

**KB Group**  
Robust, Proven IT Solutions

**KB Email Suite**

**KB Affiliate Tracker**

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# 1. Contact Us

The primary contact at KB Group for KB Affiliate Tracker is:

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Web: [www.kbgrouppuk.com](http://www.kbgrouppuk.com)

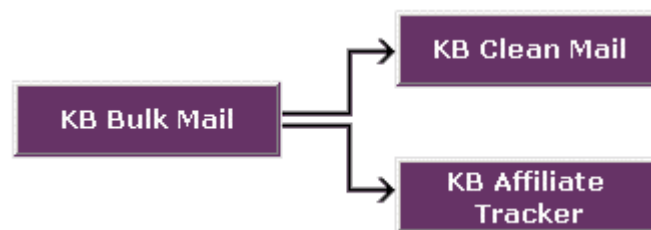
## 2. What is KB Email Suite?

KB Email Suite is a family of products, which enable businesses to manage the complete life cycle of all customer marketing and relationship correspondence.

The KB Email Suite is a unique product as unlike all other bulk email packages currently available there is **no fee per email**. Instead there is a one off cost for purchasing each component of the KB Email Suite and a yearly support charge which provides all upgrades as well as product support. The components can be used either together or on their own with each component available to purchase individually if preferred.

The KB Email Suite is comprised of 3 solutions.

- KB Bulk Mail
- KB Clean Mail
- KB Affiliate Tracker



### 3. KB Affiliate Tracker features

KB Affiliate Tracker manages responses from your email campaigns and external links to your site.

- ✓ Tracks each person that opened your email and when they opened it
- ✓ Tracks how many people opened your email
- ✓ Tracks how many people forwarded your email
- ✓ Tracks how many people clicked on your email links
- ✓ Tracks all external links to your website
- ✓ Enables you to create affiliate grouping for reporting (e.g. all KB Bulk Mail campaigns)
- ✓ Enables you to analyze the effectiveness of your email campaign initiatives and your website
- ✓ Enables you to measure specific page utilisation
- ✓ Powerful reporting capabilities for different affiliates (e.g. sales, downloads etc)
- ✓ Powerful reporting capabilities for all site traffic
- ✓ Enables you to determine affiliate and campaign costs and success values

## 4. Customer Comments



"We tested many products and found them cumbersome and unreliable, KB Email Suite is easy to use and extremely reliable, tasks that used to take us hours to set up now only take minutes."

"If you're looking for a bulk emailing product and want to increase sales I can highly recommend KB Email Suite".

**Stephen Ebanks - Information and Sales Manager - Birmingham Hippodrome**

### Sadler's Wells

"Last year, KB Group replaced our costly bulk emailing system with the streamlined, cost-effective and user-friendly KB Group Email Suite that has proved extremely successful."

"KB Group's flexible approach means they're always available to answer queries that arise, and quickly and efficiently able to determine the right solution."

**Mark Doerfel - Web Manager - Sadler's Wells Theatre**

## 5. How do I install KB Affiliate Tracker?

KB Group will install KB Affiliate Tracker for you. The system requirements are:

- Microsoft IIS Web server V5.0 or higher
- Windows OS
- SQL Server
- Publicly accessible website

## 6. How do I use KB Affiliate Tracker?

After KB Group has installed KB Affiliate Tracker; use the following guide to learn how KB Affiliate Tracker works. Each of these steps is described in more detail in subsequent pages.

- Invoke KB Affiliate Tracker from your web address
- KB Affiliate Tracker User setup
  - Add a KB Affiliate Tracker user
  - Modify or delete a KB Affiliate Tracker user
- Do a one off System Configuration check
- Setup the Affiliates you want to track
  - Add a new Affiliate
  - Modify an Affiliate
- Add Affiliates to groups for reporting purposes (optional)
  - Add a new Affiliate Group
  - Add Affiliates to Affiliate Groups
- Add tracking links
  - Add a tracking link on your website or eflyer
  - Add a tracking to your KB Bulk Mail HTML email campaign
- Run the KB Affiliate Tracker reports
  - Number of links clicked for each Affiliate report
  - Link statistics for each Affiliate report
  - Raw Affiliate tracking data report
  - Number of links clicked per Affiliate Group report
  - Link statistics for each Affiliate Group report
  - **NOTE:** Additional reports are available on request

