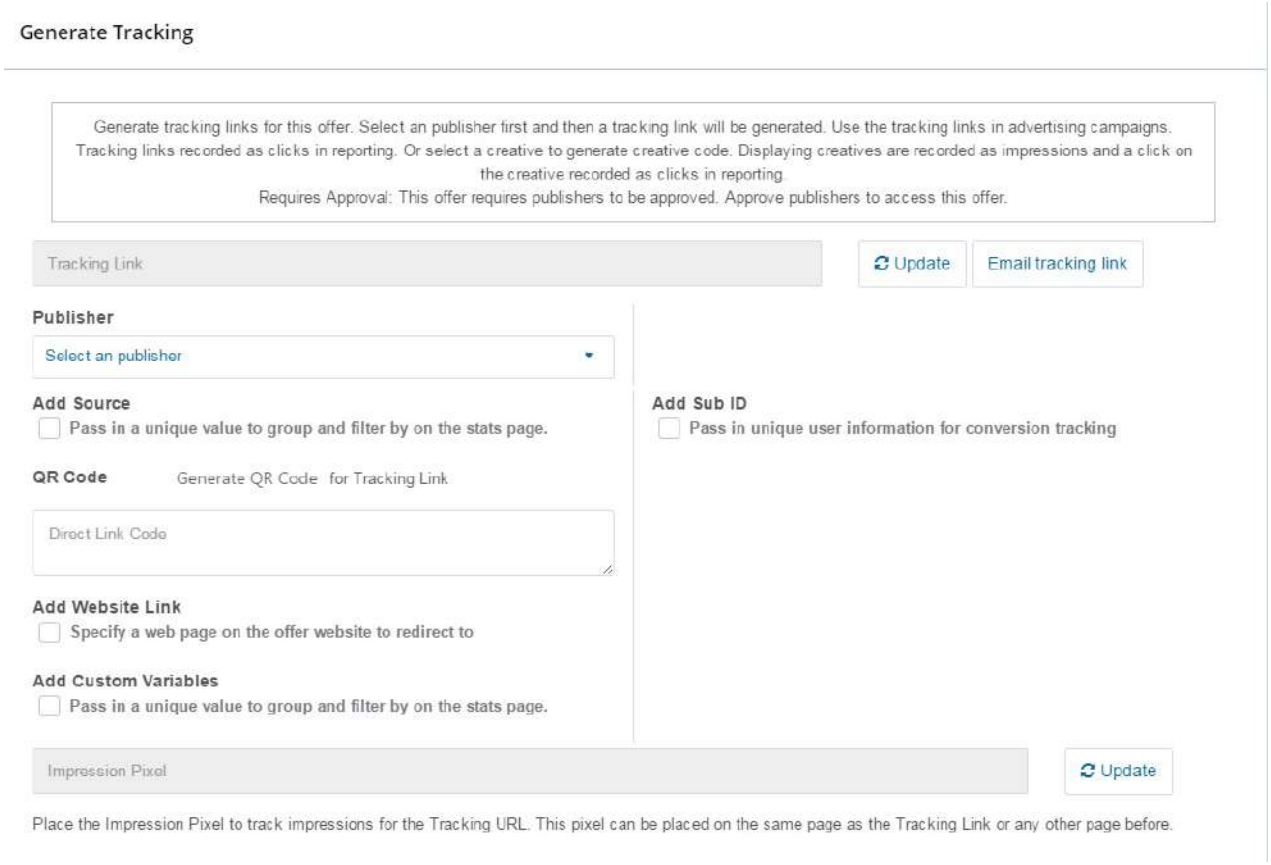
• **Allow Default**: Targeting on other device and browser can be allowed or disabled.

• **Geo Targeting**: Add a country / region or multiple countries / regions to geo target the offer. Select none to disable geo targeting and target all countries will be active.

• **Enforce Geo Targeting**: Restrict offer to selected Countries and Regions. If enabled, users that do not match Geo Targeting and there is not a matching offer in group(s), users will receive white screen. If disabled, non targeting users will be redirected to offer URL.

8. **Email Instruction**: Email Instruction is useful for those offers that are or needs to be promoted using email, this settings forces you to keep a subject and message lines for the offers email. This enforces and over rides all the settings for emails instructions for that particular offer.

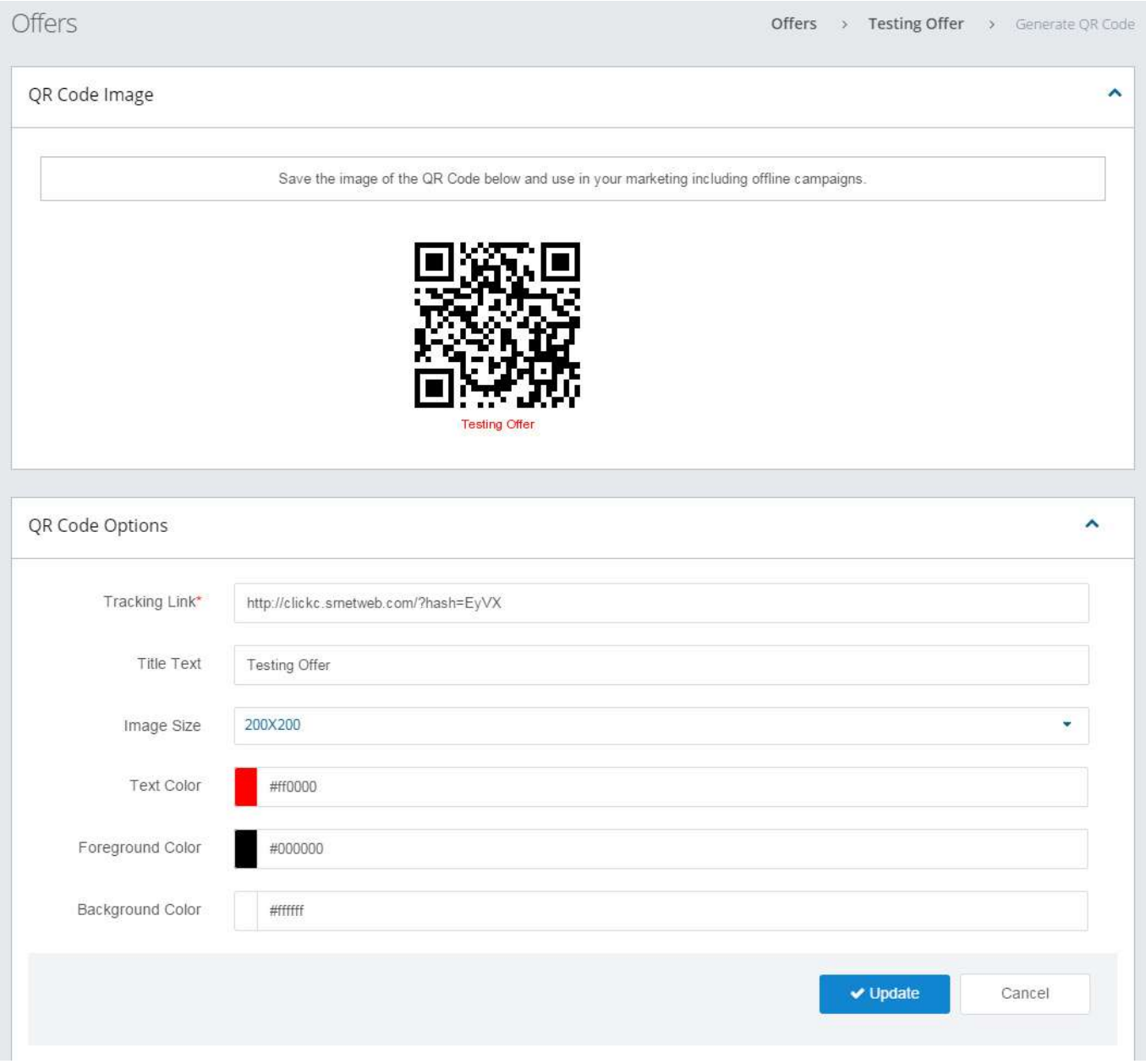
9. **Generate Tracking**: Generate tracking links for this offer. Select a publisher first and then a tracking link will be generated. Use the tracking links in advertising campaigns. Tracking links recorded as clicks in reporting. Or select a creative to generate creative code. Displaying creative's is recorded as impressions and a click on the creative recorded as clicks in reporting. Requires Approval: This offer requires publishers to be approved. Approve publishers to access this offer.



•**Select Publisher**: Add a publisher in this for whom you are generating the tracking URL.

•**Generate Tiny URL** :

•**QR code**: Generate QR code for tracking link that has an image and can be scanned by



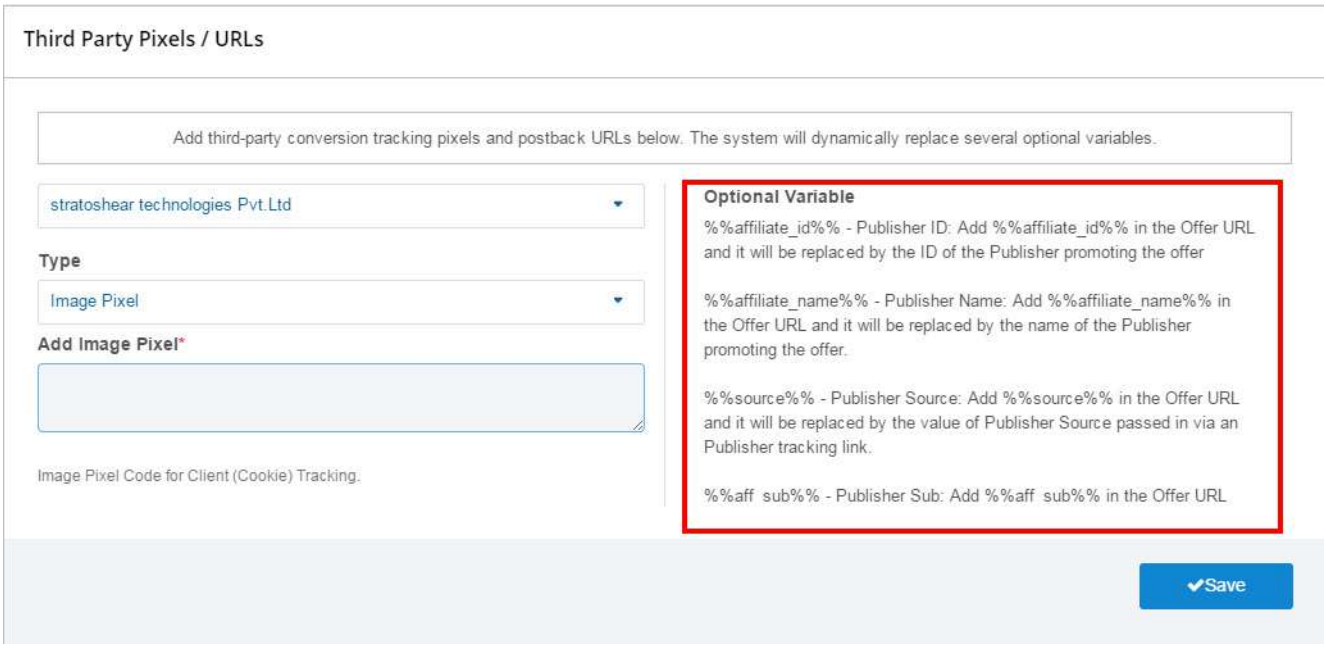
•**Sub id & sub ids**: A Sub ID allows publishers to pass unique values (I.e. a user ID or any other user information) into the tracking link. The Conversion Report provides a list of conversions by Publisher Sub ID. Standard alpha numeric characters can only be used.

•**Website**: additional website can be passed a variable.

•**Custom** variables: additional custom name and value can be passed in the link.

You will get a tracking link and an impression link after filling all the values use tracking link and Place the Impression Pixel to track impressions for the Tracking URL. This pixel can be placed on the same page as the Tracking Link or any other page before.

10. **Third Party Pixel URL**: Add third-party conversion tracking pixels and post back URLs below. The system will dynamically replace several optional variables.



- **%%offer_id%%** - Offer ID: Add %%offer_id%% in the Offer URL and it will be replaced by the ID of the Offer.

- **%%offer_name%%** - Offer Name: Add %%offer_name%% in the Offer URL and it will be replaced by the name of the Offer.

- **%%offer_url_id%%** - Offer URL ID: Add %%offer_url_id%% in the Offer URL and it will be replaced by the ID of the Offer URL used.

- **%%offer_file_id%%** - File ID: Add %%offer_file_id%% in the Offer URL and it will be replaced by the ID of the Offer File used.

- **%file_name%%** - File Name: Add %%file_name%% in the Offer URL and it will be replaced by the name of the Creative File used.

- **%%advertiser_id%%** - Advertiser ID: Add %%advertiser_id%% in the Offer URL and it will be replaced by the ID of the Advertiser of the offer.

- **%%country_code%%** - Country Code: Add %%country_code%% in the Offer URL and it will be replaced by the user's country code (ISO 2-letter code, i.e. US).

- **%%region_code%%** - Region Code: Add %%region_code%% in the Offer URL and it will be replaced by the user's region code (ISO 2-letter code, i.e. NY).

- **%%params%%** - Custom Variables: Add %%params%% in the Offer URL if the Custom Variables option above is enabled. %%params%% will be replaced by the extra variables passed by the Publisher into the Publisher tracking link.

- **%%transaction_id%%** - Transaction ID: Add %%transaction_id%% in the Offer URL to send a unique transaction number to the Advertiser. Use this when trying to verify individual leads, to enable cookieless client-based tracking, or when server response tracking is required.

- **%%date%%** - Date: Add %%date%% in the Offer URL and it will be replaced by current date formatted as YYYY-MM-DD.

- **%%time%%** - Time: Add %%time%% in the Offer URL and it will be replaced by current time formatted as HH:MM:SS.

- **%%datetime%%** - Date Time: Add %%datetime%% in the Offer URL and it will be replaced by current date and time formatted as YYYY-MM-DD HH:MM: SS. %%ip%% - IP: Add %%ip%% in the Offer URL and it will be replaced by IP address of the user clicking on the tracking link.

- **%%offer_ref%%** - Offer Reference ID: Add %%offer_ref%% in the Offer URL and it will be replaced by the Reference ID of the offer.

- **%%affiliate_ref%%** - Publisher Reference ID: Add %%affiliate_ref%% in the Offer URL and it will be replaced by the Reference ID of the Publisher promoting the offer.

- **%%advertiser_ref%%** - Advertiser Reference ID: Add %%advertiser_ref%% in the Offer URL and it will be replaced by the Reference ID of the Advertiser of the offer.

- **%%device_brand%%** - Device Brand: Add %%device_brand%% in the Offer URL to write device brand name.

- **%%device_model%%** - Device Model: Add %%device_model%% in the Offer URL to write device model name.

- **%%device_os%%** - Device OS: Add %%device_os%% in the Offer URL to write device operating system name.

- **%%device_os_version%%** - Device OS Version: Add %%device_os_version%% in the Offer URL to write device operating system version.

- **%%device_id%%** - Device ID: Add %%device_id%% in the Offer URL to write device identifer.

- **%%device_id_md5%%** - Device ID MD5: Add %%device_id_md5%% in the Offer URL to write MD5 hash of device identifier.

- **%%device_id_sha1%%** - Device ID SHA1: Add %%device_id_sha1%% in the Offer URL to write SHA1 hash of device identifier.

- **%%android_id%%** - Android ID: Add %%android_id%% in the Offer URL to write Android identifier.

- **%%android_id_md5%%** - Android ID MD5: Add %%android_id_md5%% in the Offer URL to write MD5 hash of Android indentifier.

- **%%android_id_sha1%%** - Android ID SHA1: Add %%android_id_sha1%% in the Offer URL to write SHA1 hash of Android identifier.

- **%%mac_address%%** - MAC: Add %%mac_address%% in the Offer URL to write MAC address.

- **%%mac_address_md5%%** - MAC MD5: Add %%mac_address_md5%% in the Offer URL to write MD5 hash of MAC address.

- **%%mac_address_sha1%%** - MAC SHA1: Add %%mac_address_sha1%% in the Offer URL to write SHA1 hash of MAC address.

- **%%odin%%** - ODIN: Add %%odin%% in the Offer URL to write Open Device Identification Number (ODIN)

- **%%open_udid%%** - Open UDID: Add %%open_udid%% in the Offer URL to write Open UDID.

- **%%ios_ifa%%** - iOS IFA: Add %%ios_ifa%% in the Offer URL to write iOS Identifier for Advertisers.

- **%%ios_ifa_md5%%** - iOS IFA MD5: Add %%ios_ifa_md5%% in the Offer URL to write MD5 hash of Identifier for Advertisers.

- **%%ios_ifa_sha1%%** - iOS IFA SHA1: Add %%ios_ifa_sha1%% in the Offer URL to write SHA1 hash of Identifier for Advertisers.

- **%%ios_ifv%%** - iOS IFV: Add %%ios_ifv%% in the Offer URL to write iOS Identifier for Vendors.

- **%%user_id%%** - User ID: Add %%user_id%% in the Offer URL to write the application-specific user identifier.

- **%%unid%%** - Unknown ID: Add %%unid%% in the Offer URL to write mobile unique identifiers of unknown type.

Note: - Working is similar to that we have seen in publisher – publisher third party pixel.

Create Offer

GOTO: **Offers > Create Offers**.

Here you can create a new offer, Specify a few details to add a new offer.

Offers

+ Add Offer

Advertiser | Name

Description

Preview URL

Link to landing page with no geo targeting so Publishers can see landing page example.

Default Offer URL

The Offer URL where traffic will be directed to. You must specify at least the Default Offer URL. The optional variables below can be used in Offer URLs. Learn More

Conversion Tracking

iFrame and Image conversion pixels use client-based cookie or cookieless tracking while Server Postback uses server-based cookieless tracking URLs. Learn More

Active

Active allows all publisher to view the offer. Pending allows the offer to be tested as if it were a...

Expiration Date

2016-01-16

The date of expiration is the last day the offer will be active. The offer will expire and no longer be active immediately after this date.

Category

Categorize offer for publisher to search and group by.

Reference ID

Assign a reference ID to this offer and pass this value into Offer URLs.

Note

The contents of this note will not be displayed to publisher.

Currency

Custom Currency

Enabled

The default network currency is United States, Dollars. Enable a custom currency that will override the default network setting. This will not change any numbers, just the displayed symbol.

Offer Currency

United States, Dollars

Revenue / Payout

Revenue Type

Revenue per Conversion plus Revenue per Sale (RPA + RPS)

Payout Type

Cost per Conversion plus Cost per Sale (CPA + CPS)

Tiered Revenue

Enabled

$ Revenue per Conversion

The amount paid by advertisers per conversion.

Percent Revenue of Sale %

The percentage of a sale per conversion paid by advertisers.

$ Discount Revenue per Conversion

Discount Percent Revenue of Sale %

$ name Revenue per Conversion

name Percent Revenue of Sale %

$ ffd Revenue per Conversion

ffd Percent Revenue of Sale %

Tiered Payout

Enabled

$ Cost per Conversion

The amount paid to publishers per conversion.

Percent cost of sale %

The percentage of sale per conversion paid to publishers.

$ Discount Cost per Conversion

Discount Percent cost of sale %

$ name Cost per Conversion

name Percent cost of sale %

$ ffd Cost per Conversion

ffd Percent cost of sale %

Goal

Multiple Conversion Goals

Enabled

Default Goal Name

Settings

Control how publishers are able to access your offer (optional)

Private

Enabled

Setting an offer to private hides the offer from publishers and allows you to grant access to specific publishers.

Require Approval

Disabled

Requires Publishers to apply and get approval before pushing traffic to this offer.

Terms and Conditions

Enabled

Requires publishers to read and explicitly accept the additional Terms and Conditions specified.

Additional Terms and Conditions

Email Instructions

Enabled

Specify criteria for publishers relating to the subject and from lines they may use while promoting this offer.

Approved From Lines

Approved Subject Lines

Caps

Enabled

Control how publishers are able to access your offer (optional)

Daily Conversions

Max number of conversions offer can receive per day. Leave blank or set to 0 for no conversion cap.

Monthly Conversions

Max number of conversions offer can receive per month. Leave blank or set to 0 for no monthly conversion cap.

Daily Payout

$ 0

Max payout amount offer can post per day. Leave blank or set to 0 for no payout cap.

Monthly Payout

$ 0

Max payout amount offer can post per month. Leave blank or set to 0 for no monthly payout cap.

Daily Revenue

$ 0

Max revenue amount offer can generate per day. Leave blank or set to 0 for no revenue cap.