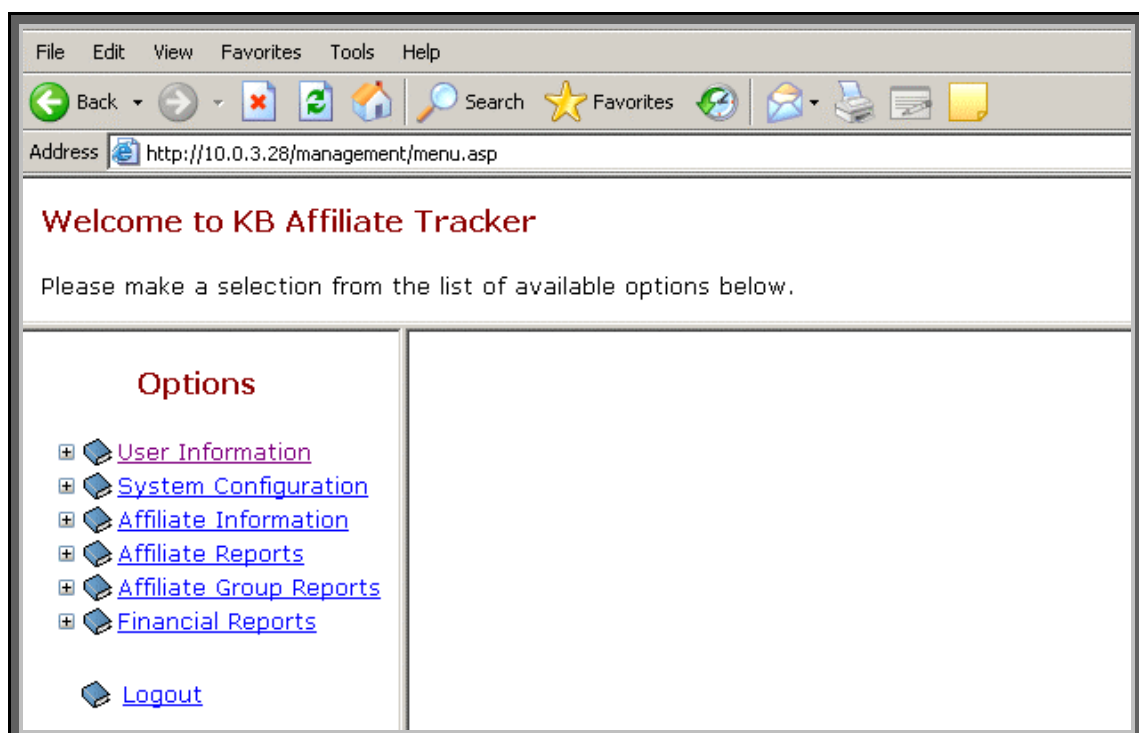


## 6.1 Invoke KB Affiliate Tracker from your browser

Type your KB Affiliate Tracker web address into your browser. The following *KB Affiliate Tracker Login* screen will appear.



Type in your user name and password and the following screen will appear.



## 6.2 Setup KB Affiliate Tracker users

The *System Users* screen allows you to add new KB Affiliate Tracker users, modify user details, delete users and change a users password.

When KB Affiliate tracker is installed the System Administrator user “Admin” is automatically setup. The Admin user allows you to add/modify other users in KB Affiliate Tracker. Please contact KB Group for the Admin user password. If you forget your admin password then contact KB Group as this can be reset if required.

- Choose **User Information** from the Options menu
- The *System Users* screen will appear

### System Users

Here is the list of system users. You are currently logged in as **Admin**.  
To edit a users details click on their User ID hyperlink. You can also change a users password.

User ID	User Name	User Description	Status	Email Address
<a href="#">Admin</a>	System Administrator	System Administrator Description	Active	<a href="mailto:tania@kbgrouk.com">tania@kbgrouk.com</a>
<a href="#">Guest</a>	Guest Account	Test	Active	<a href="mailto:simon@kbgrouk.com">simon@kbgrouk.com</a>

2 User(s)

Click here to add a new user.

## 6.2.1 Add a KB Affiliate Tracker user

- Press the **Add New User** button
- The following *Add New User* screen will appear

### Add New User

Enter the user details and click the Add New button to continue.

User ID:	*	<input type="text"/>
User Name:	*	<input type="text"/>
User Description:		<input type="text"/>
User Status:	*	Active <input type="button" value="v"/>
Email Address:	*	<input type="text"/>
New Password:	*	<input type="text"/>
Confirm Password:	*	<input type="text"/>

- Enter the new users details and then press the **Add New** button

## 6.2.2 Modify or delete a KB Affiliate Tracker user

- On the System User screen, click the **User ID** you wish to change.
- The following *Modify Users Details* screen will appear

### Modify User Details

Make any changes you want and click the Update button to continue. You cannot change your User ID. If you want to change a password then enter the new password twice.

You can also delete a user by clicking on the delete button. Exercise caution deleting users because this cannot be undone.