Monthly Revenue

$ 0

Max revenue amount offer can generate per month. Leave blank or set to 0 for no monthly revenue cap.

Suppression List

Disabled

Enabling suppression list allows a suppression list to be downloaded for the offer and provides an unsubscribe link.

Tracking

Define advanced tracking metrics for your offer (optional)

Tracking Domain

Default

Select an alternative tracking domain. Default tracking domain is:

Website Links

Disabled

Allow publishers to pull links from the offer website and redirect their tracking links to specific ...

Approve Conversions

Disabled

Enable 'Approve Conversions' to require each conversion for this offer to be approved. Con...

Multiple Conversions

Enabled

Enable multiple conversions to be recorded per user for only one active session. An active...

Start Session Tracking

Clicks

Start conversion tracking on the impression pixel. Any tracking link clicks will overwrite sessions ...

Encrypt Tracking Links

Enabled

Force all Publisher tracking links to be generated encrypted on all tracking links.

Encrypted Conversion Tracking

Enabled

Enabled enforces that conversion tracking pixels and URLs must be encrypted. Disabled allo...

Enabled enforces that conversion tracking pixels and URLs must be encrypted. Disabled allows dynamic conversion tracking URLs to be used.

Redirect Offer

Disabled

Current offer is redirected to this offer if paused, passed expiration date, or conversion cap is exceeded.

Custom Variables

Disabled

Allow publishers to insert custom variables into the tracking link that are passed to the Offer URLs...

Direct Links

Disabled

Enable publishers to link directly to your website without using a tracking link. Instead the publis...

Subscription

Enabled

Allows this offer to be tracked as a subscription-based offer.

Subscription Duration

Length of time this subscription is valid. Leave blank for indefinite.

Subscription Frequency

How often commissions should be paid out to an publisher.

Offer Whitelisting

Offer Whitelisting Content

✔Add Offer | ✔Add Offer And Define Targeting | Cancel

1. **Advertiser**: Assign an advertiser to the offer that you are creating.

2. **Name**: Name of the offer that you want

3. **Description**: A short description for your clients about offer and it's working.

4. **Preview URL**: Link to landing page with no geo targeting so Publishers can see landing page example.

5. **Default offer URL**: The Offer URL where traffic will be directed to. You must specify at least the Default Offer URL. The optional variables similar to third party pixel above can be used in Offer URLs.

6. **Conversion tracking**: Frame and Image conversion pixels use client-based cookie or cookie less tracking while Server Post back uses server-based cookie less tracking URLs, Type of conversion tracking. HTTP and HTTPS frame conversion tracking pixels use client-based tracking using cookies (recommended tracking options). If HTTPS frame is selected, all Publishers pixels for the offer are required to be HTTPS. HTTP and HTTPS Image conversion tracking pixels allow your network to track conversions using client-based cookie tracking. If Image conversion tracking pixels are selected, Publishers can specify post back URLS that servers will call on conversion (these Publisher post back URLs cannot require cookies since its server-based). Cookie less frame and Image conversion tracking can be enabled by adding the %%transaction_id%% parameter to the Offer Url and providing that Transaction Id in the Tracking URL. For cookie less tracking via server calls to URLs, select one of two Post back tracking options. Post back with Transaction ID enable the advertiser to pass back only a unique Transaction ID to record conversions. All publisher tracking information, publisher source and publisher subs, will be stored with the Transaction ID and registered with each conversion. Post back with Publisher Info enable the advertiser to pass back the Publisher ID to recorded conversions. The advertiser can pass back publisher source and any of the publisher subs, but they must maintain this information. For Server Post back tracking options, publishers can specify post back URLS that servers will call on conversion. Mobile App Post back is specifically designed for tracking installs of applications for mobile devices including phone and Android app installs.

7. **Status** : current offer status, to start offer set it to active to pause or delete the offer set pause or deleted.

8. **Expiration date**: The date of expiration is the last day the offer will be active. The offer will expire and no longer be active immediately after this date.

9. **Category**: Categorize offer for publisher to search and group by.

10. **Reference ID**: Assign a reference ID to this offer and pass this value into Offer URLs.

11. **Note** : The contents of this note will not be displayed to publisher.

12. **Custom Currency**: The default network currency is United States, Dollars. Enable a custom currency that will override the default network setting. This will not change any numbers, just the displayed symbol.

13. **Revenue Type** : Specify the revenue type
    - Revenue per Conversion (RPA)
    - Revenue per Sale (RPS)
    - Revenue per Conversion + Revenue per Sale (RPC+ RPS)
    - Revenue per Click (RPC)
    - Revenue per Thousand Impression (RPM)

14. **Payout Type** : specify the payout type
    - Cost per Conversion (CPA)
    - Cost per Sale (CPS)
    - Cost per Conversion + Cost per Sale (CPC+ CPS)
    - Cost per Click (CPC)
    - Cost per Thousand Impression (CPM)

15. **Multiple conversion** (**Goals**): Enable Goal for the offer that will be the default goal by default it is set to disabled.

16. **Private**: Setting an offer to private hides the offer from publishers and allows you to grant access to specific publishers.

17. **Require Approval**: Requires Publishers to apply and get approval before pushing traffic to this offer.

18. **Terms and condition**: Requires publishers to read and explicitly accept the additional Terms and Conditions specified.

19. **Email Instructions**: Specify criteria for publishers relating to the subject and from lines they may use while promoting this offer.

20. **Caps** : Control how publishers are able to access your offer (optional).

21. **Suppression list**: Enabling suppression list allows a suppression list to be downloaded for the offer and provides an unsubscribe link.

22. **Tracking domain**: Select an alternative tracking domain. Default tracking domain is: Your Website Link.

23. **Website Links**: Allow publishers to pull links from the offer website and redirect their tracking links to specific pages.

24. **Approve Conversion**: Enable 'Approve Conversions' to require each conversion for this offer to be approved. Conversions will be set to 'pending' by default and will be excluded from billing and stats until approved.

25. **Multiple Conversions**: Enable multiple conversions to be recorded per user for only one active session. An active session is created each time a user clicks on a tracking link.

26. **Start Session Tracking**: Start conversion tracking on the impression pixel. Any tracking link clicks will overwrite sessions started on the impression pixel.

27. **Encrypt tracking links**: Force all Publishers tracking links to be generated encrypted on all tracking links.

28. **Encrypt conversion tracking**: Enabled enforces that conversion tracking pixels and URLs must be encrypted. Disabled allows dynamic conversion tracking URLs to be used.

29. **Redirect offer**: Current offer is redirected to this offer if paused, passed expiration date, or conversion cap is exceeded.

30. **Custom Variables**: Allow publishers to insert custom variables into the tracking link that are passed to the Offer URLs. Simple update the offer URLs to include the name of your variable wrapped in %% %% like %%email%%.

31. **Direct links**: Enable publishers to link directly to your website without using a tracking link. Instead the publisher ID is included in the direct link and JavaScript code will track the click when user lands on your website.

32. **Subscription**: Allows this offer to be tracked as a subscription-based offer.

33. **Offer white listing** : Offer White listing Content.

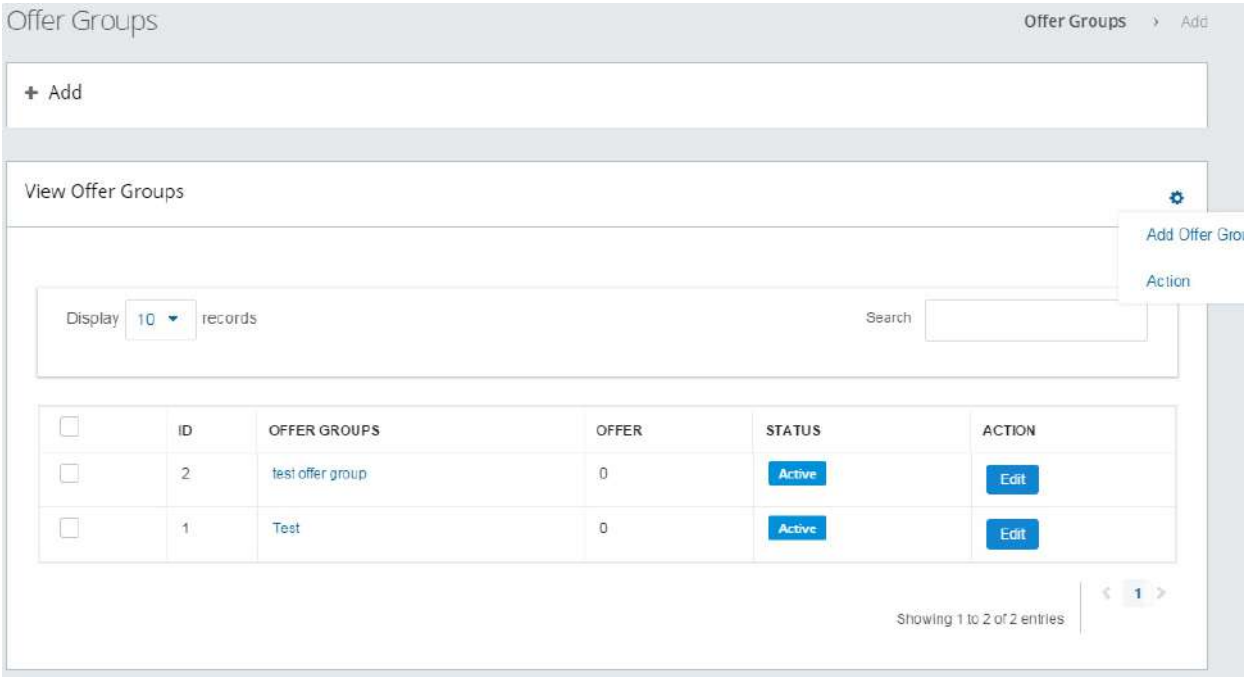
Once Specified all the details click on **Add Offer** to just add the offer, or click **Add offer and Define Targeting**, if you click add offer and define targeting the offer will be added and you will land on the geo targeting page.

Offer Groups

GOTO: **Offers > Offer Group.**

Here you can modify your existing offer groups and also add new one.

VIEW



A tabular view of all existing offers category and offer category can be viewed on this page.

Options: Options are available in the right corner, to view options click on ✿ in the right corner.

1. **Add Offer** Category: For creating new offers category then click here.

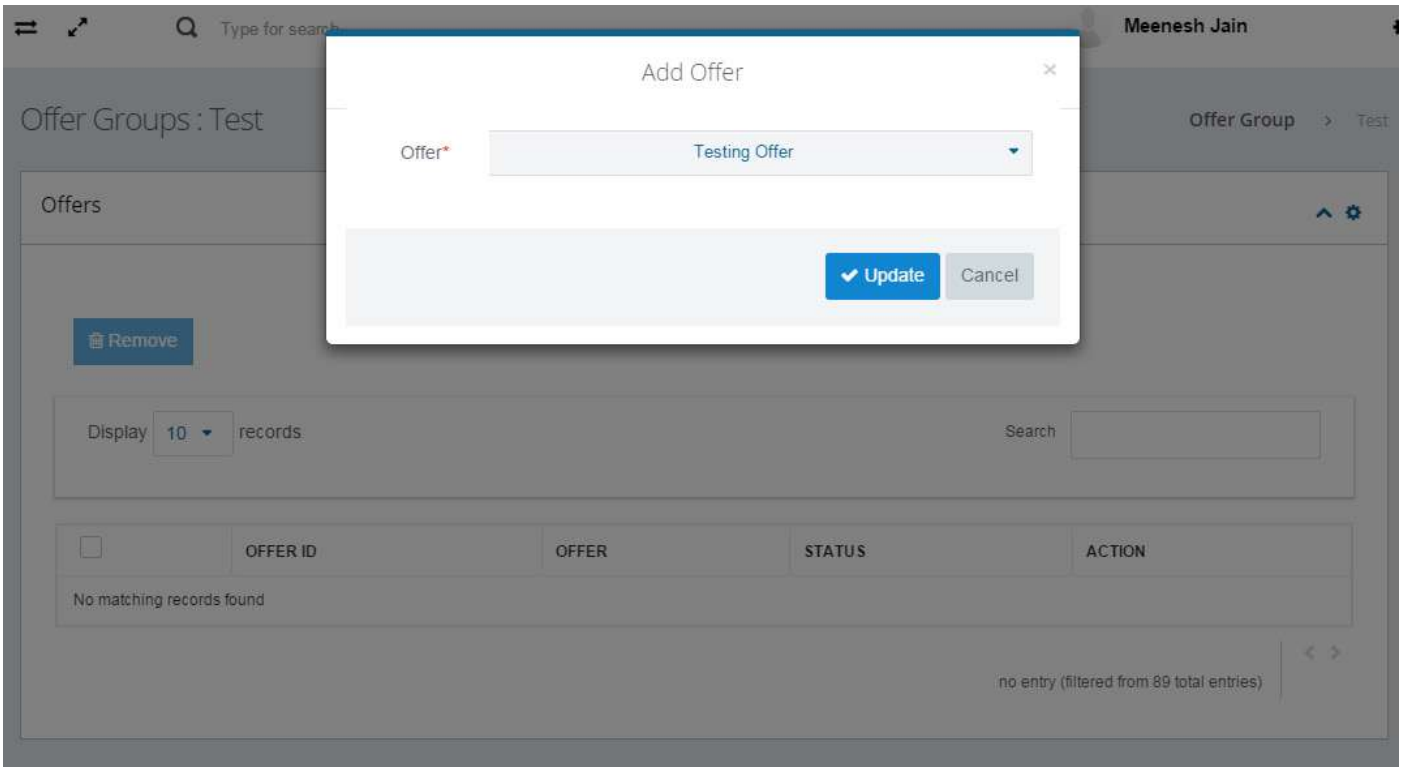
2. **Search**: Search offers group from their name, status, date or any number then use this search box.

3. **Actions** :

- **Status Change**: To Change multiple groups status at once click here.
- **Edit** : To edit group details Click **Action > Edit**

Add offer to the group

To add offers in this group click on the name of the group, you will be able to see existing offers of the group if any, or can add by going to action on add Offer or can perform edit actions for group offers.



Add

To add offer group click on offer group or click on add offer group in options, specify the name and status of the group.

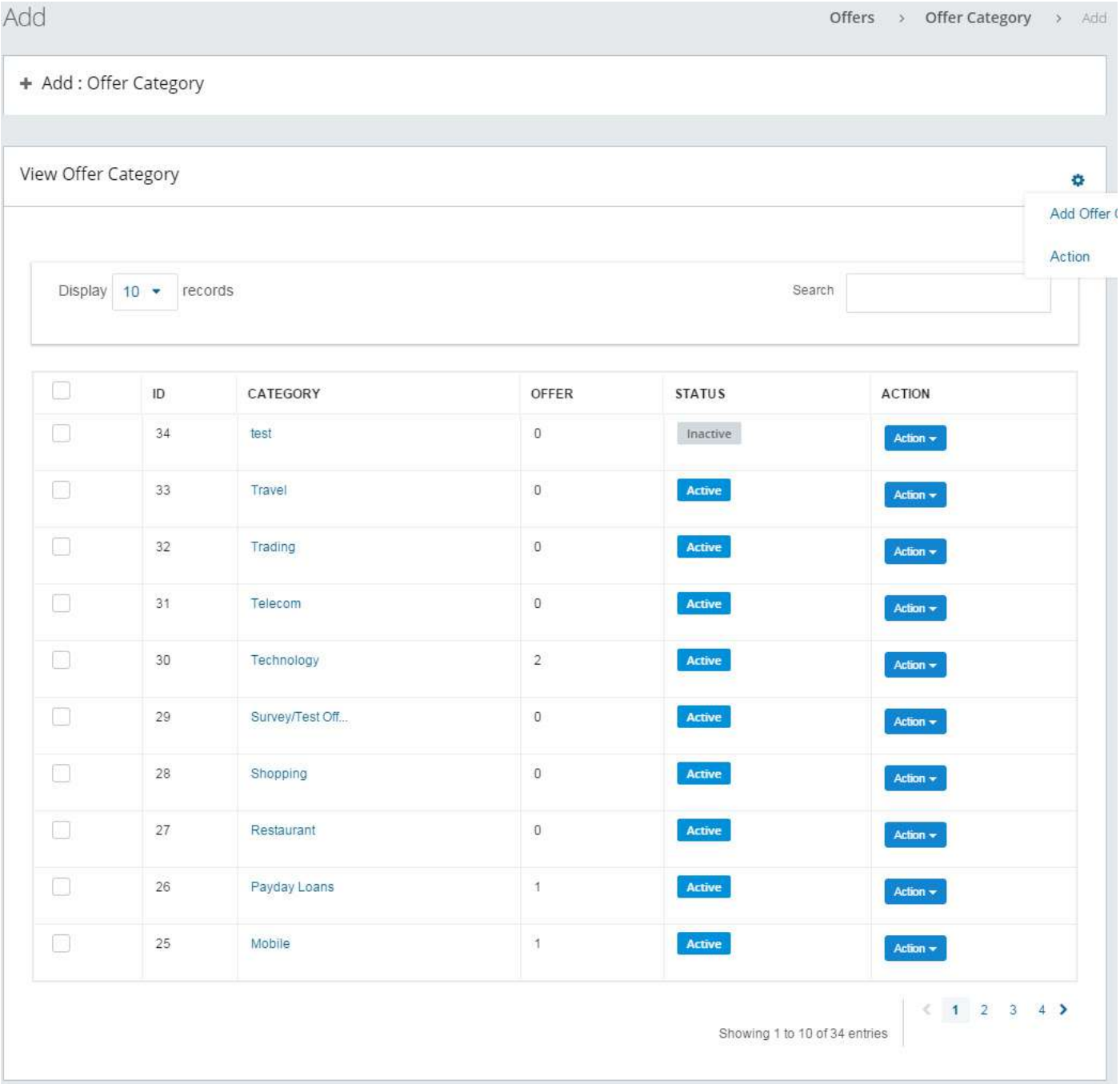
Offer Categories

GOTO: **Offers > Offer Categories**.

Here you can modify your existing offer category and also add new one.

Similar to offer group, you can add offer category, which is used by your publisher to sort and search offer based on their category.

VIEW



A tabular view of all existing offers category and offer details can be viewed on this page.

Options: Options are available in the right corner, to view options click on ⚙ in the right corner.

1.**Add Offer Group**: For creating new offers category then click here.

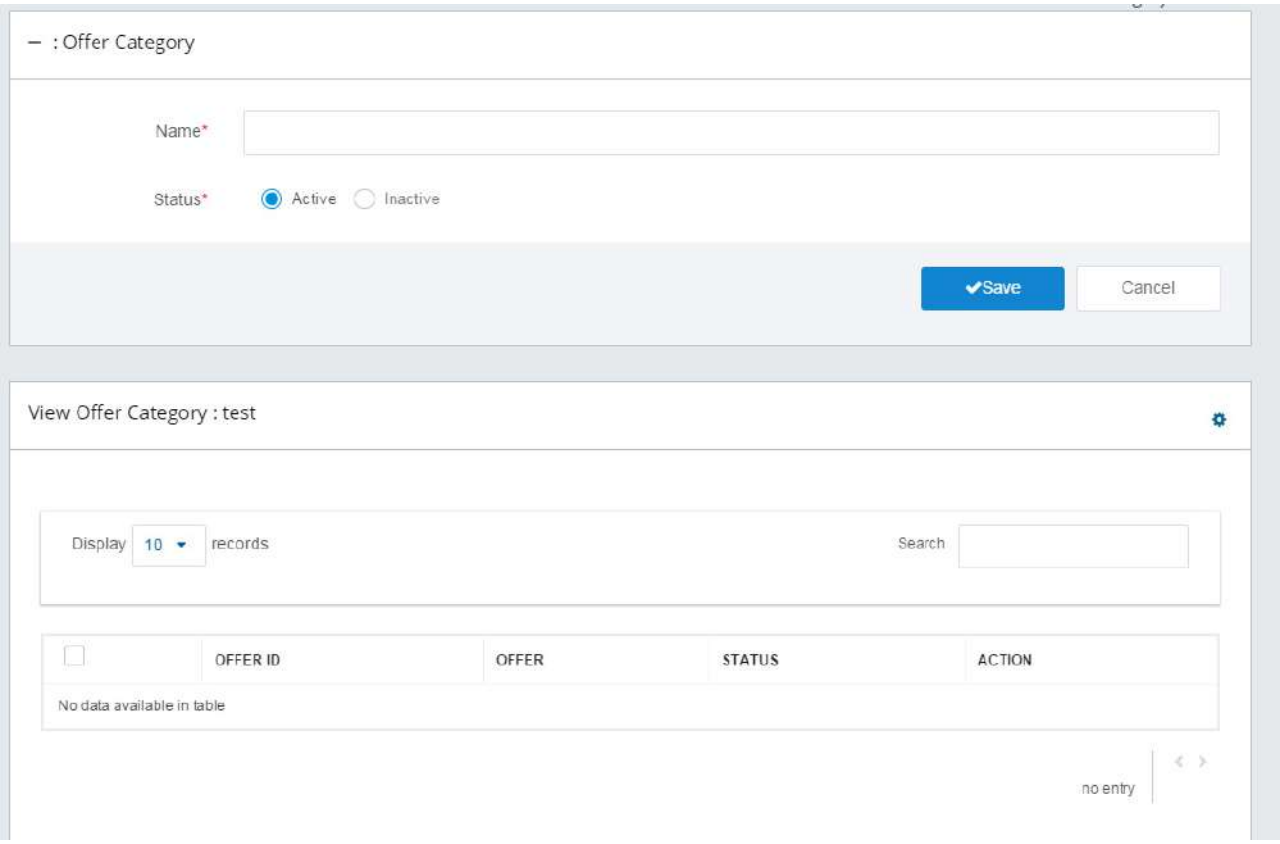
2.**Search**: Search offers category from their name, status, date or any number then use this search box.