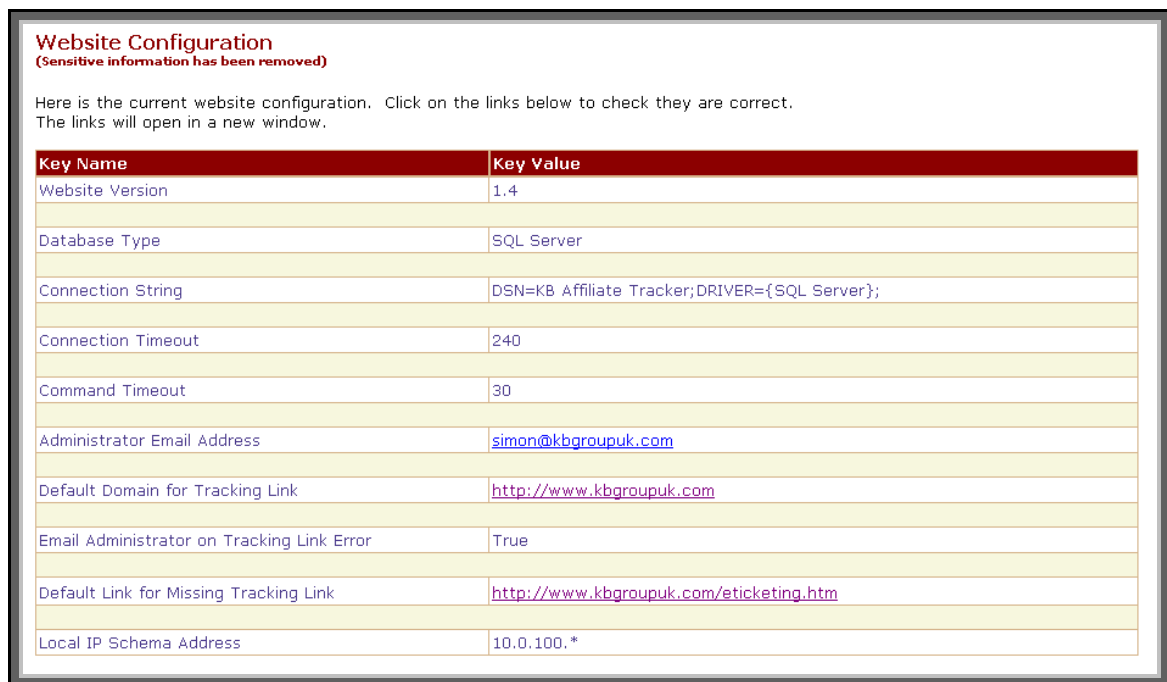
User ID:		Guest
User Name:	*	<input type="text" value="GuestAccount"/>
User Description		<input type="text" value="Test"/>
User Status:		Active ▾
Email Address:	*	<input type="text" value="simon@kbgrouppuk.com"/>
New Password:		<input type="text"/>
Confirm Password:		<input type="text"/>

- **To modify a user**  
Make any changes you want and then press the **Update** button. NOTE you cannot change your User ID.
- **To delete a user**  
Press the **Delete** button

## 6.3 Do a one off System Configuration check

The *System Configuration* screen allows you to check your website configuration. When KB Affiliate tracker is installed by KB Group, the System Configuration is setup.

- Choose **System Configuration** from the Options menu
- The following *Website Configuration* screen will appear. Please note, the configuration below is an example only as it contains the KB Group configuration details. Your *Website Configuration* screen will contain your organisations details.



**Website Configuration**  
(Sensitive information has been removed)

Here is the current website configuration. Click on the links below to check they are correct. The links will open in a new window.

Key Name	Key Value
Website Version	1.4
Database Type	SQL Server
Connection String	DSN=KB Affiliate Tracker;DRIVER={SQL Server};
Connection Timeout	240
Command Timeout	30
Administrator Email Address	<a href="mailto:simon@kbgrouk.com">simon@kbgrouk.com</a>
Default Domain for Tracking Link	<a href="http://www.kbgrouk.com">http://www.kbgrouk.com</a>
Email Administrator on Tracking Link Error	True
Default Link for Missing Tracking Link	<a href="http://www.kbgrouk.com/eticketing.htm">http://www.kbgrouk.com/eticketing.htm</a>
Local IP Schema Address	10.0.100.*

- Click on the links to check that your website configuration is correct. The links will open in a new window.
- Below is a summary of each configuration is:

**Website Version:** This is the KB Affiliate Tracker software version. It is automatically set when KB Affiliate Tracker is installed and each time it is upgraded.

**Database Type:** This is your KB Affiliate Tracker database server. It will either be SQL Server or MSDE.

**Connection String:** This is used to connect to your SQL Server database containing the KB Affiliate tracker information.

<b>Connection Timeout:</b>	Database connection timeout.
<b>Command Timeout:</b>	Database command timeout.
<b>Administrator Email Address:</b>	If anything goes wrong with KB Affiliate Tracker then an email will be sent to this email address.
<b>Default Domain for Tracking Link:</b>	If you setup a link incorrectly in KB Affiliate Tracker it'll go here.
<b>Email Administrator on Tracking Link Error:</b>	If there is a tracking link error an email will be sent to the "Administrator Email Address"
<b>Default Link for Missing Tracking Link:</b>	If there is a missing tracking link then it will default to this.
<b>Local IP Schema Address:</b>	Any link tracking within your organisation i.e. people testing will be omitted from your reports so that they are not obscured.

## 6.4 Setup the Affiliates you want to track

The *Affiliates* screen allows you to add new affiliates and to modify existing ones. Affiliates can be any internal or external organisation or classification you wish to associate and measure your website traffic.

### 6.4.1 Add a new Affiliate

- Choose **Affiliate Information** from the Options menu
- The following *Affiliates* screen will appear. Please note that the fields have been filled in here for example purposes.

**Affiliates**

Here is the list of Affiliates. These can be any internal or external organisation or classification you wish to associate and measure your website traffic.

To edit an Affiliate click on the Affiliate Name hyperlink.  
 Click here to display archived Affiliates.

Affiliate ID	Affiliate Name	Affiliate Description	Type
1	<a href="#">Fame - The Musical</a>	Fame Home Page Link	Internal Website Link
2	<a href="#">Chicago</a>	Chicago home page link	Internal Website Link
3	<a href="#">Stomp</a>	Stomp home page link	Internal Website Link
4	<a href="#">Swan Lake</a>	Swan Lake home page link	Internal Website Link
5	<a href="#">Billy Elliot the Musical</a>	Billy Elliot the Musical home page link	Internal Website Link
6	<a href="#">Guys and Dolls</a>	Guys and Dolls home page link	Internal Website Link
7	<a href="#">3rd Party link</a>	Any 3rd Party that links to our website	External 3rd Party Organisations
8	<a href="#">Lion King - email open</a>	Lion King - email open	KB Bulk Mail Campaigns
9	<a href="#">Lion King - efler open</a>	Lion King - efler open	KB Bulk Mail Campaigns

9 Affiliate(s)

Click here to add a new affiliate.

- Press the **Add New** button.
- The following *Add New Affiliate* screen will appear

### Add New Affiliate

Add the affiliate details click the Add New button to continue.  
A new Affiliate ID will be automatically assigned.

Affiliate Name:	*	<input type="text"/>
Affiliate Description:		<input type="text"/>
Affiliate Type:		External 3rd Party Organisations
Cost per Click:		<input type="text"/>
Conversion Type:		Purchase/Sale
Email Volume Sent:		<input type="text"/> (email campaigns only)

- Affiliate Name:** The name of the affiliate you want to track.
- Affiliate Description:** The description of the affiliate you want to track.
- Affiliate Type:** This is a drop down list allowing you to define the type of affiliate you are tracking:
- External 3<sup>rd</sup> Party Organisation
  - KB Bulk Mail Campaigns
  - Internal Website Link
  - Producers Website
  - Artist Website
- Cost per Click:** If the clicking of the link has a cost associated with it e.g. Google Adwords then enter this here. It is used for calculating the campaign costs.
- Conversion Type:** This is a drop down list of allowing you to define how you want to record the desired results of the Affiliate tracking, options are:
- Purchase/Sale
  - Signup/Registration
  - Page View
  - Expression of Interest
  - Email Read
  - Unsubscribe



**Email Volume Sent:** If you have sent your KB Bulk Mail campaign and you want to report statistics on the volume sent then you would enter the number of email sent for this Affiliate.

Press the **Add New** button to add your affiliate. A screen will appear informing you that you have successfully added your affiliate.

## 6.4.2 Modify an Affiliate

- Choose **Affiliate Information** from the Options menu
- The following *Affiliates* screen will appear. Please note that the fields have been filled in here for example purposes.

### Affiliates

Here is the list of Affiliates. These can be any internal or external organisation or classification you wish to associate and measure your website traffic.

To edit an Affiliate click on the Affiliate Name hyperlink.  
 Click here to display archived Affiliates.