3.**Actions** :

- **Status Change**: To Change multiple category status at once click here.
- **Edit** : To edit category details Click **Action > Edit**
- **View** : To view all offers of a category then click on **Action > View**
- **Add Offer** : To add offer in the corresponding category click on **Action > Add offer**

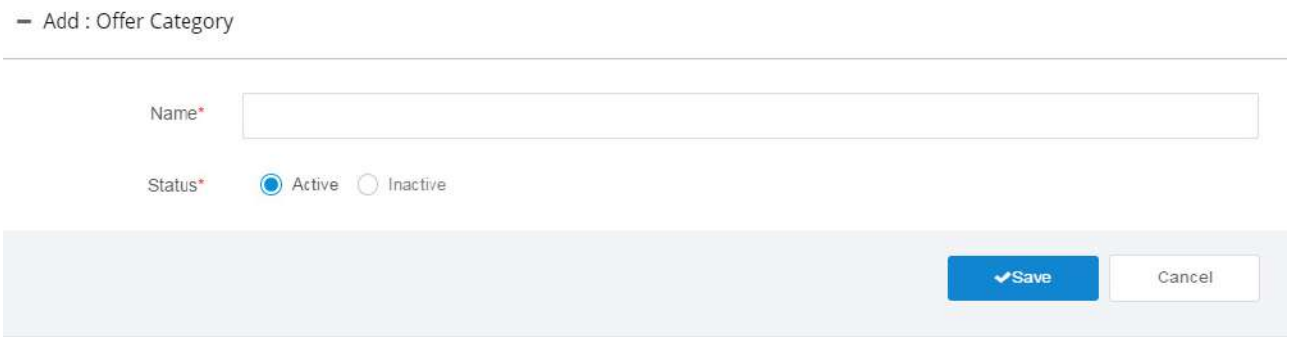
Add offer to the category

To add offers in this category click on the name of the group, you will be able to see existing offers of the group if any, or can add by going to action on add Offer or can perform edit actions for group offers.



Add

To add offer category click on offer category or click on add offer category in options, specify the name and status of the category. Once done click on **save**.



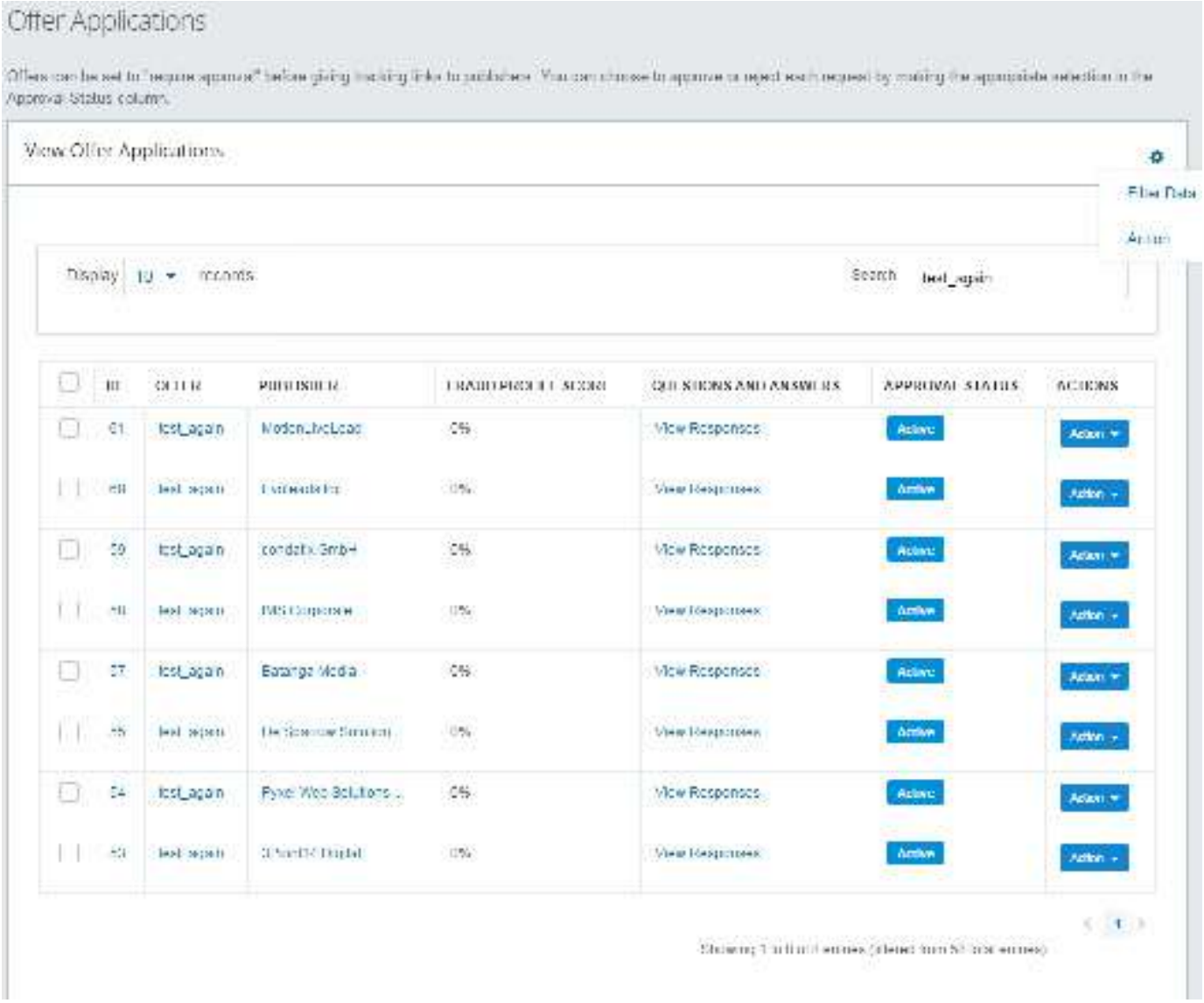
Offer Application

GOTO: **Offers > Offer Application**.

Here you can modify view offer Applications and also add new one.

Offers can be set to “require approval” before giving tracking links to publishers. You can choose to approve or reject each request by making the appropriate selection in the Approval Status column.

VIEW



Options: Options are available in the right corner, to view options click on cog in the right corner.

1. **Filter Data**: If you want to filter offer application on the basis of offers or on the basis of the status of offer application then use this option.

2. **Search**: Search offers application from their name, status, date or any number then uses this search box.

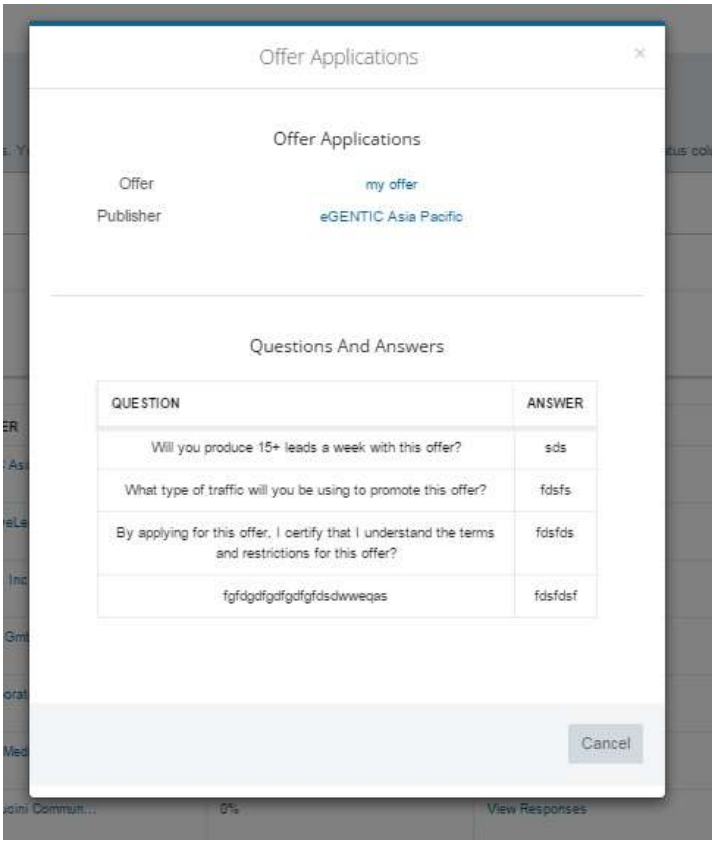
3. **Actions** :

- **Approve** : To approve particular offer application click **Action > Approve**.
- **Deny** : To approve particular offer application click **Action > Deny**.
- **More**: If you want to approve or deny any offer application with notes then use this option, click on **Action > More**, Write a note and click approve or reject as per your need.
- **Status Change**: To change status of multiple offer application then click on this option.
- **View** : To view complete offer application details click on offer application id.

- **View Offer**: To view offer application is on what offer then click on offer name.

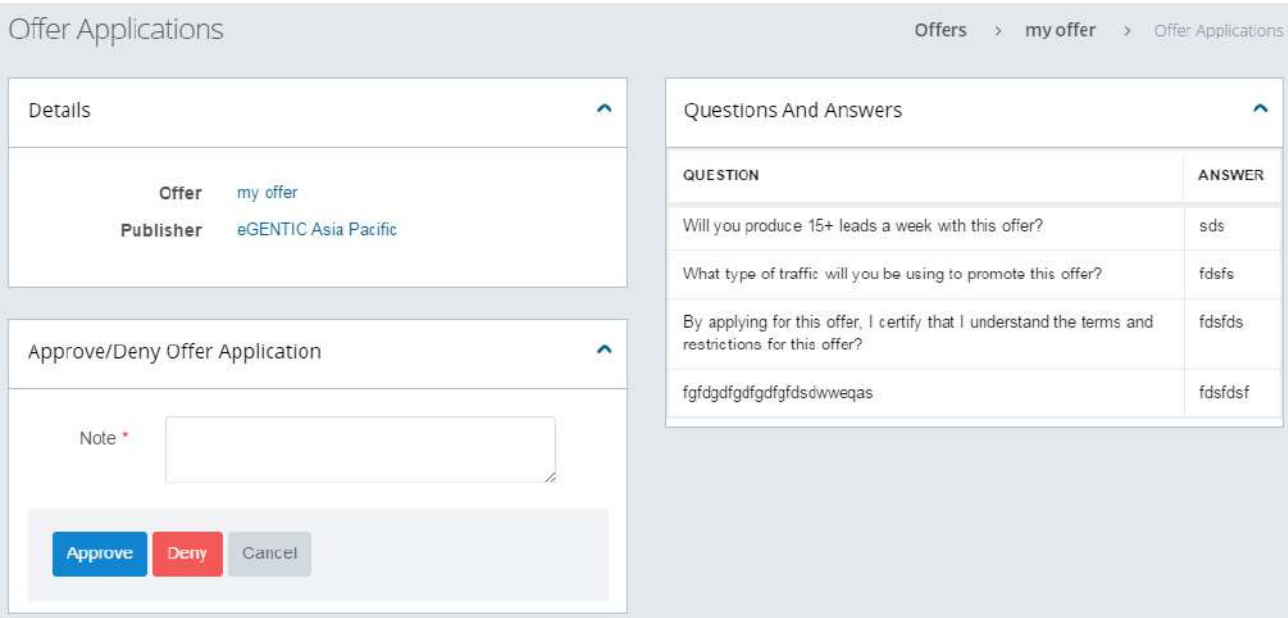
- **View Publisher:** To view publisher that needs the approval for the offer then click on view publisher.

- **View question and answers** : TO view response of publisher to offer question then click on view responses.



MANAGE

To manage an offer application then clicks on offer application ID and enter in the view section of the offer application. Here you will be able to see the details of the offer and its publisher, question and its answers, and you can approve or deny the offer application with notes from here also.



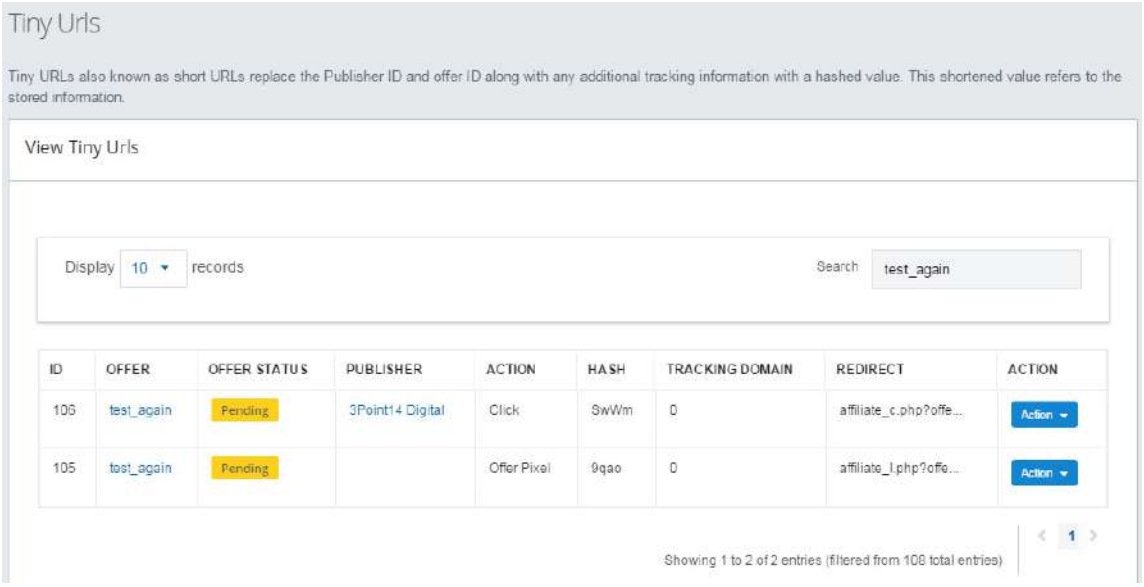
Tiny URLs

GOTO: **Offers > Tiny URLs**
Here you can modify your existing advertisers and also add new one.

Tiny URLs also known as short URLs replace the Publisher ID and offer ID along with any additional tracking information with a hashed value. This shortened value refers to the stored information.

Whenever you generate tracking or encrypt your tracking url for more secured tracking then this is a place where you can view all your encrypted tracking url and can edit them, no encrypted tracking url can be added directly, can only be done when you generating tracking url and encrypting them.

VIEW



A tabular view of all tiny URL can be viewed on this page.

Option: Option that you have here are

1. **Search**: Search tiny URL from their name, status, date or any number then use this search box.

2. **View offer**: To view offer for which the tiny URL was generated then click on the name of the offers.

3. **View Publisher**: Similar to the offer view your tiny URL publisher by clicking name of the publisher.

4. **Action** : Edit tiny url from **Action > Edit** .

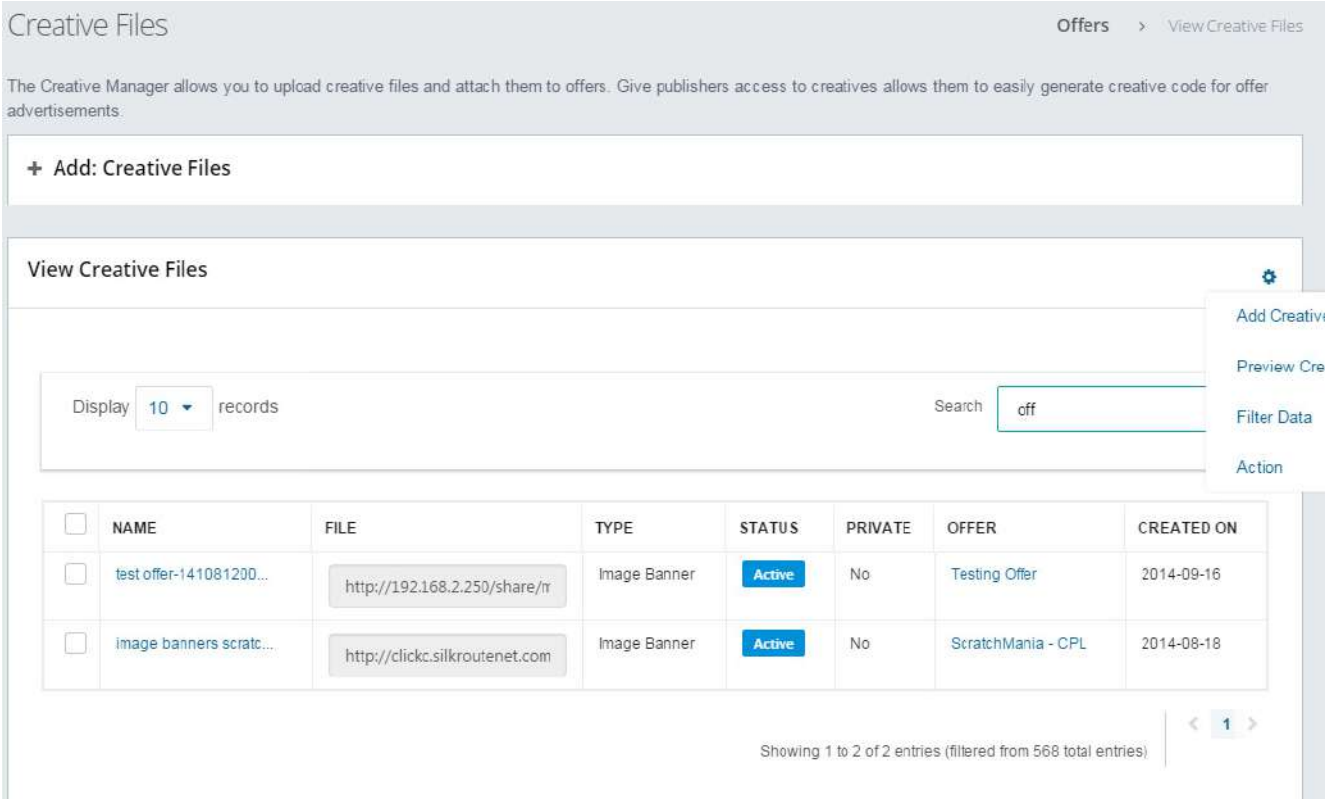
Creative File

GOTO: **Offers > Creative File**.

Here you can modify creative files and also add new creative's.

Creative Manager allows uploading creative files and attaching them to offers. Give publishers access to creative's allows them to easily generate creative code for offer advertisements.

VIEW



A tabular view of all creative files can be viewed on this page.

Options: Options are available in the right corner, to view options click on ⚙ in the right corner.

1. **Add Creative**: To add new creative's clicked here.

2. **Filter Data** : Filter creative's on the basis of Active or deleted creative's or filter creative's based on type or filter creative's on the basis of size or you can do all that in once with respect to date range.

3. **Preview creative files**: You will get the preview of creative that are Image Banner, Hidden Asset and offer thumbnail.

4. **Search**: Search Creative files from their name, status, date or any number then use this search box.

5.**Actions** :

- **Status Change** : Change multiple status of creative from this option

- **View offer**: to view offer for which the creative files were added you can go to that offer complete details page by directly clicking on the offer name.

- **Manage Creative's files**: To view complete details of a creative files and perform multiple action click here.

MANAGE

Once you enter the complete details section of the creative files, you can view a many details of the creative file in the options

1. **Creative file**: Basic Details of a creative file that you provided at the time of creating a creative file can be viewed here.