Affiliate ID	Affiliate Name	Affiliate Description	Type
1	<a href="#">Fame - The Musical</a>	Fame Home Page Link	Internal Website Link
2	<a href="#">Chicago</a>	Chicago home page link	Internal Website Link
3	<a href="#">Stomp</a>	Stomp home page link	Internal Website Link
4	<a href="#">Swan Lake</a>	Swan Lake home page link	Internal Website Link
5	<a href="#">Billy Elliot the Musical</a>	Billy Elliot the Musical home page link	Internal Website Link
6	<a href="#">Guys and Dolls</a>	Guys and Dolls home page link	Internal Website Link
7	<a href="#">3rd Party link</a>	Any 3rd Party that links to our website	External 3rd Party Organisations
8	<a href="#">Lion King - email open</a>	Lion King - email open	KB Bulk Mail Campaigns
9	<a href="#">Lion King - efler open</a>	Lion King - efler open	KB Bulk Mail Campaigns

9 Affiliate(s)

Click here to add a new affiliate.

- Click the Affiliate Name hyperlink you wish to modify.
- The following *Modify Affiliate Details* screen will appear

## Modify Affiliate Details

Make any changes you want and click the Update button to continue.  
You cannot edit the Affiliate ID.

Affiliate ID:		1
Affiliate Name:	*	<input type="text" value="Fame - The Musical"/>
Affiliate Description:		<input type="text" value="Fame Home Page Link"/>
Affiliate Type:		<input type="text" value="Internal Website Link"/>
Cost per Click:		<input type="text" value="0.00"/>
Conversion Type:		<input type="text" value="Page View"/>
Email Volume Sent:		<input type="text" value="0"/> (email campaigns only)
Archive:		<input type="checkbox"/>

- Please refer to **section 6.4.1** for a description of each field.
- Make any changes you want and press the **Update** button. Note: you cannot edit the Affiliate Id, this is a number that is generated and maintained by KB Affiliate Tracker.
- Press the **Group Membership** button modify the Group Membership for your Affiliate. Refer to **section 6.5** for information regarding Group Memberships.

## 6.5 Add Affiliates to groups for reporting purposes

### 6.5.1 Add a new Affiliate Group

- Choose **Affiliate Information** from the Options menu
- Choose **Affiliate Groups** from the Affiliate Information menu
- The following *Affiliates Groups* screen will appear. Please note that the fields have been filled in here for example purposes.

### Affiliate Groups

Here is the list of Affiliate Groups. These can be any classification you wish to group Affiliates on in order to report on them.

To edit a specific Affiliate Group click on the Affiliate Group Name hyperlink.

Affiliate Group ID	Affiliate Group Name
1	<a href="#">Home Page Links</a>
2	<a href="#">Lion King_email</a>
3	<a href="#">3rd Party links</a>

3 Affiliate Group(s)

Click here to add a new Affiliate Group.

- Press the **Add New** button
- The following *Add New Affiliate Group* screen will appear. Add a meaningful Affiliate Group Name and press the **Add New** button. A screen will appear informing you that you have successfully added the new affiliate group.

### Add New Affiliate Group

Add the affiliate group details click the Add New button to continue. A new Affiliate Group ID will be automatically assigned.

Affiliate Group Name: \*

## 6.5.2 Add Affiliates to Affiliate Groups

- Choose **Affiliate Information** from the Options menu
- Choose **Affiliate Groups** from the Affiliate Information menu
- The following *Affiliates Groups* screen will appear. Please note that the fields have been filled in here for example purposes.

### Affiliate Groups

Here is the list of Affiliate Groups. These can be any classification you wish to group Affiliates on in order to report on them.

To edit a specific Affiliate Group click on the Affiliate Group Name hyperlink.

Affiliate Group ID	Affiliate Group Name
1	<a href="#">Home Page Links</a>
2	<a href="#">Lion King_email</a>
3	<a href="#">3rd Party links</a>
3 Affiliate Group(s)	

Click here to add a new Affiliate Group.

- Click the Affiliate Group Name hyperlink you wish to modify.
- The following *Modify Affiliate Group Details* screen will appear.

### Modify Affiliate Group Details

Make any changes you want and click the Update button to continue. You cannot edit the Affiliate Group ID.

Click on the Group Membership button to review the Affiliates in this group.

Affiliate Group ID:		1
Affiliate Group Name:	*	<input type="text" value="Home Page Links"/>

- Press the **Group Membership** button.
- The following *Affiliate Group Memberships* screen will appear.

### Affiliate Group Membership

The list of Affiliates which belong to the selected Affiliate Group are displayed below. Make any modifications you require and click the Update button to continue.