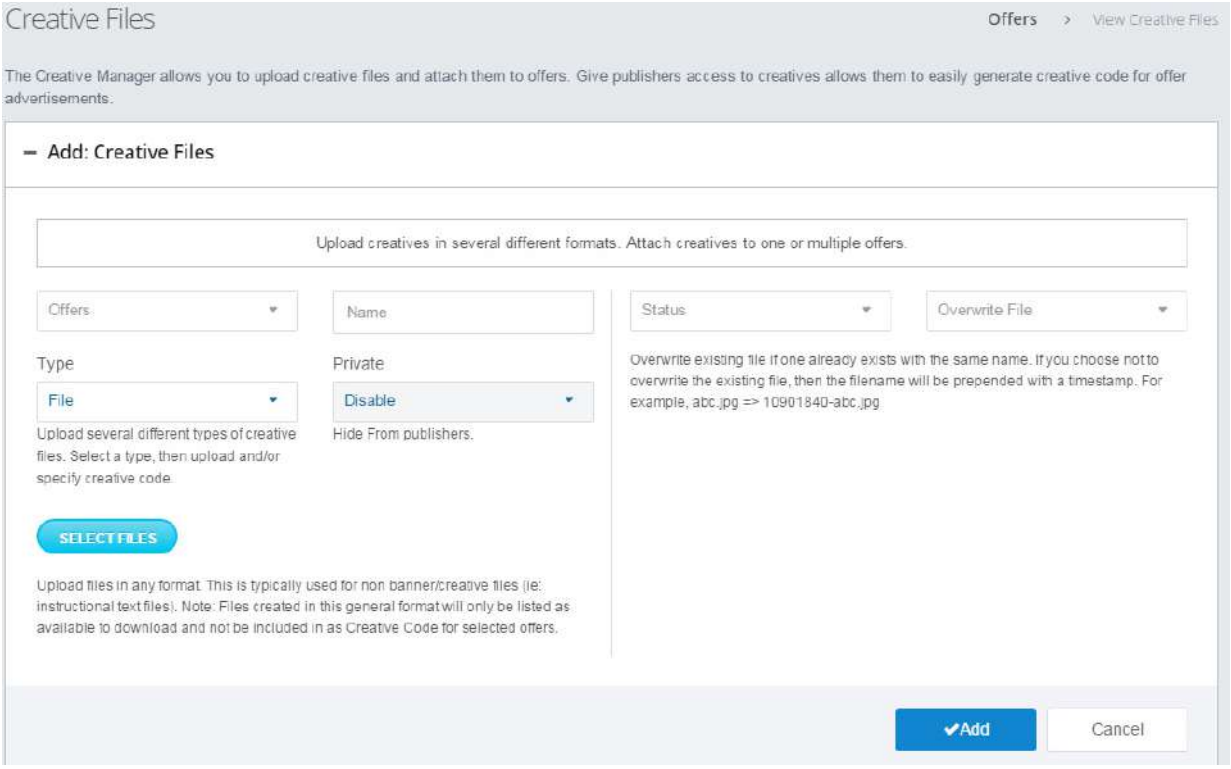
    - You can edit your creative files from here.

2. **Setting**: Settings related to creative file can be visible here; creative file settings are short and hold status and private details.

3. **Preview**: Here you can view the preview of the creative file that you added it can either be an email creative/ image banner or offer thumbnail.

ADD

If you are adding a new creative file then you need to specify a few details such as



1. **Offer** : Select the offer for which you are adding the creative file.

2. **Name**: Name of the creative file.

3. **Type**: Upload several different types of creative files. Select a type, then upload and/or specify creative code.

4. **Private** : Set private enabled to hide this from publishers.

5. **Status** :

6. **Overwrite file**: Overwrite existing file if one already exists with the same name. If you choose not to overwrite the existing file, then the filename will be prepending with a timestamp. For example, abc.jpg => 10901840-abc.jpg.

7. **Select file**: Select different file as per your type choice for example choose image when selected offer thumbnail and choose an html file when selected an email creative or html Ad. You can choose multiple files here and those files will be queued on our server and will be uploaded one by one.

8. **Code**: This option is not default required but it's required when you add an Html Ad, email creative or text link, you can specify the code in this section or you can upload a file. Input code below for this creative. Use %%tracking_link%% or %%etracking_link%% to dynamically include the publisher tracking link or url-encoded tracking link.

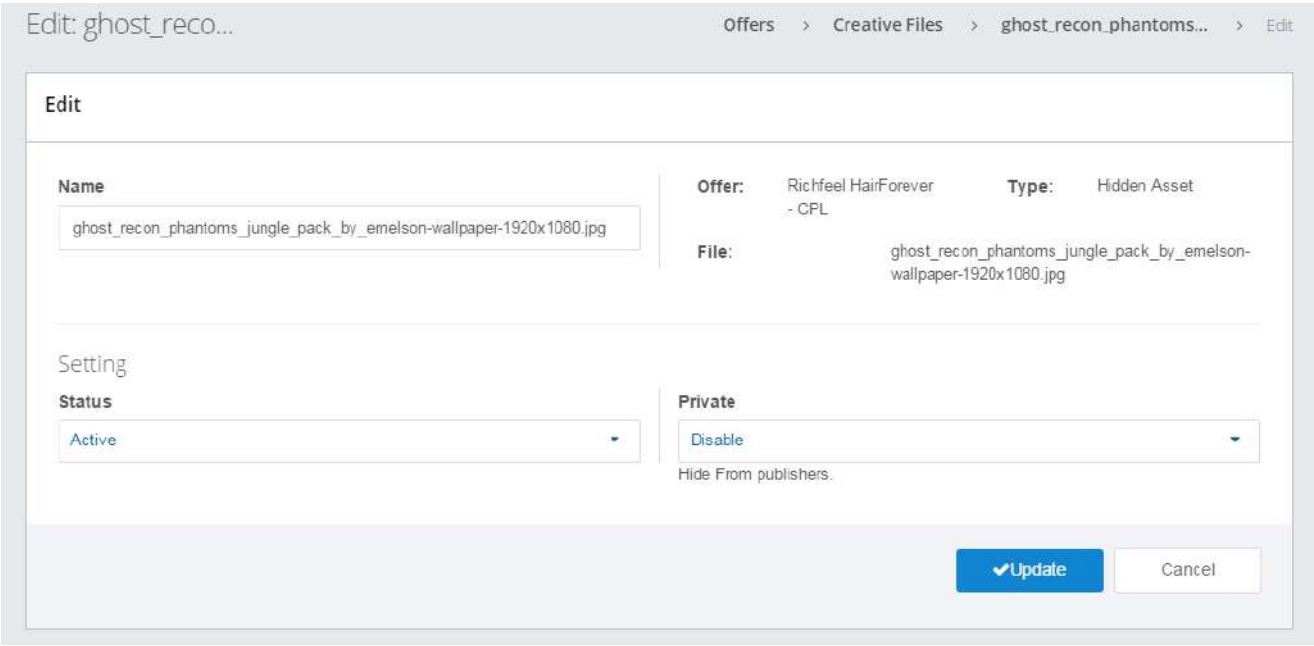
9. **Width**: specify width of the creative file only applicable in flash banner and html Ad.

10. **Height**: specify height of the creative file only applicable in flash banner and html Ad.

11.**Flash vars**: applicable only for flash banner and Add '&' in the beginning of your flash vars.

EDIT

To edit a creative file GOTO that creative file and click edit, once you have entered creative file section you can edit creative file name status and private details, also can add hidden assets if the creative is of type email creative



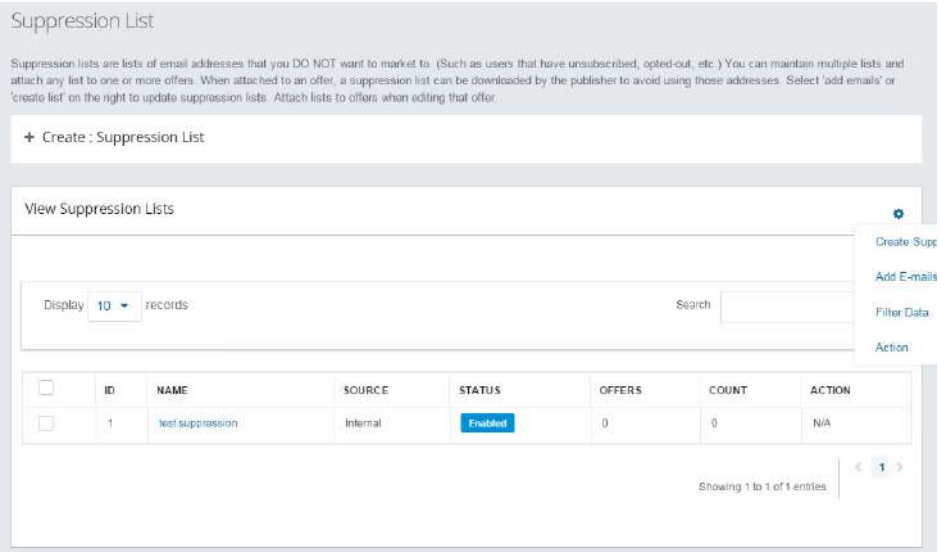
Suppression List

GOTO: **Offers > Suppression List.**

Here you can modify and add suppression list.

Suppression lists are lists of email addresses that you DO NOT want to market to. (Such as users that have unsubscribed, opted-out, etc.) You can maintain multiple lists and attach any list to one or more offers. When attached to an offer, a suppression list can be downloaded by the publisher to avoid using those addresses. Select 'add emails' or 'create list' on the right to update suppression lists. Attach lists to offers when editing that offer.

VIEW



Options: Options are available in the right corner, to view options click on cog in the right corner.

1.**Create suppression list**: for adding new suppression list click here.

2.**Add Emails**: Add an email to any suppression list then click here. Or you can upload multiple lists of emails in and merge it with your existing suppression list, what you need to remember, Upload a suppression list. The file must be in TXT or CSV format. Uploaded suppression lists are processed every 30 minutes. Each record needs to be on a new line and fields must be separated by commas. A valid E-mail address is required and an associated IP address for the E-mail is optional.

3.**Filter Data**: View suppression list on the basis of if they are enabled or not.

4.**Actions** :

- **Status Change**: Perform multiple status change from here.

ADD

To add suppression list click on **Create: Suppression List** and specify the type and name or the suppression list.

To add suppression list click on **Create: Suppression List** and specify the type and name or the suppression list.

While adding suppression list you need to specify whether its

1. **Internal** : Choose emails from the application itself, if you want to suppress emails that are already in silk route choose this option

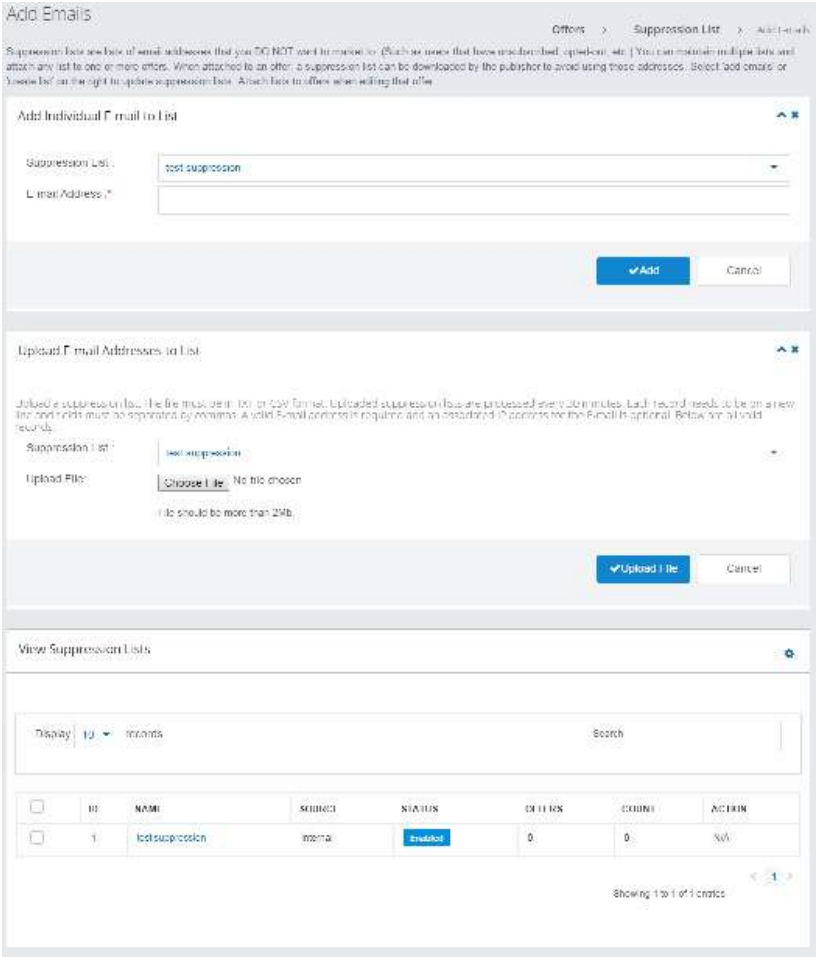
2. **External**: Select external to provide URLs to a suppression list hosted by another vendor.

    1. **Download URL**: URL publishers will use to download the suppression list from.

    2. **Unsubscribe URL**: Provide this unsubscribe URL to publishers so they can add emails to the suppression list.

Once done to save all preferences **Click** "**Add**".

Add Emails

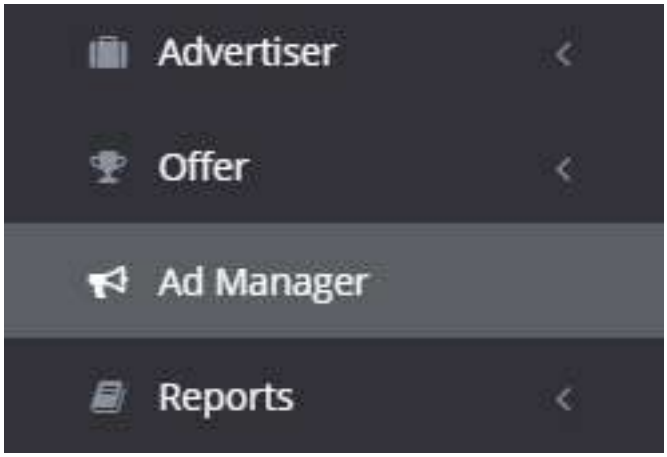

Add Emails
Offers
Suppression List
Add Individual Email to List
Suppression List *
test suppression
Email Address *
Add
Cancel
Upload Email Addresses to List
Suppression List *
Upload File*
Choose File
No file chosen
File should be more than 2Mb.
Upload File
Cancel
View Suppression Lists
Display
10
records
Search
ID
NAME
SOURCE
STATUS
OFFERS
COUNT
ACTION
1
testsuppression
manual
Enabled
0
0
N/A
Showing 1 to 1 of 1 entries

AD Manager

The Ad Manager is a complete ad serving solution. Easily create banner or text advertisement campaigns, add creative's already loaded in your network to campaigns, upload new creative's on-the-fly, and add an unlimited number of creative's and offer combinations to a campaign.

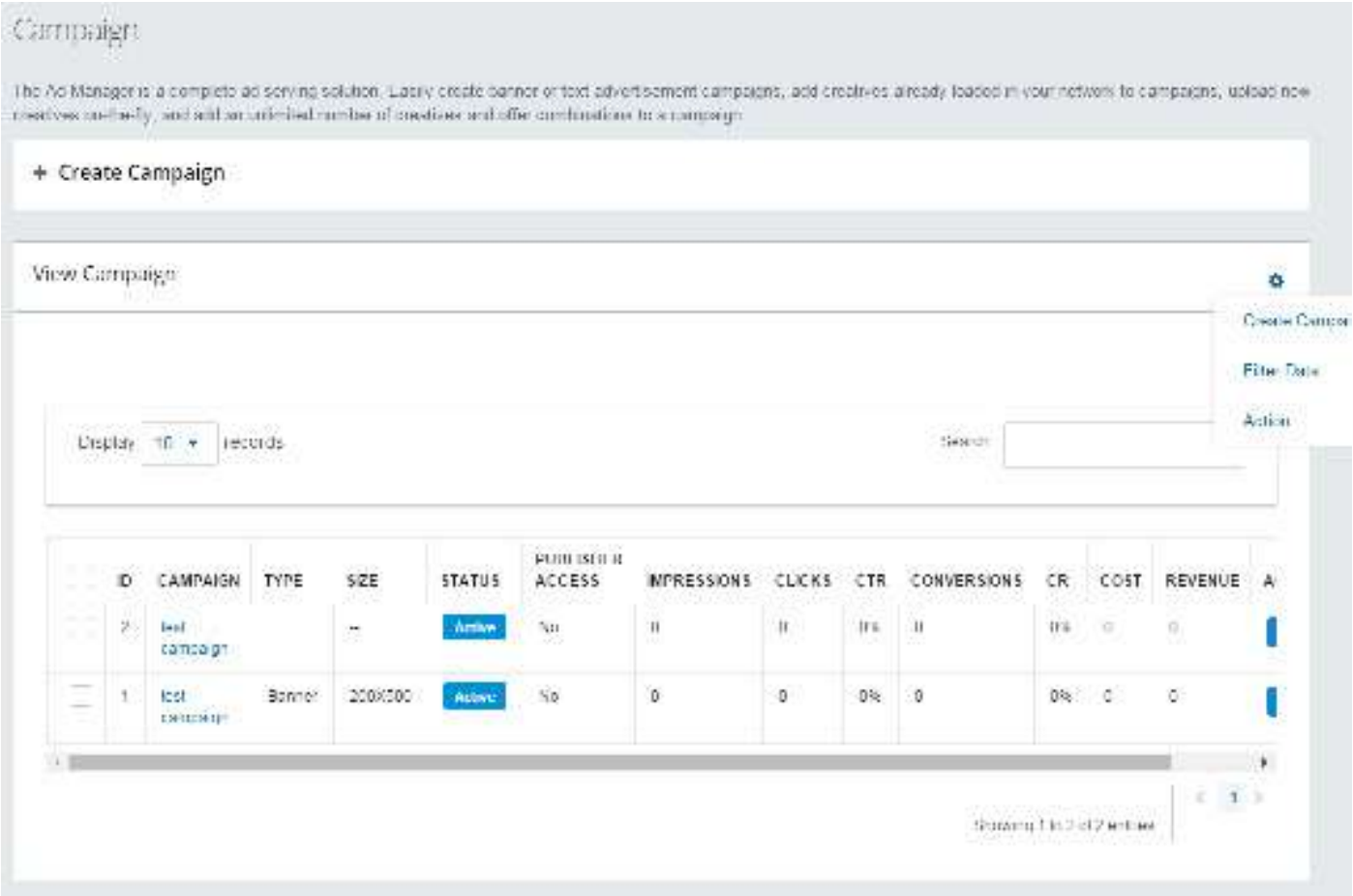
You can add/ view and modify existing ad from here. Complete details and information related to Ad that exists in silk route can be viewed here,

For viewing Ad manager options, Click on **Ad Manager** in the menu.



VIEW:

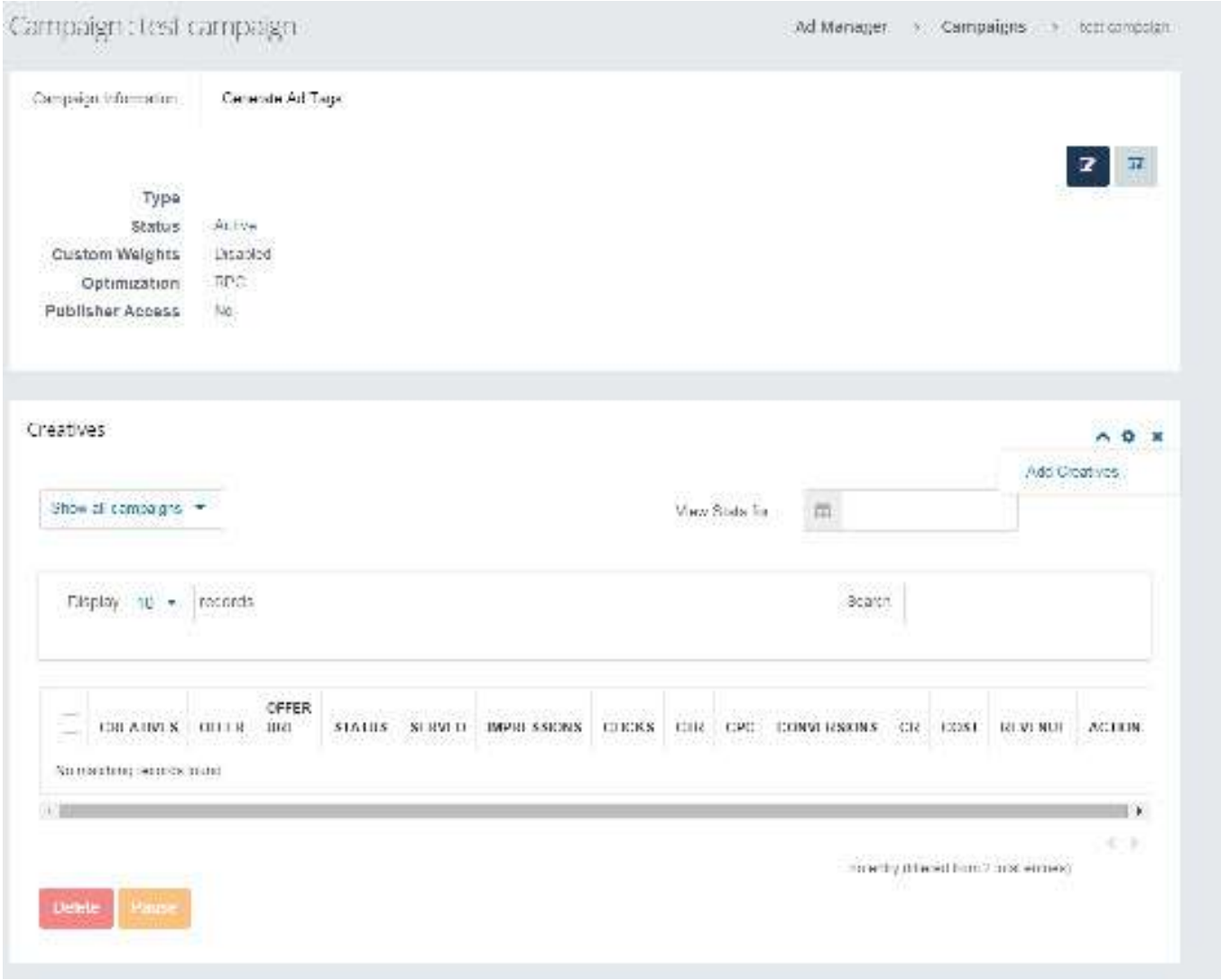
A tabular view of all existing campaigns can be viewed on this page.



Options: Options are available in the right corner, to view options click on ⚙ in the right corner.

1. **Create Campaign:** for adding new campaign click here.
2. **Actions :**
    - **Status Change:** Perform multiple conversion status change from here.
    - **View :** To view and manage complete details click on name or click on view
    - **Edit:** To edit and make changes to your existing campaign click here.
3. **Filter Data:** To filter campaigns based on their status.
4. **Search:** Start typing name, id or date to filter data as per your requirement.

MANAGE:



To manage complete details of a campaign then go to this section, you can do that by clicking the name of the campaign from view or go to **Action > View.**

1. **Campaign Information:** Basic and detailed information of a campaign is visible here and option you get here is to edit campaign and view statistics of the campaign by going to the campaign report.

2. **Generate Ad Tag** : To promote a campaign at different websites, then use this ad tag generation, which requires minimal information and generates output in the box below,

- **Choose publisher** : for whom/by this campaign will be promoted

- **Tracking domain** : which tracking domain to use while tracking your leads and conversion by default there is only default tracking domain and can be added from domain settings, to know more about tracking domain go to settings section

- **Format** : choose JavaScript or frame to generate the desired kind of output all the necessary information required for a campaign to be promoted

- **Sub Id**: A Sub ID allows publishers to pass unique values (I.e. a user ID or any other user information) into the tracking link. The Conversion Report provides a list of conversions by publisher Sub ID. Standard alpha numeric characters can only be used. You can add a total of five Sub IDs to each tracking link: aff_sub (used above), aff_sub2, aff_sub3, aff_sub4, and aff_sub5.

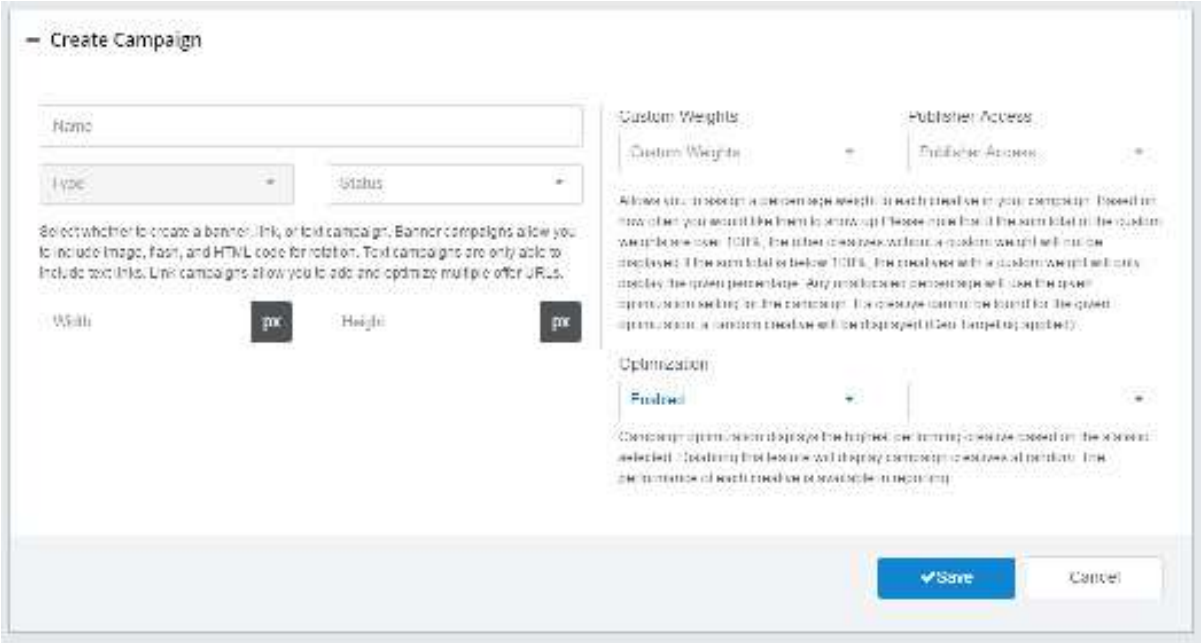
- **Source id**: A Source allows publishers to group and filter statistics in reports. Standard alpha numeric characters can only be used and must be less than 20 characters.

- **Click Redirect**: Adding a redirect URL allows you to track clicks on third party systems. Redirects are placed immediately before the tracking URL and must be URL encoded.

- **Encrypt Tracking** : Change ad link into encrypted and more secured link

3. **Creative's** : A Tabular view of creative's can be viewed here , this table shows only those creative's that were added to this particular campaign and if you want to add more creative's or new creative's to this campaign then go to creative's option in the right corner and click add creative's. Similar filter and searching options are available here. If you are adding creative's in the campaign then you need to specify with which offer URL you want and click add to campaign.
Copy the generated ad tag and use this for promotion purpose.

ADD:



To add new campaign click on **Create Campaign** from options or directly, Specify a few details such as

1. **Name**: Name of the campaign whatever you want it to be.

2. **Type**: Select whether to create a banner, link, or text campaign. Banner campaigns allow you to include image, flash, and HTML code for rotation. Text campaigns are only able to include text links. Link campaigns allow you to add and optimize multiple offer URLs.

3. **Status**: Specify the status of the created campaign, what to live the campaign then choose active, if you want to pause live campaign for a reason then mark it as pending or you can set it as deleted.

4. **Custom Weight**: Allows you to assign a percentage weight to each creative in your campaign. Based on how often you would like them to show up. Please note that if the sum total of the custom weights is over 100%, the other creative's without a custom weight will not be displayed. If the sum total is below 100%, the creative's with a custom weight will only display the given percentage. Any unallocated percentage will use the given optimization setting for the campaign. If a creative cannot be found for the given optimization, a random creative will be displayed (Geo Targeting applied).

5. **Publisher Access**: This can be set to enable or disabled, if enabled allow publisher to access the campaign in their publisher area if disabled only permitted publisher will be able to use this campaign.

6. **Optimisation**: Campaign optimization displays the highest performing creative based on the statistic selected. Disabling this feature will display campaign creative's at random. The performance of each creative is available in reporting.

7. **Dimensions** : Specify the particular dimensions of the campaign, every campaigns needs to have a proper dimensions, that can be :

- **Width**: specify the particular width of the campaign, by default there is no width so a minimum or maximum width can be provided in the campaign in form of pixel.

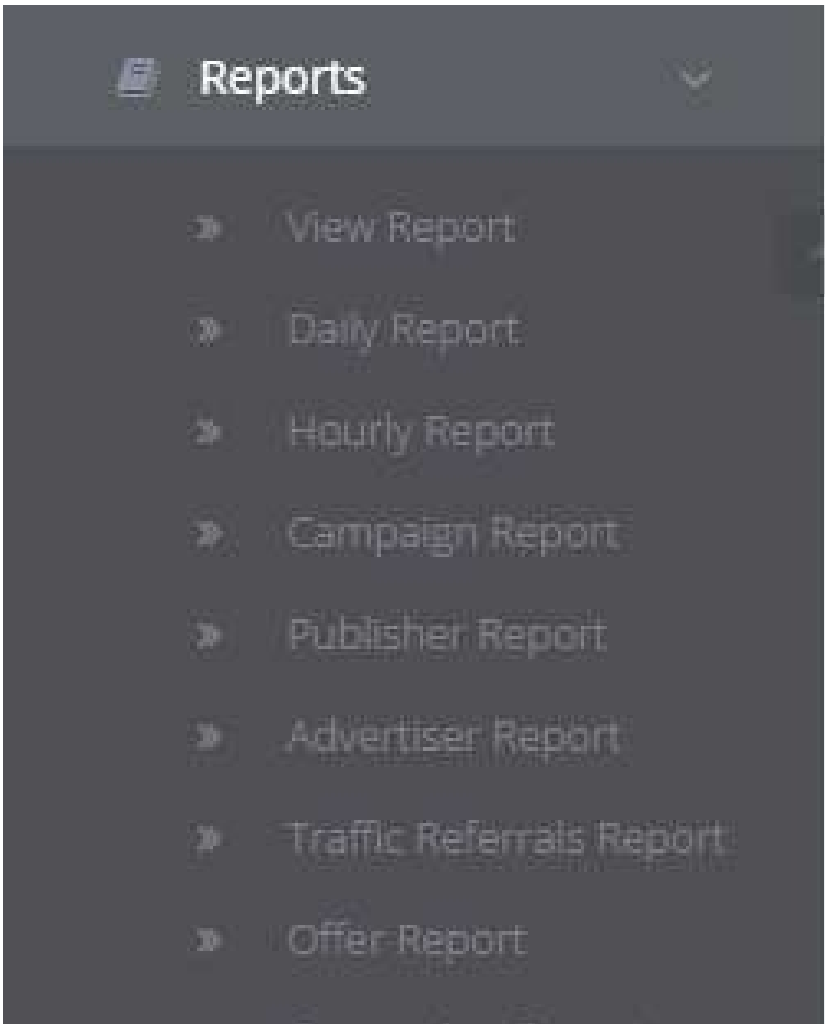
- **Height**: specify the particular height of the campaign, by default there is no height so a minimum or maximum height can be provided in the campaign in form of pixel.

Once done click **save** to save your campaign.

Reports

Report is a very powerful and much optimised system of the silk route, this system work in real time and manages data in real time, there are certain and very precise option in report, also report can be divided into sub category and that way you have options to view report basis on their type.

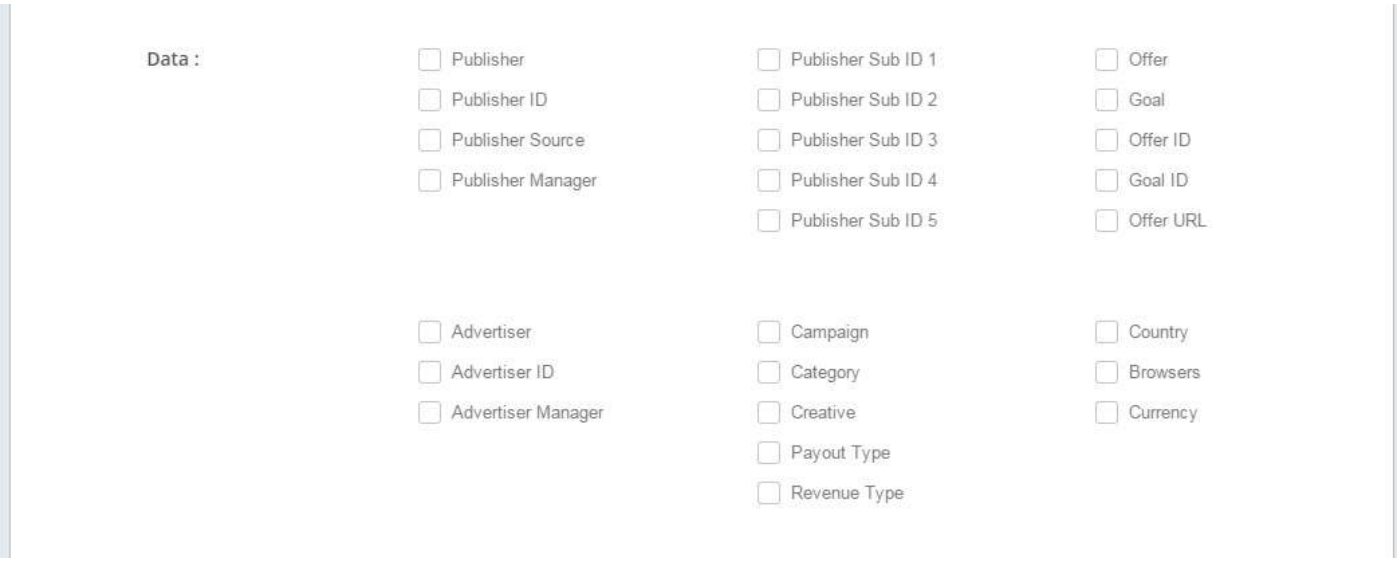
For viewing Reports, Click on **Reports** in the menu.



NOTE: Processing Report depends on the time interval you select for your report, it make take longer processing when chosen larger Interval.
When you enter into report you will find three sections that you have, option, time frame and the generated output, each section is equally important at its place proceed step by step from option then time frame.

1. **Options**: Most important facility in report, you can choose what you want and how you want with this option once you open a report you always need to set parameters about what you need in the report. Options can also be categorized as

- **Data** : This section hold what you need as a preview in your report, options may change as per report type, a few report types share the same option, based on report every necessary option is covered and placed as per use and requirement. Some of the data options are



- publisher
- publisher id
- advertiser
- publisher manager
- sub id
- offer
- goal
- country
- currency
- browser

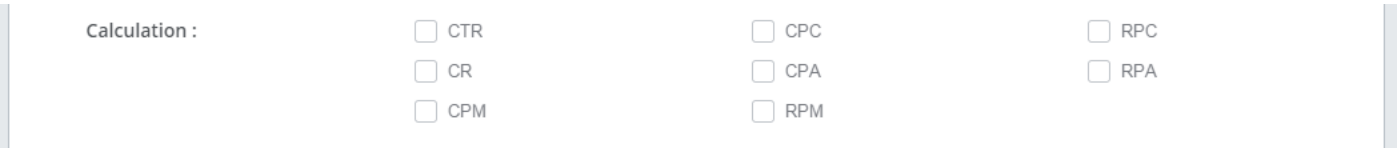
And many more, each option on checked will provide you the specified and required details

• **Statistics** : Statistics deals with the tracking part, tracking is done for leads conversion clicks, to identify whether and what kind of conversion you had or click(unique/gross) you got, then choose this option, a few statistics options are

- Impression – total number of times a pixel that was displayed.
- Gross click – total number of clicks.
- Unique click – unique count of the clicks
- Clicks – this can return either gross or unique click as per your settings
- Cost – total amount as payee generated as per offers.
- Profit – revenue minus cost.
- Sale amount – total sale on approved conversion
- Revenue - total amount as income generated as per offers.

And many more. Each option you check will provide the calculated and distinguished details with the option in your report.

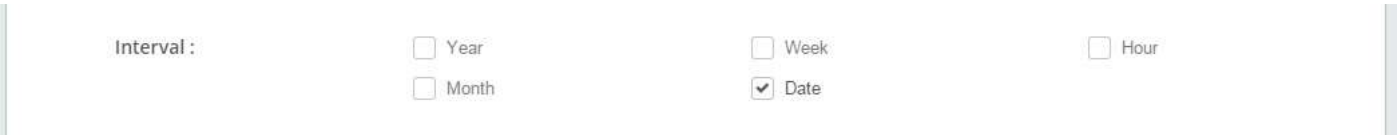
• **Calculation** : Calculation deals with calculation part that can be performed on your tracking and also used for distinguishing the data from one part to another, a few calculation are



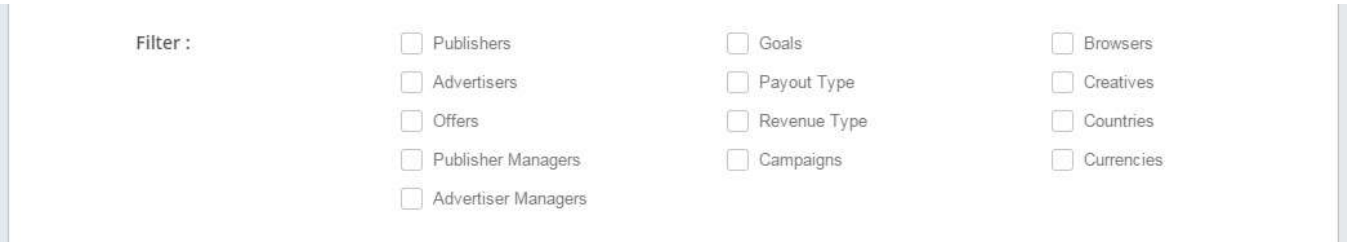
- CTR - CTR stands for Click Through Rate
- CR - CR stands for Conversion Rate.
- CPM - RPM stands for Cost per Thousand Impressions.
- CPC - CPC stands for Cost per Click.
- CPA - CPA stands for Cost per Acquisition.
- RPM - RPM stands for Revenue per Thousand Impressions.
- RPC - RPC stands for Revenue per Click.
- RPA - RPA stands for Revenue per Acquisition.

• **Mobile Parameter**: Mobile parameters are very useful for tracking your leads from mobile devices, such as tablets and mobile phones, these parameters helps you specify exact mobile element that was tracked with the lead, for example, android with version with device, some of the mobile parameters are device brand, device model, device OS, device OS version, device demand many more related to android and apple devices.

• **Interval**: To get much specified information related to date and time in your report then use this option, it will also be appended with the data that you get when you generate the report and will tell you the exact date time detail of each and every click or conversion that was tracked while working on silk route. A few interval options are year, month, week, date, hour and many more.



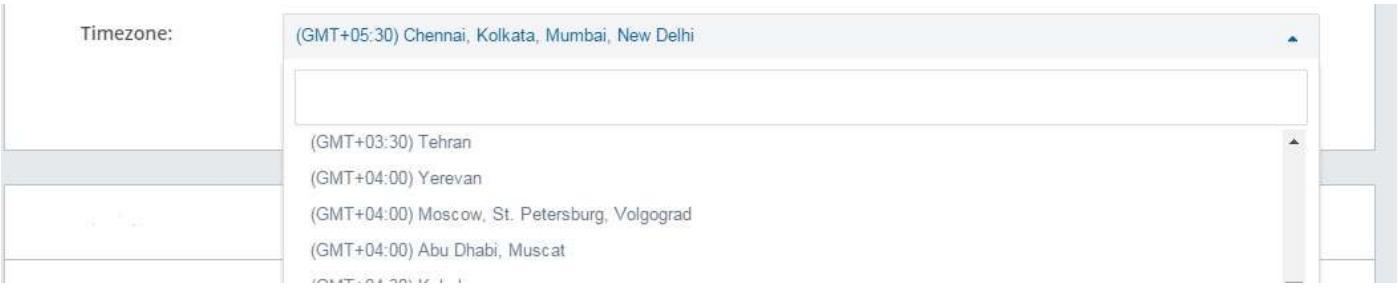
• **Filter**: In comparison to every filter working on silk route this one has a little different working, here you can fetch data related to a particular option or you can get data for every option, which deepens on how precise results you want. For example if you want to generate report for a particular publisher or view report for a set of publishers then filter publisher and choose your custom publisher in here. A few option that you get here are



- publishers
- publisher id
- advertisers
- publisher managers
- advertiser managers
- payout type
- revenue type
- offers
- goals
- country
- currency
- browser

And many more.

• **Time zone** : Different leads are tracked as per different time zone and sometimes each lead that has been tracked does not return exact time of when it was tracked, so you can change the time zone as per locations and can get the exact value that you wants. These settings over ride the time zone setting of the application, temporarily for report, or you can set your report time zone in setting and use that as your time zone.