Affiliate Group ID:	1
Affiliate Group Name:	Home Page Links

#### Available Affiliates

3rd Party link

Lion King - email open

Lion King - effier open

We Will Rock You

>

<

#### Selected Affiliates

Fame - The Musical

Chicago

Stomp

Swan Lake

Billy Elliot the Musical

Guys and Dolls

Cancel

Update

**Available Affiliates:**

These Affiliates that you have setup to track are not assigned to the affiliate group membership you have selected i.e. in this example the *Home Page Links* affiliate group

**Selected Affiliates:**

These Affiliates that you have setup to track belong to the affiliate group membership you have selected i.e. in this example the *Home Page Links* affiliate group.

- **To add** Affiliates to this Affiliate Group Membership i.e. *Home Page Links*, click the required Available Affiliates hyperlink and then press the > button.
- **To remove** Affiliates from this Affiliate Group Membership i.e. *Home Page Links*, click the required Selected Affiliates hyperlink and then press the < button.
- When you have made all of your Affiliate Group Membership changes, press the Update button.

## 6.6 Track a specific link of your website or eflyers

For example, if you wanted to track who is clicking the Swan Lake button on your main home page where the Swan Lake button links to i.e. <http://yourwebsite.com/swanlake.asp>, then you would do the following:

1. Set up an affiliate in KB Affiliate Tracker, e.g. Swan Lake home page link. See section 6.4 for details on how to setup an affiliate. When you setup an affiliate KB Affiliate Tracker automatically assigns an *AffID*. In this case the *AffID* for Swan Lake Home page link is 4.
2. Change the link on the original home page i.e. <http://www.yourwebsite.com/swanlake.asp> to take into consideration the three main parts of the tracking. These are:
  - Point to the main tracking page of KB Affiliate Tracker.
  - Specify the Affiliate *AffID* you wish to track (i.e. the item set up in Point 1 above).
  - Specify the original link where the click should take the customer after the tracking has occurred

The modified link on your original home page should look like this. **NOTE** It is very important that you setup your tracker links exactly like this example i.e. including the **?** before the AffID and **&** before the Link.

<http://yourwebsite.com/kbat/track.asp?AffID=4&Link=http://yourwebsite.com/swanlake.asp>

Here you can see the 3 parts from above as follows:

<http://yourwebsite.com/kbat/track.asp>

[?AffID=4](#)

[&Link=http://yourwebsite.com/swanlake.asp](#)

The pointer to your KB Affiliate Tracker site.

The affiliate id you want to track i.e. Swan Lake home page link.

The place you want the link to actually go to i.e. swanlake.asp

## 6.7 Track who has opened a KB Bulk Mail email

If you want to track who has opened an email from a KB Bulk Mail campaign then you would:

1. Set up an affiliate in KB Affiliate Tracker, e.g. Lion King email open. See section 6.4 for details on how to setup an affiliate. When you setup an affiliate KB Affiliate Tracker automatically assigns an *AffID*. In this case the *AffID* for Lion King email open is 8.
2. Use KB Bulk Mail to add an invisible gif image syntax to your HTML email. Refer to section 6.6.5 of the KB Bulk Mail document for details on where you would add this syntax.

The HTML tag syntax for the invisible gif image that you add to your KB Bulk Mail HTML email would look as follows.

**NOTE 1:** It is very important that you setup your HTML syntax exactly like this example i.e. including the **<img src=**, the **?** before the *AffID*, the **&** before the Link and the **border="0">** at the end

**NOTE 2:** Do not use https for the image source as some email clients cannot display the images.

```

```

Here you can see the 3 parts from above as follows:

<http://yourwebsite.com/kbat/track.asp>

[?AffID=8](#)

[&Link=http://yourwebsite.com/yourimage.jpg](#)

The pointer to your KB Affiliate Tracker site.

The affiliate id you want to track i.e. Lion King email open.

The *yourimage.jpg* or *gif* can be any image but be aware it will appear in the email so you may want to consider using a blank 1-pixel image. There is one in the images folder called invis.gif.



## 6.8 Run Affiliate Tracker Reports

### 6.8.1 Number of links clicked for each Affiliate report

This report displays the total number of links clicked for each Affiliate. It can be configured for specific affiliates and within specific date ranges.

- Choose **Affiliate Reports** from the Options menu
- Choose **Link Statistics** from the Affiliate Reports menu
- The following *KB Affiliate Report Initiator* screen will appear. Please note that the fields have been filled in here for example purposes.

**KB Affiliate Report Initiator**

Configure the report parameters to filter the information in the report and click the Run button to view your report. Hold the shift key down if you want to make multiple selections. Archived affiliates are not displayed.