2. **Time Frame**: Time frame is no other thing but it's the time interval for your report, this time interval option hold an extra option for all time reporting since the date silk route working started.

3. **Statistics**: Statistics is a tabular representation of your report, by default it will show the report of the current date, if no data found or no data option checked then it will show you no statistics available or no data selected for filtering.

DATE	IMPRESSIONS	CLICKS	CONVERSIONS	COST	REVENUE	PROFIT	CPC	RPC
2014-08-22	1	214	24	$70.00	$416.40	$0.00	$0.00	$0.00
2014-08-21	0	84	40	$1,304.70	$2,071.42	$0.00	$0.00	$0.00
2014-08-20	7	80	60	$1,750.53	$3,576.53	$0.00	$0.00	$0.00
2014-08-19	1	229	29	$119.09	$170.00	$0.00	$0.00	$0.00
2014-08-18	0	15	10	$75.06	$80.07	$0.00	$0.00	$0.00
2014-08-16	0	1	1	$10.00	$32.00	$0.00	$0.00	$0.00
2014-08-14	0	8	5	$37.00	$114.00	$0.00	$0.00	$0.00
2014-08-13	0	9	9	$8.17	$10.73	$0.00	$0.00	$0.00
	12	652	178	$3,414.01	$7,290.01	$0.00	$0.00	$0.00

Once all the things are set then click "**Run Report**" to get your statistics. Once a report is generated you can export it to a css file by clicking "**Export to CSV**".

View Report:

GOTO: **Report > View Report**

Daily Report:

GOTO: **Report > Daily Report**

When you enter into daily report, you get a few option pre checked for you use, the data it returns as per daily basis. The option that you get selected here

- Impression, clicks, conversion, cost, profit, revenue, CPC, RPC, Date

To customize option apart from this and to select more data use options and set parameters as per your requirements.

Hourly Report:

GOTO: **Report > Hourly Report**

Similarly to Daily Report, When you enter into hourly report, you get a few option pre checked for you use, the data it returns as per daily and hourly basis. The option that you get selected here

- Impression, clicks, conversion, cost, profit, revenue, CPC, RPC , CR , Date and Hour

To customize option apart from this and to select more data use options and set parameters as per your requirements.

Campaign Report:

GOTO: **Report > Campaign Report**

Campaign report presents the report for the promotions of your campaign its options are way similar to the daily and hourly report, you can view campaign report on hourly, daily, weekly or yearly basis. The option that you get selected here

- Campaign, Creative, impression, click, revenue, conversion, cost, profit , CPM and RPM

To customize option apart from this and to select more data use options and set parameters as per your requirements.

Publisher Report:

GOTO: **Report > Publisher Report**

The best way you can measure a performance of individual publisher for same or different offers, you can do it here. You can get leads and all customize data that you want related to a publisher in this report. The option that you get selected here

- Publisher, click, revenue, conversion, cost, profit , CPC and RPC

To customize option apart from this and to select more data use options and set parameters as per your requirements.

Advertiser Report:

GOTO: **Report > Advertiser Report**

Similar to a published report you have your advertiser report, this report is very useful for checking whether the advertiser offers and campaigns got the desired result by the publisher and were there traffic generated or not, what amount was generated and what amount is revenue or cost. The option that you get selected here

- Advertiser, click, revenue, conversion, cost, profit, CPC and RPC, CR.

To customize option apart from this and to select more data use options and set parameters as per your requirements.

Traffic Referrals Report:

GOTO: **Report > Traffic Referrals Report**

Traffic referral report has different and very limited number of options which only provides details about traffic and what were the Referrals for the traffic. The option that you get selected here

- Publishers, Offers, Traffic Link Referrals, click, conversion.

To customize option apart from this and to select more data to use this options and set parameters as per your requirements.

Offer Report:

GOTO: **Report > Offer Report**

The offer report is similar to daily or publisher report, option you get here are same as their options, this report focus on offer and its data, without any corresponding publisher or advertiser. Each offer can be campaigned by different publisher and to view total leads for offers, use this report. The option that you get selected here

• Advertiser, offers, click, conversion, revenue, cost, profit, CPC, CPR and CR.

To customize option apart from this and to select more data use options and set parameters as per your requirements.

Conversion Report:

GOTO: **Report > Conversion Report**

A conversion report holds more options than any other report a conversion report is a complete stats for all the conversion that were tracked by our system, every conversion you get can be seen here, The conversion can be approved/Pending/Rejected or you can do that, you can mark any conversion as approved or rejected as per your requirement, this can be done to each individual conversion or you can perform same action for bulk conversions. The option that you get selected here

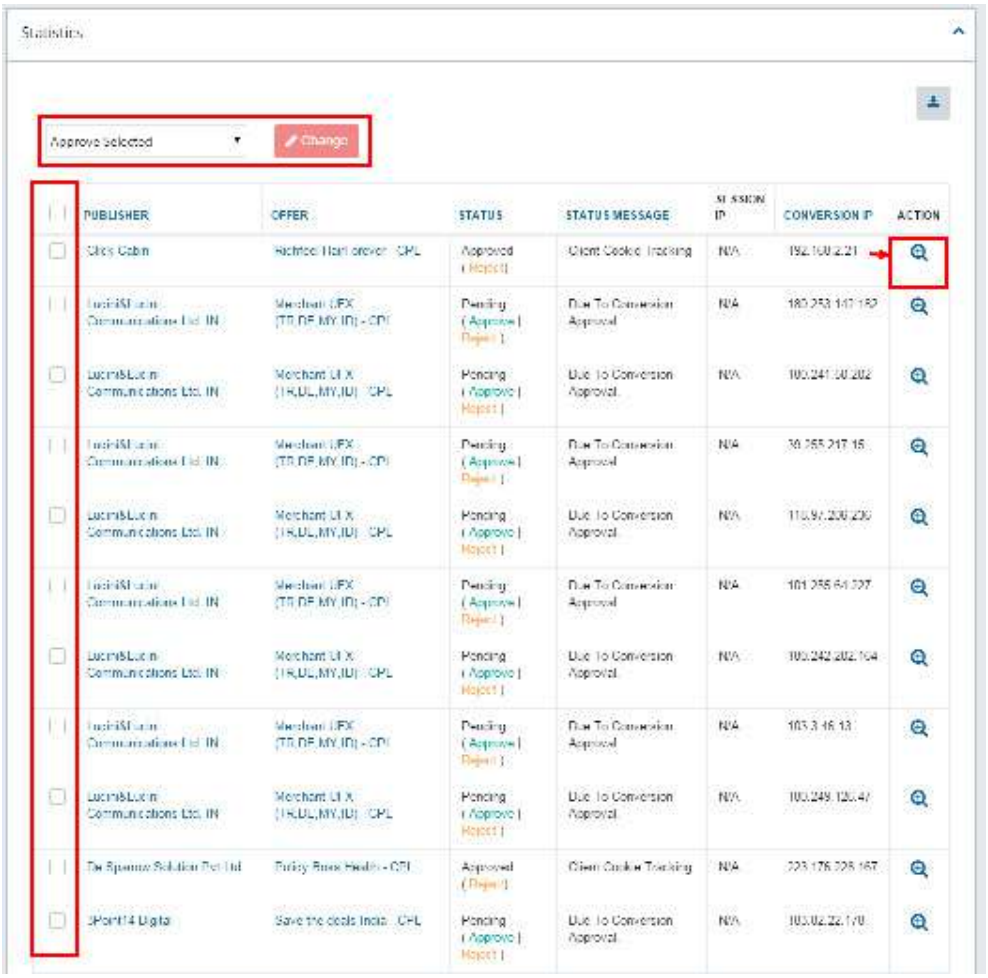
• Publisher, publisher sub id 1, offer, status, status message, session IP, conversion IP, Status Message, Conversion IP and Date Time.

Addition to that you get a search bar for this report where there are different values that you can use for filtering you results with filter name and filter value, The option you have in here for your filter are

• Session IP, Conversion IP, Publisher Source, Transaction ID, publisher Sub Id 1, publisher Sub Id 2, publisher Sub Id 3, publisher Sub Id 4, publisher Sub Id 5, traffic link referral, conversion pixel referral and advertiser sub id – choose from one option and enter its value if any record that matches your criteria will be processed and you will get a generated output.

Click on **Run Report** to get conversion report.

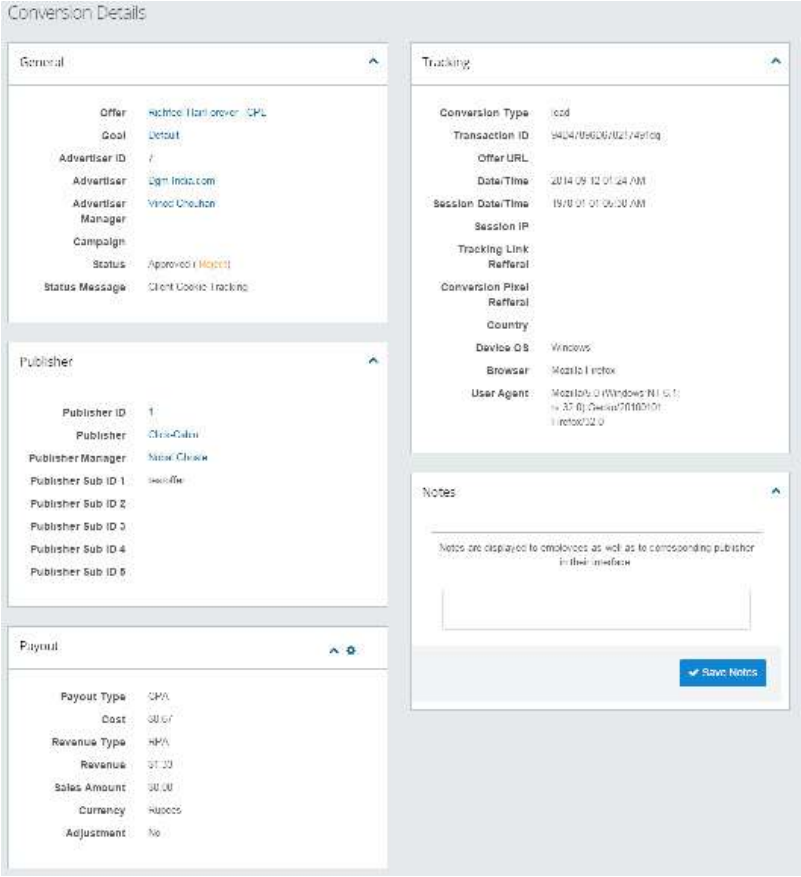
Once the report is successfully generated you will be able to perform bulk operation on the conversion report.



MANAGE:

Similar to other system management you can manage each and every conversion to view complete details related to a conversion click **Action > View**

Once You Enter Conversion you have



1. **General Information**: Details about offer, goal its advertiser and its manager, status and status message can be viewed here.

2. **Tracking Details** : Details related to tracking like how was the lead tracked, what was transaction id, traffic referral, conversion pixel referral and details like browser and user agent and device OS.

3. **Publisher** and its **sub ids** : details related to the publisher like publisher name and id and all the sub id, if there are no sub ids it will display blank

4. **Payout**: What is the payout and revenue of the conversion and where there any adjustments made or not. You can edit complete conversion payout from here click on ⚙ **>** Edit

- Once clicked on edit, enter new payout , revenue and sale amount and click Update

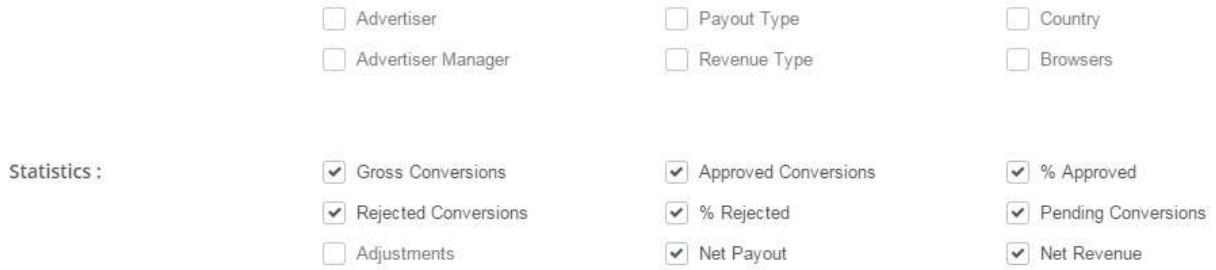
5. **Notes**: Notes are displayed to employees as well as to corresponding publisher in their interface. You can always update your notes, by entering a note and click save note to save changes.

Conversion Status Report:

GOTO: **Report > Conversion Status Report**

Conversion Status report is all about report statistics and calculation which get you an approx and exact value about what were the stats of each and every conversion as per publisher and offer. Publisher, offers, gross conversion, approved conversion, % approved, Rejected Conversion, % Rejected, pending conversion, net payout and net revenue.

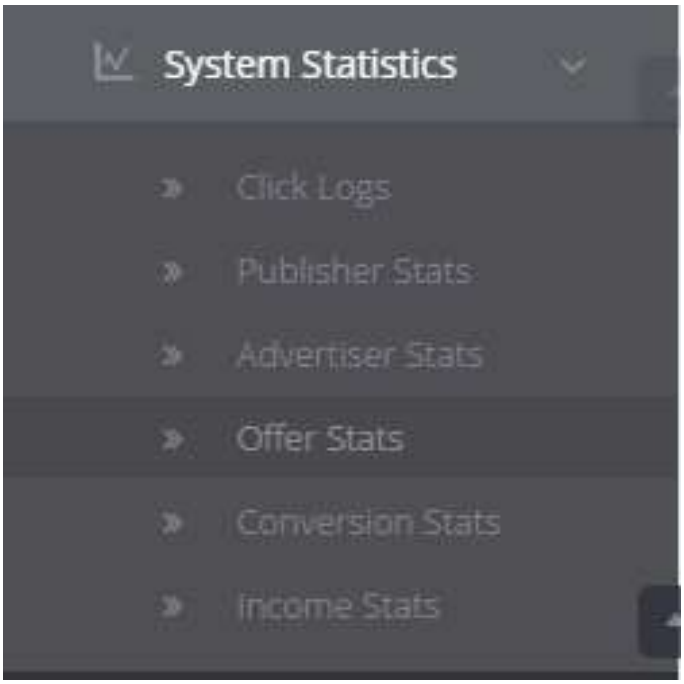
To customize option apart from this and to select more data use options and set parameters as per your requirements.



System Statistics

System Statistics are graphical and easy to understand representation of your report. Also you can view user statistics with this option; a statistics holds the complete and short details of the user.

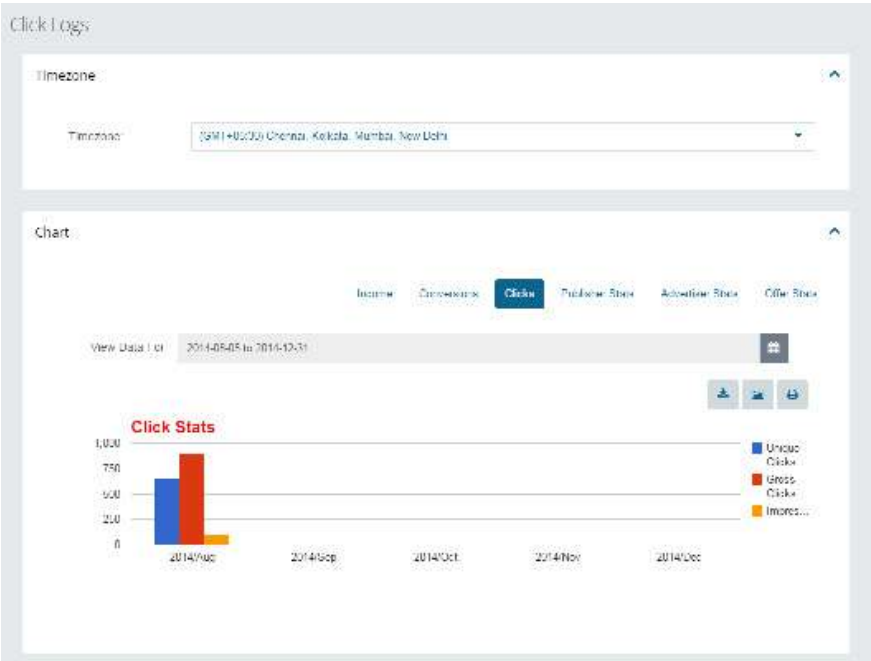
For viewing Statistics options, Click on **Statistics** in the menu.



The statistics depends on the date you select and the data fetched will be between the dates that you select, to change and see different stats every time choose different dates and rest we will do it for

Click Logs:

GOTO: **System Statistics** > **Click Logs**



This section shows the total clicks in particular date duration in the form of a bar chart. Options that you get here, you have labels here that specify what colour shows what in the chart, mainly click log is all about gross click and unique click and as well as impressions.

Options

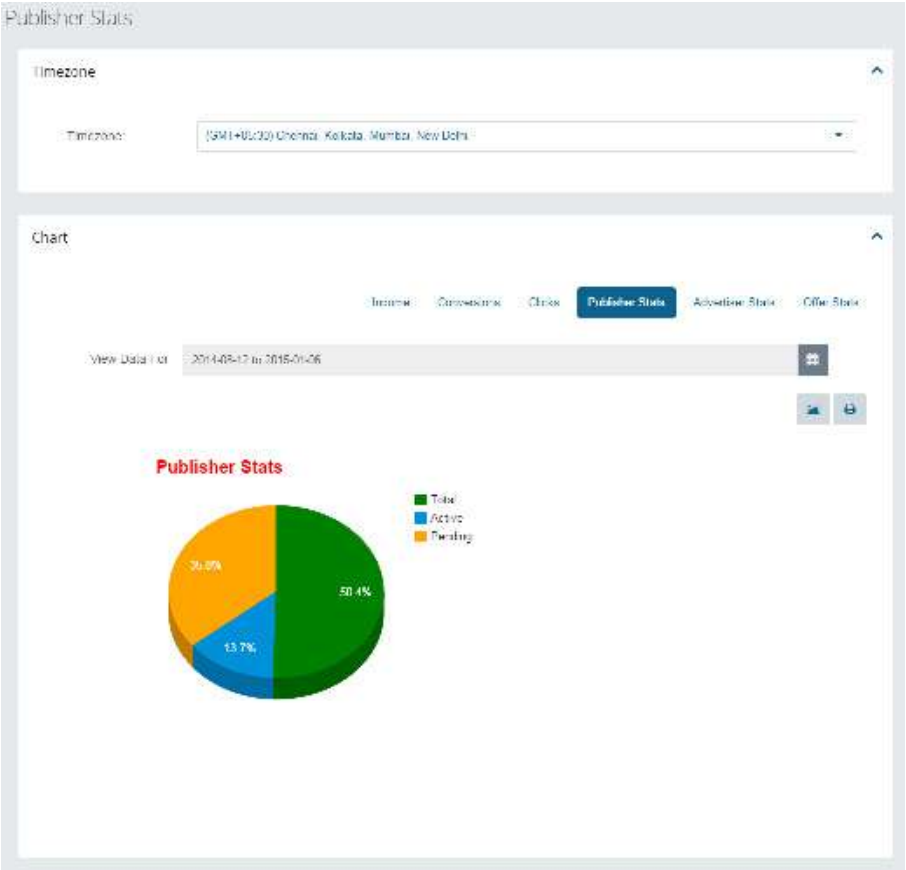
1. **Export to CSV** : If you want a log of the clicks with more specified details within a date range then use this option to export your clicks into a css file and download it

2. **Download Image**: If you want an image version of the chart that you are viewing to be downloaded then use this option.

3. **Print**: If you want to print the chart that you are viewing then uses this option.

Publisher Stats:

GOTO: **System Statistics > Publisher stats**



This section shows the total number of publisher in the form of pie chart that was created or joined silk route within the particular time interval. Labels are also provided here which specifies the publisher status.