Click here to exclude ALL tracking prefixed with internal IP address range 10.0.100.\*

Report Name: **Links by Affiliate**

Report Description: This report displays the number of links clicked. It can be configured for specific affiliates and within specific date ranges.

Select Affiliates	Select Date Range
3rd Party link Billy Elliot the Musical Chicago Fame - The Musical Guys and Dolls Lion King - effier open Lion King - email open Stomp Swan Lake We Will Rock You	Start Date <input type="text" value="27/01/2006"/> End Date <input type="text" value="27/02/2006"/> Enter dates in dd/mm/yy format

- If you would like to exclude all tracking prefixed with your internal IP address range i.e. internal links possibly generated through testing or development, then click this box.

#### To run the report

- Click either a single affiliate or hold the shift key down to click multiple affiliates.
- Adjust the date range.
- Press the **Run** button.
- The following report output will display. Please note that the report data is for example purposes.

**Report Output**

Report Name: **Links by Affiliate**

Report Description: This report displays the number of links clicked. It can be configured for specific affiliates and within specific date ranges.

You can sort the report output by any column by clicking on the column header link.

Click here to sort the report output in descending order.

<a href="#">Affiliate</a>	<a href="#">Total Links</a>
Billy Elliot the Musical	304
Chicago	299
Fame - The Musical	302
Guys and Dolls	473
Lion King - efler open	95
Lion King - email open	180
Stomp	4
Swan Lake	1322

8 record(s)

[Back](#) [Export to Excel](#) [Preview in Excel](#)

- You can sort the report output in descending order by clicking this box and then clicking the column header.
- You can sort the report output by any column by clicking the column header link.
- You can export the report output to Excel by pressing the **Export to Excel** button.
- You can preview the report output in Excel by pressing the **Preview in Excel** button.

## 6.8.2 Link statistics for each Affiliate

This report displays the number of links clicked with percentages of total volume where customers have clicked on specific links. It can be configured for specific affiliates and within specific date ranges.

- Choose **Affiliate Reports** from the Options menu
- Choose **Links Clicked** from the Affiliate Reports menu
- The following *KB Affiliate Report Initiator* screen will appear. Please note that the fields have been filled in here for example purposes.

**KB Affiliate Report Initiator**

Configure the report parameters to filter the information in the report and click the Run button to view your report. Hold the shift key down if you want to make multiple selections. Archived affiliates are not displayed.

Click here to exclude ALL tracking prefixed with internal IP address range 10.0.100.\*

Report Name: **Link Statistics by Affiliate**

Report Description: This report displays the number of links clicked with percentages of total volume where customers have clicked on specific links.

**Select Affiliates**

- 3rd Party link
- Billy Elliot the Musical
- Chicago
- Fame - The Musical
- Guys and Dolls
- Lion King - effier open
- Lion King - email open
- Stomp
- Swan Lake
- We Will Rock You

**Select Date Range**

Start Date

End Date

Enter dates in dd/mm/yy format

- If you would like to exclude all tracking prefixed with your internal IP address range i.e. internal links possibly generated through testing or development, then click this box.

### To run the report

- Click either a single affiliate or hold the shift key down to click multiple affiliates.
- Adjust the date range.
- Press the **Run** button.
- The following report output will display. Please note that the report data is for example purposes.

**Report Output**

Report Name: **Link Statistics by Affiliate**

Report Description: This report displays the number of links clicked with percentages of total volume where customers have clicked on specific links.

You can sort the report output by any column by clicking on the column header link.  
 Click here to sort the report output in descending order.

<a href="#">Affiliate</a>	<a href="#">Target Link</a>	<a href="#">Total Links Clicked</a>	<a href="#">Number Sent</a>	<a href="#">Percent</a>
Billy Elliot the Musical		304	0	0
Chicago		299	0	0
Fame - The Musical		302	500	60.4
Guys and Dolls		473	0	0
Lion King - eflyer open		95	0	0
Lion King - email open		180	0	0
Stomp		4	0	0
Swan Lake		1322	0	0

8 record(s)

- You can sort the report output in descending order by clicking this box and then clicking the column header.
- You can sort the report output by any column by clicking the column header link.
- You can export the report output to Excel by pressing the **Export to Excel** button.
- You can preview the report output in Excel by pressing the **Preview in Excel** button.

**Affiliate:** Affiliate name.

**Target Link:** If for example you decided to have an eflyer with many different target links but for the same Affiliate (*AffID*), then each target link would display as a separate row but the Affiliate name would be the same.

**Total Links Clicked:** Total number of links clicked.

**Number Sent:** If you did a KB Bulk Mail campaign and recorded the Email Volume Sent against an Affiliate (see section 6.5) then this amount would display here.