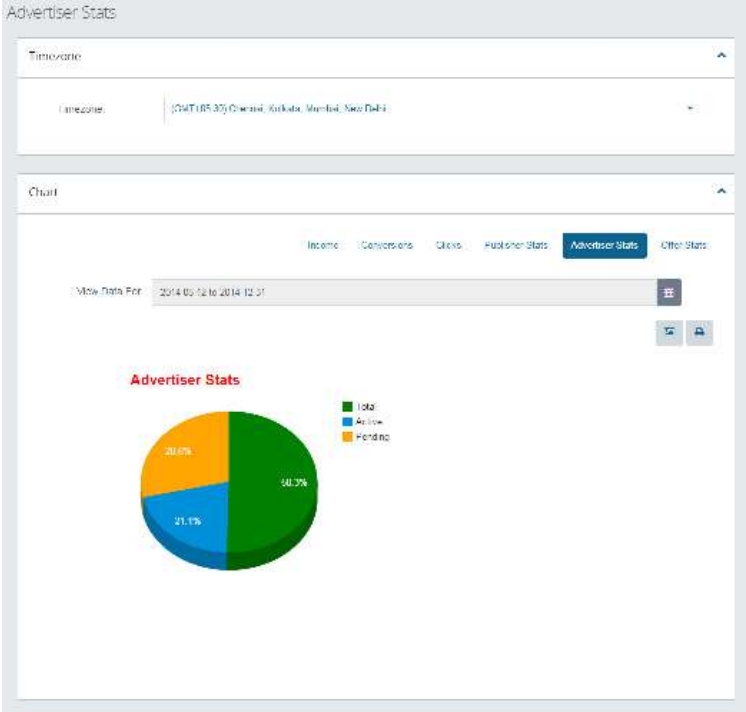
Options

1. **Download Image**: If you want an image version of the chart that you are viewing to be downloaded then use this option.

2. **Print**: If you want to print the chart that you are viewing then uses this option.

Advertiser Stats:

GOTO: **System Statistics > Advertiser stats**



Similar to publisher statistics you can also have advertiser stats in the form of pie chart which shows the created or joined advertiser within a particular time interval. Similar to publisher you also have advertiser status labels.

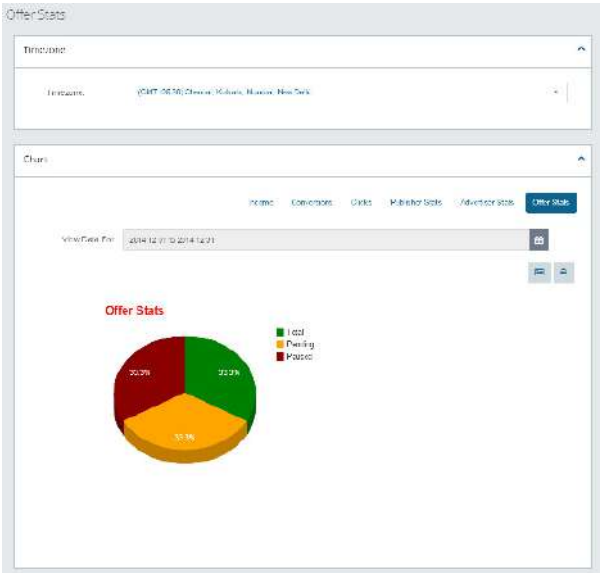
Options

3. **Download Image**: If you want an image version of the chart that you are viewing to be downloaded then use this option.

4. **Print:** If you want to print the chart that you are viewing then uses this option.

Offer Stats:

GOTO: **System Statistics > Offer stats**



Similarly you have offers stats in the form of pie chart which shows the created offers that can be either by advertiser or by employees within a particular time interval. Similarly you have your offer status labels.

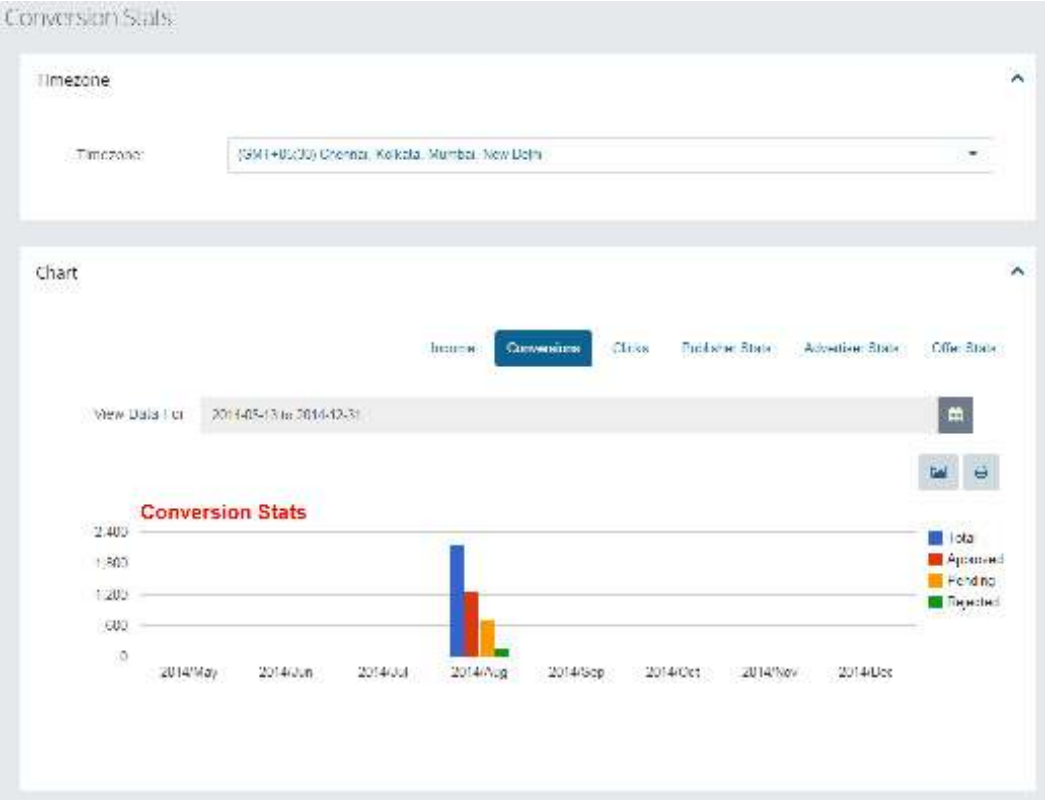
Options

1. **Download Image**: If you want an image version of the chart that you are viewing to be downloaded then use this option.

2. **Print**: If you want to print the chart that you are viewing then uses

Conversion Stats:

GOTO: **System Statistics > Conversion stats**



A bar chart representation of the all conversion that were tracked in a particular time period, labels as status of conversion are available in the sections.

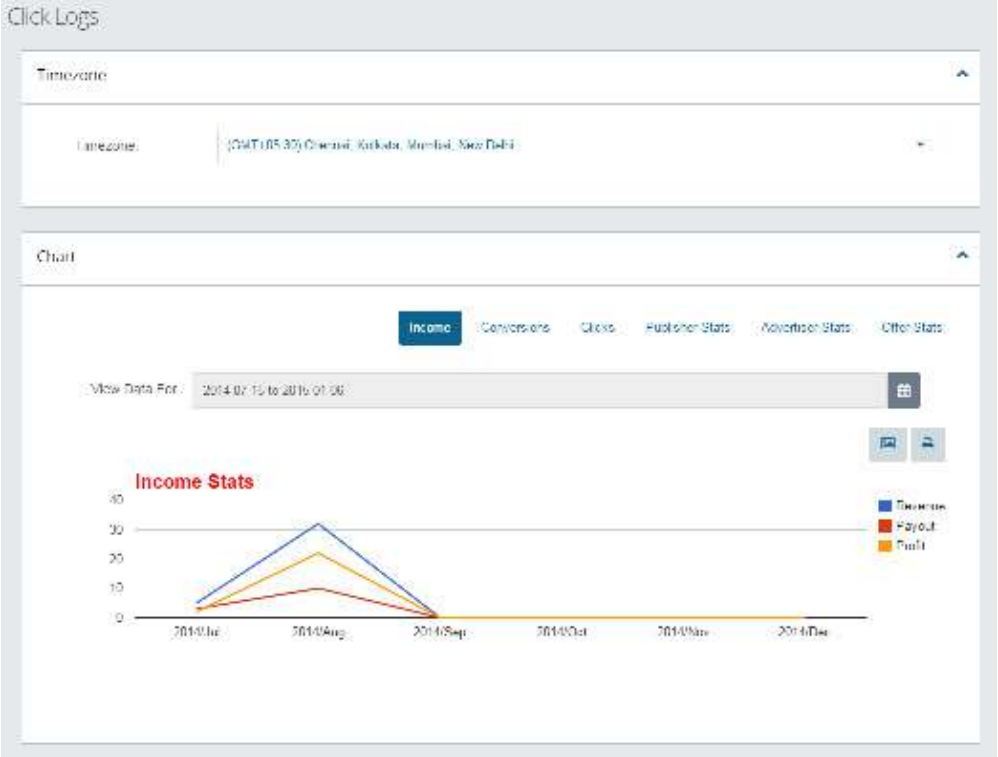
Options

1. **Download Image**: If you want an image version of the chart that you are viewing to be downloaded then use this option.

2. **Print**: If you want to print the chart that you are viewing then uses this option.

Income Stats:

GOTO: **System Statistics > Income stats**



A bar chart representation of the all income that were generated in a particular time period, labels as revenue, payout and profit are available in the sections.

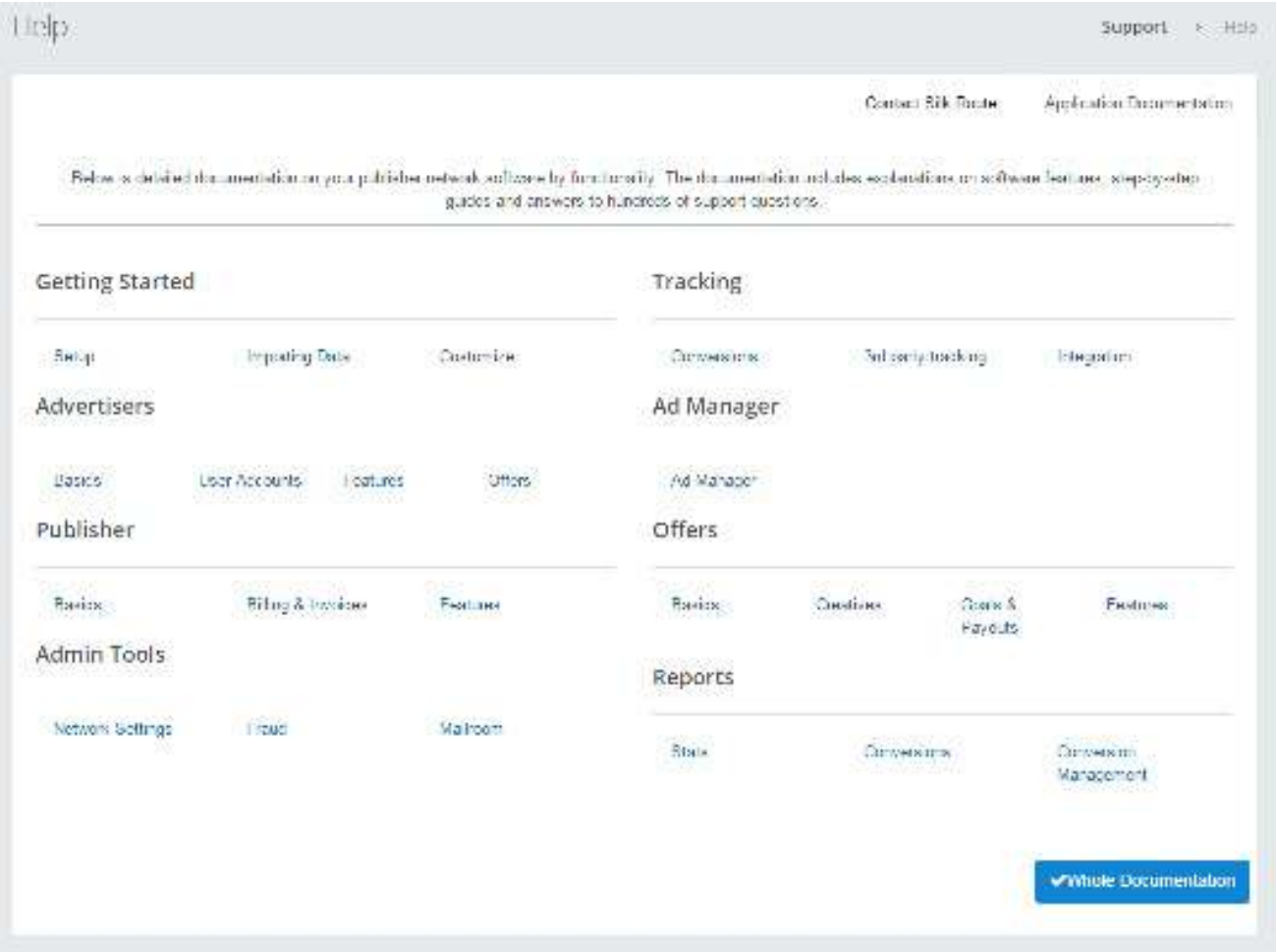
Options

1. **Download Image**: If you want an image version of the chart that you are viewing to be downloaded then use this option.

2. **Print**: If you want to print the chart that you are viewing then uses this option.

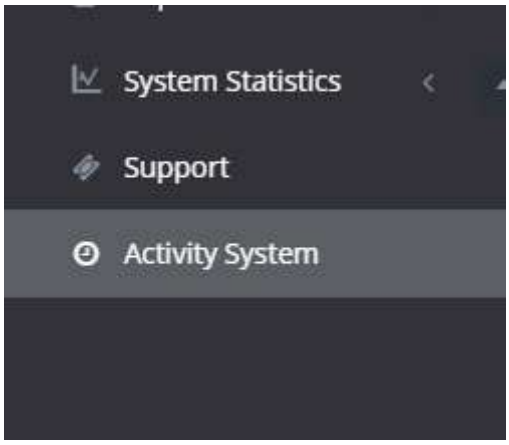
Support

Support section provides a quick support to you and a little contact details if you want a short over view from admin panel itself then use this section, it will provide you a short guide from there.



Activity System

The Complete Activity System is placed here, to view over all history of activity of all time then go to this system. By default you land on network employee's history



View Activity System:

All activity related to silk route can be visible here and it is a mixture of all the activity that an employee, advertiser or a publisher do.

View Employee Activity:

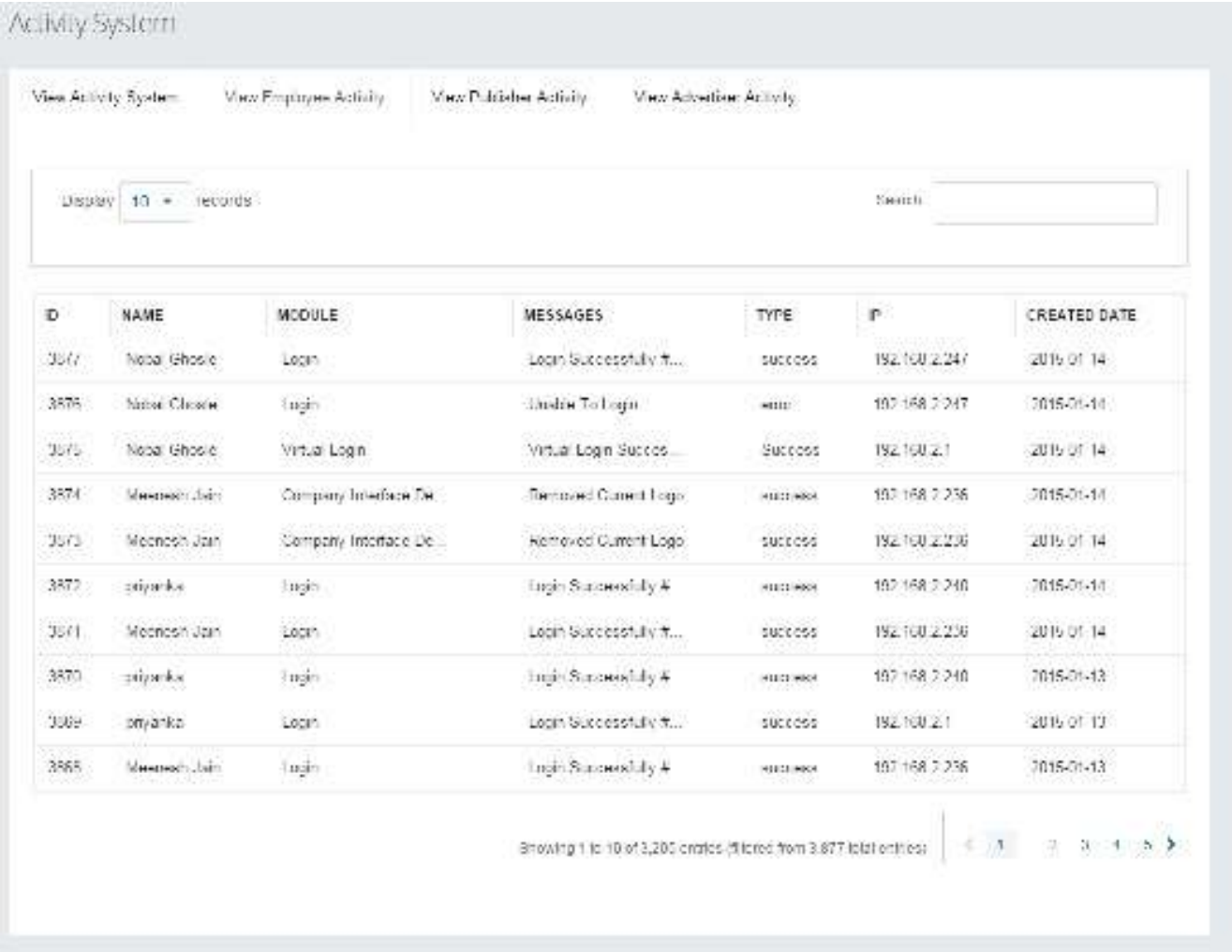
All the employee in the silk route that have performed activity starting from its login to logout and other activity their history is stored as daily record. To view employee activity click on the employee activity tab.

View Publisher Activity:

All the publisher in the publisher area that have performed activity starting from their login to logout and other activity their history is stored as daily record. To view publisher activity click on the publisher activity tab.

View Advertiser Activity:

All the advertiser in the advertiser area that have performed activity starting from their login to logout and other activity their history is stored as daily record. To view advertiser activity click on the advertiser activity tab.

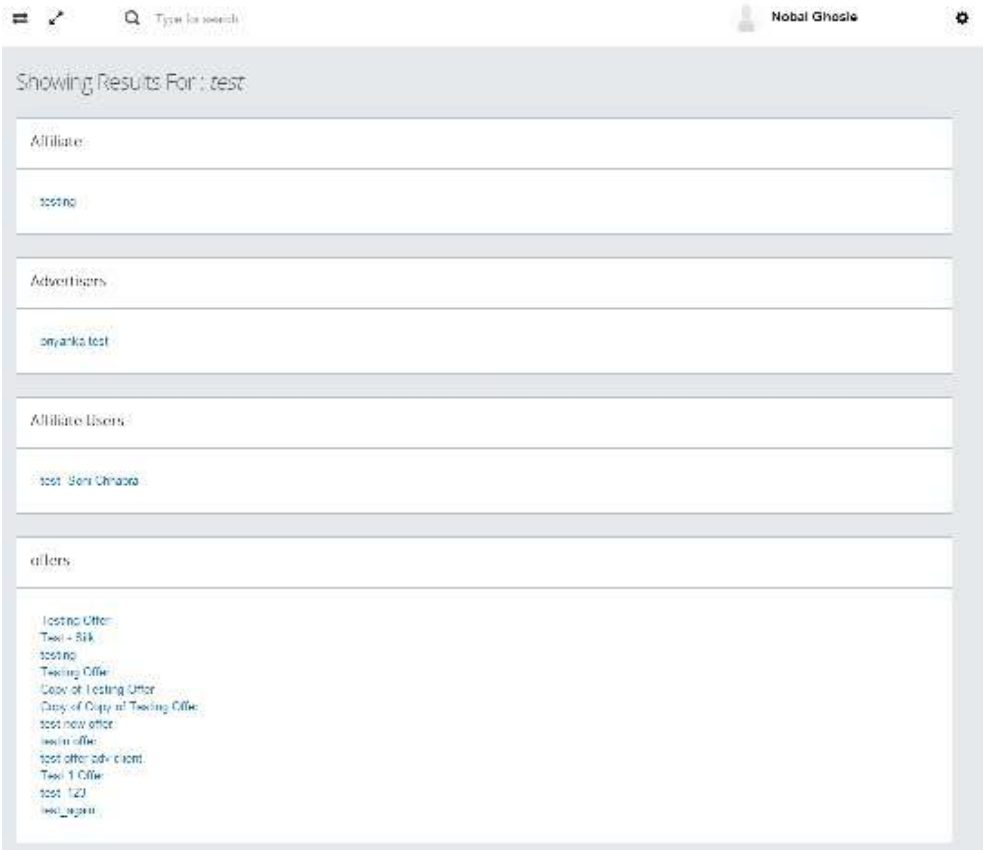

Activity System
View Activity System
View Employee Activity
View Publisher Activity
View Advertiser Activity
Display 10 records
Search
ID
NAME
MODULE
MESSAGES
TYPE
IP
CREATED DATE
3877 Nosa Ghosie Login Login Successfully fr... success 192.168.2.247 2015-01-14
3876 Nosa Ghosie Login Unable To Login error 192.168.2.247 2015-01-14
3875 Nosa Ghosie Virtual Login Virtual Login Succes... Success 192.168.2.1 2015-01-14
3874 Meenesh Jain Company Interface De... Removed Current Logo success 192.168.2.236 2015-01-14
3873 Meenesh Jain Company Interface De... Removed Current Logo success 192.168.2.236 2015-01-14
3872 priyanka Login Login Successfully A success 192.168.2.240 2015-01-14
3871 Meenesh Jain Login Login Successfully fr... success 192.168.2.236 2015-01-14
3870 priyanka Login Login Successfully A success 192.168.2.240 2015-01-13
3869 priyanka Login Login Successfully fr... success 192.168.2.1 2015-01-13
3868 Meenesh Jain Login Login Successfully A success 192.168.2.236 2015-01-13
Showing 1 to 10 of 3,200 entries (filtered from 3,877 total entries)
1 2 3 4 5

Additionally

Addition to all the systems we provide we have a set of extra features for you; these additional features are valuable and important and can be very useful.

Global Search:

No need to go into offers or advertiser or employee or publisher to search something you want, Global Search helps you achieve that no matter where you are on silk route you can always find global search in the header. Type something and submit to search particular string in employee, publishers, advertisers and offers and you will get all found result at the time.



Notifications:

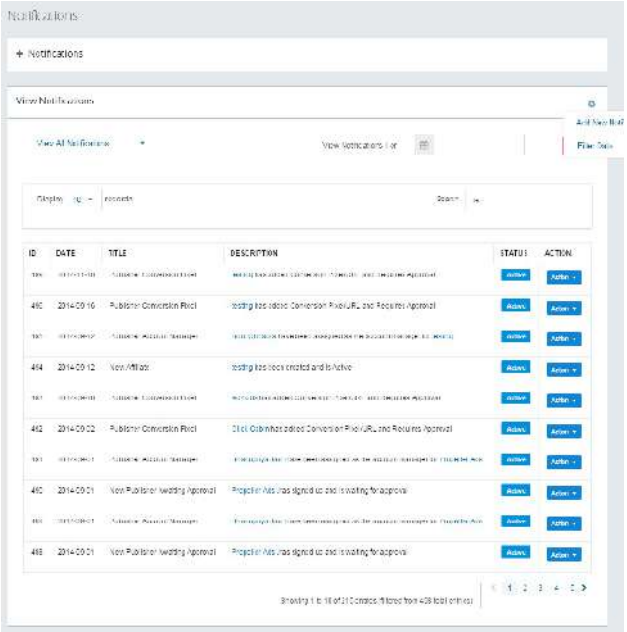
Similar to automated mailing system our another system generates automated notifications which are generated on a particular task completion for example if a user signup in silk route and needs your attention then you will receive a mail as well as you will get a notification.

To view latest and recent notification you can do that on dashboard. Click on Dashboard in menu and scroll down.

To view all notifications and add or modify existing notification, you can go to notification panel from cog in the upper left corner. **GOTO: ⚙ > Notifications.**

VIEW:

A tabular view of all notifications can be viewed on this page



Options: Options are available in the right corner, to view options click on ✿ in the right corner.

1. **Add New Notifications**: You can custom notification from here.

2. **Filter Data**: To filter notifications as per date and as per date range use this.

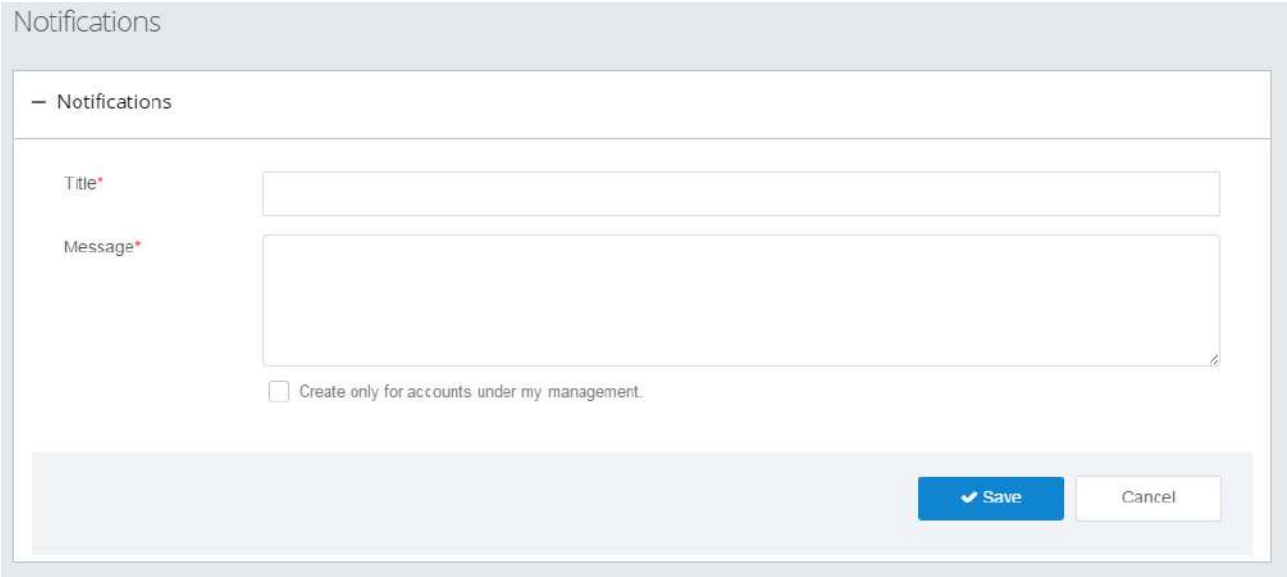
3. **Actions**: To perform individual action on notification uses this option.

    - **Edit**: By this option you can edit custom created notification or automated notifications.

    - **Dismiss**: notification can be same for all the employees but are dismissed for a particular employee if you have dismissed a notification it will not be deleted for the rest of employee users of the silk route.

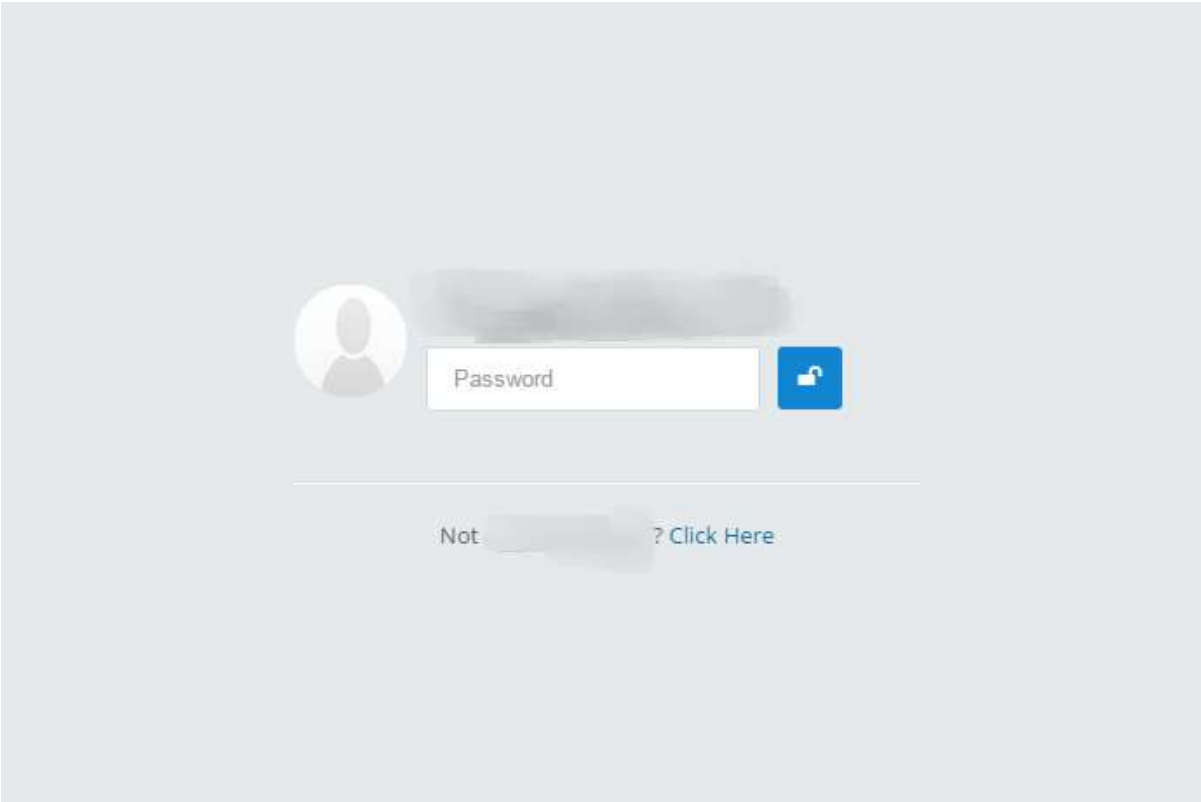
ADD:

To add a new custom notification you can do that by clicking on **Notification tab** above view notification and provide a few details in that notification and Click "**Save**".



Lock Screen:

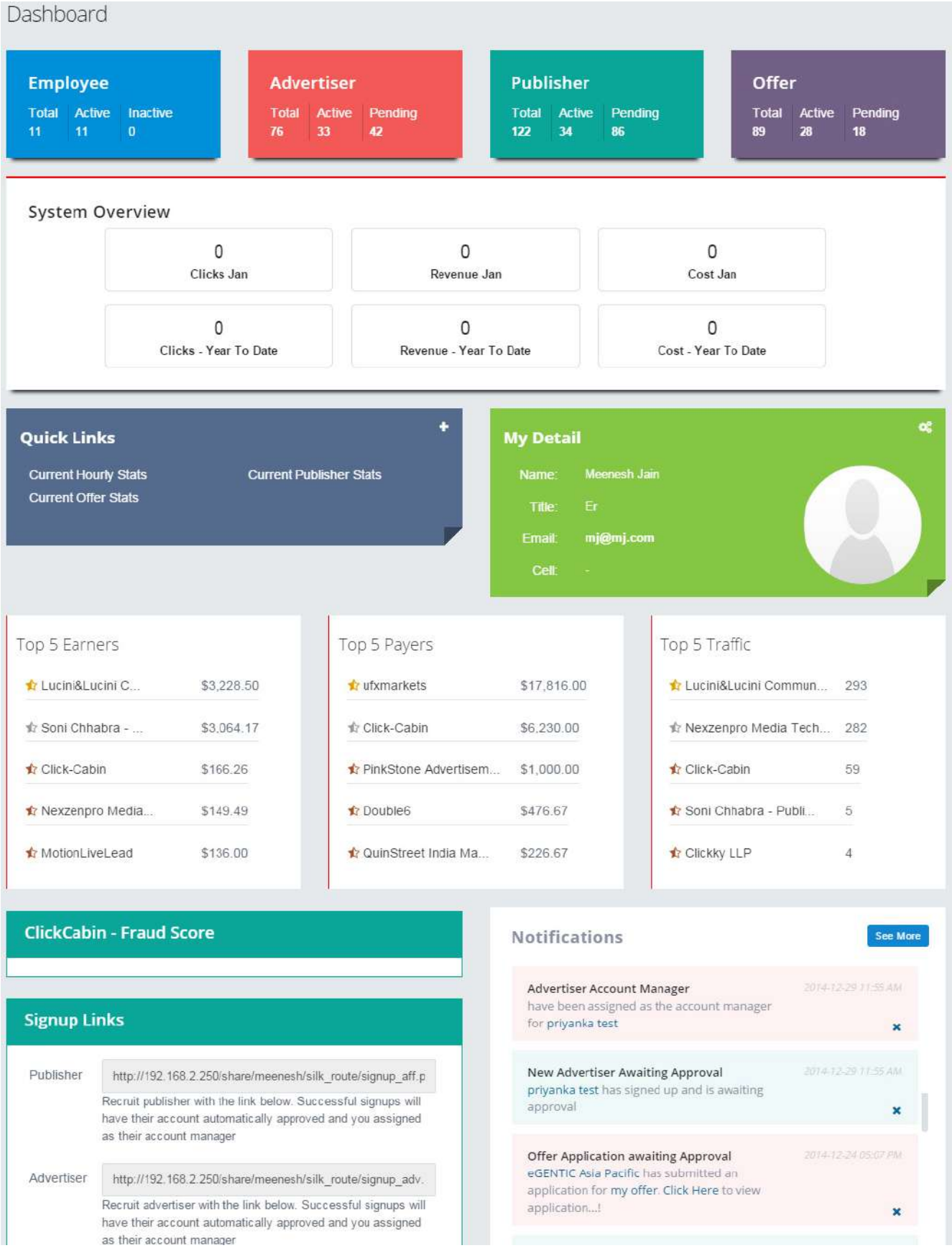
A lock screen is a kind of semi-logout condition which keeps you logged in the system but locks the complete panel and you will be logged in till a particular time and the panel will be unlocked with your password only. To lock panel you can go to the ⚙ in upper right corner and click on **lock**.



Dashboard:

To view dashboard GOTO: **Dashboard** in menu.

Silk Route has a very powerful dashboard of its own when a user logs in by default the employee / publisher or advertiser lands on this page; this is a very useful tool for you to check out quick statistics of your application. Content of dashboard are



1. The first section shows the total users of the silk route and as well as total offers in the silk route, every user and offer share some common visibility and accessibility status like Active/Pending so that you can also view apart from total user and offers.

2. The second section shows the current month Clicks/Revenue and Payout, Same section also shows the year to date Clicks/Revenue and Payout.

3. Third section can be divided into two different half's, the first half section is for your quick links and the second half provides the basic and contact details of the current logged in employee, option you get here to directly go to edit section of the employee.

4. Here you can find which advertiser, or publisher is on the top in your silk route and which publisher provides more traffic.

5. This section has three parts fraud score area, signup links and notifications

• **Fraud Score** – It is the place where you can get complete fraud score of the system, including profile score of advertiser, publisher or activity score of publisher.

• **Signup Links** – This section provides a link for publisher or advertiser to perform a referral based signup, this feature depends on the advertiser and publisher setting if you allow the setting that you need your user to sign up with a account manager and you don't need to assign an account manager in future to then you can use this and the new user will be assigned a account manager by default while entering the system.

• **Notification** – this is the section where you can view all the current and recent notification and you can dismiss those notification from here itself, you don't need to go to the particular notification section.

Quick Links:

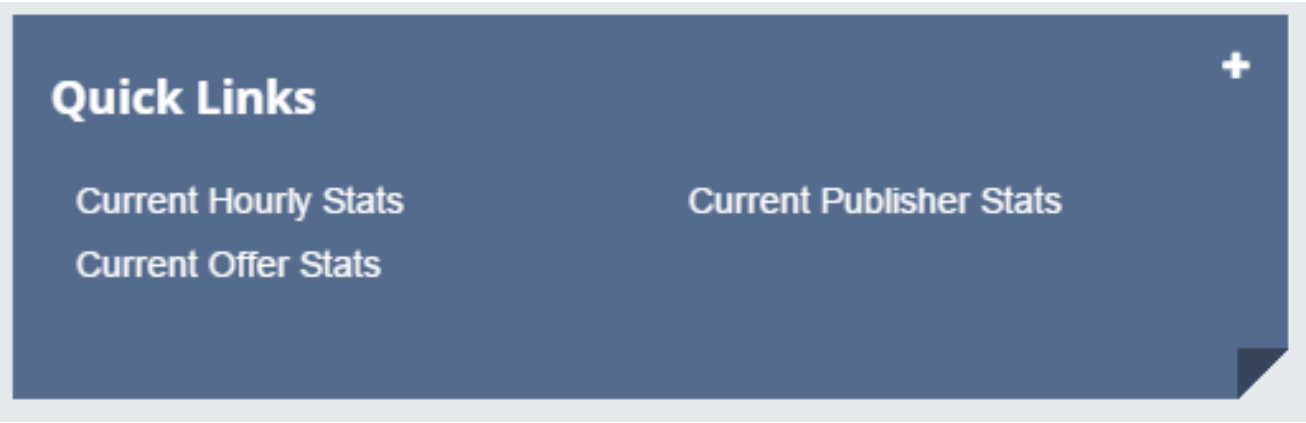
You're Dashboard Consist of a section that is quick links where you can add view and manages your quick links; it's a jump and go section for you.

ADD:

If you want you can add more quick links from here, by default there are a few quick links which cannot be removed. To add a quick link you need to provide the name and URL of the page that you are adding in the application, note – quick links are common to all the users in the silk route. Once done click save to save your created quick link.

VIEW:

The added and existing quick links are visible here and can be modified from this same place only



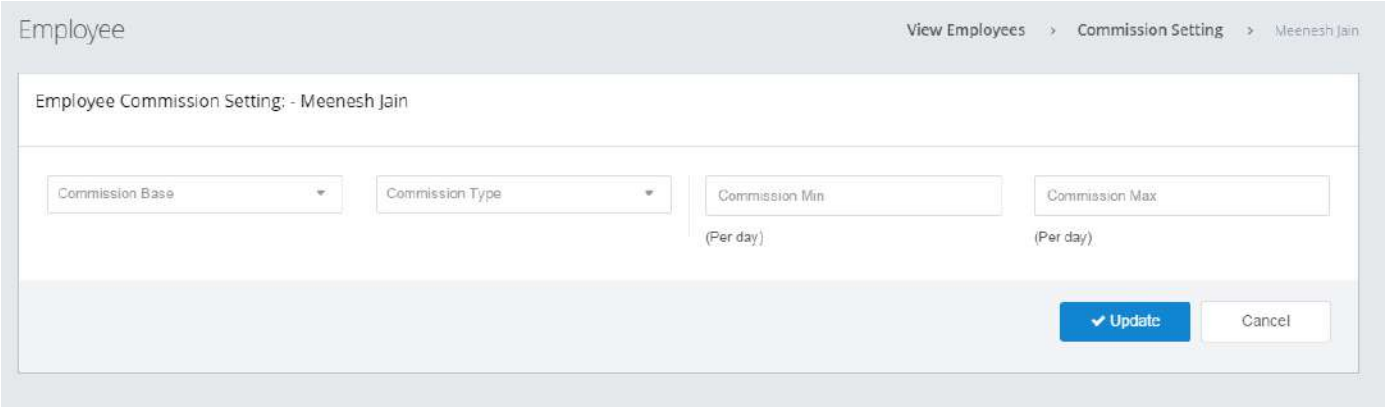
Employee Commission:

You can set employee commission from here, every individual employee can have its commission, this commission is distributed as per the activity and performance of the employee users, i.e. the publisher and advertiser those have the employee as their account manager.

Set Employee Commission from employee manage page,

GOTO: **Network** > **View Employee** > **Manage Employee** > **Employee Commission**

Here specify a few details such as



1. **Commission Base**: Specify the particular base of the commission, which will be the base of the commission and it's very important to have a commission base.

• **Profit**: When ever publisher activities benefit the system, his/her account manager is given the commission.

• **Payout** : On the basis of publisher payout, ever publisher has his/her payout ever publisher on that basic you can give commission

• **Conversion**: How many leads and unique or gross conversion a publisher provides.

• **Revenue**: On the basis of the revenue that has been generated to you by the publisher.

2. **Commission Type**: Specify the rate as flat amount that you want to give to the employee or the percentage of publisher's performance.

• **Commission Rate**: This rate is dependent on what you choose in the type if you choose flat then specify a flat amount that you want to pay in the default currency and if you choose percentage then the percentage of what so ever base you choose.

3. **Minimum Commission**: Specify minimum commission/day which will specify the least amount that should be paid.

4. **Maximum Commission** : Specify maximum commission/day which specify the limit of maximum commission to be paid , all the conditions will be over ridden with this and any amount that is more than max commission will not be considered.

Once done click "**Update**" to set new parameters for the commission that you created.

Thank You

Silk Route

The Ultimate Affiliate Program

Support

Thank you for Purchasing and Installing “Silk Route -The Ultimate Affiliate Program”.

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Office Address:-

7-8,New Agrawal Nagar,Sajjan House Opp- Lotus,

Indore,M.P(452001) Phone No:- 0731-4081111