**Percent:** This is the percentage of total links clicked by number sent in your KB Bulk Mail campaign.

## 6.8.3 Raw Affiliate Tracking data

This report displays raw visit information. It can be configured for specific affiliates and within specific date ranges.

- Choose **Affiliate Reports** from the Options menu
- Choose **Raw Visit Info** from the Affiliate Reports menu
- The following *KB Affiliate Report Initiator* screen will appear. Please note that the fields have been filled in here for example purposes.

**KB Affiliate Report Initiator**

Configure the report parameters to filter the information in the report and click the Run button to view your report. Hold the shift key down if you want to make multiple selections. Archived affiliates are not displayed.

Click here to exclude ALL tracking prefixed with internal IP address range 10.0.100.\*

Report Name: **Link Statistics by Affiliate**

Report Description: This report displays the number of links clicked with percentages of total volume where customers have clicked on specific links.

**Select Affiliates**

- 3rd Party link
- Billy Elliot the Musical
- Chicago
- Fame - The Musical
- Guys and Dolls
- Lion King - eflier open
- Lion King - email open
- Stamp
- Swan Lake
- We Will Rock You

**Select Date Range**

Start Date

End Date

Enter dates in dd/mm/yy format

- If you would like to exclude all tracking prefixed with your internal IP address range i.e. internal links possibly generated through testing or development, then click this box.

### To run the report

- Click either a single affiliate or hold the shift key down to click multiple affiliates.
- Adjust the date range.
- Press the **Run** button.
- The following report output will display. Please note that the report data is for example purposes.

**Report Output**

Report Name: **Raw Affiliate Tracking Information**

Report Description: This report displays raw visit information. It can be configured for specific affiliates and within specific date ranges.

You can sort the report output by any column by clicking on the column header link.  
 Click here to sort the report output in descending order.

Affiliate	Tracked At	Target Page	Link within Target	IP Address	Browser
Chicago	26/10/2004 18:08:05	http://www.yourwebsite.com/whats_on/chicago.asp		10.0.100.116	Mozilla/5.0 (Windows; U; Window 5.0; rv:1.7.3) Gecko/20040913 Firefox/0.10
Chicago	26/10/2004 18:08:09	http://www.yourwebsite.com/whats_on/chicago.asp		10.0.100.116	Mozilla/5.0 (Windows; U; Window 5.0; rv:1.7.3) Gecko/20040913 Firefox/0.10
Stomp	26/10/2004 18:27:30	http://www.yourwebsite.com/whats_on/stomp.asp		10.0.100.116	Mozilla/5.0 (compatible; MSIE 6.0 Windows NT 5.1; (R1 1.3))
Chicago	26/10/2004 18:27:40	http://www.yourwebsite.com/whats_on/chicago.asp		10.0.100.116	Mozilla/4.0 (compatible; MSIE 6.0 Windows NT 5.1; (R1 1.3))
Stomp	26/10/2004 18:28:42	http://www.yourwebsite.com/whats_on/stomp.asp		81.154.194.72	Mozilla/4.0 (compatible; MSIE 6.0 Windows NT 5.1; SV1)
Stomp	26/10/2004 18:28:50	http://www.yourwebsite.com/whats_on/stomp.asp		193.111.25.205	Mozilla/4.0 (compatible; MSIE 6.0 Windows NT 5.0; .NET CLR 1.0.3
Chicago	26/10/2004 18:32:43	http://www.yourwebsite.com/whats_on/chicago.asp		81.130.129.156	Mozilla/4.0 (compatible; MSIE 6.0 Windows NT 5.1; SV1)

- You can sort the report output in descending order by clicking this box and then clicking the column header.
- You can sort the report output by any column by clicking the column header link.
- You can export the report output to Excel by pressing the **Export to Excel** button.
- You can preview the report output in Excel by pressing the **Preview in Excel** button.

- Affiliate:** Affiliate name.
- Tracked at:** The date and time your customer clicked the link.
- Target Page:** The target page your customer clicked.
- Link within Target:** You can track if the target page has a specific query string such as a show identifier on your online booking website.
- IP Address:** Your customers IP address.
- Browser:** Your customers browser.
- Referrer:** This column could not fit in the example picture above. The referrer is where the customer came from. This is useful for determining the source of inbound traffic.

## 6.8.4 Number of links clicked per Affiliate Group report

This report displays the total number of links clicked for each Affiliate Group. It can be configured for specific affiliates and within specific date ranges.

- Choose **Affiliate Group Reports** from the Options menu
- Choose **Link Statistics** from the Affiliate Reports menu
- The following *KB Affiliate Report Initiator* screen will appear. Please note that the fields have been filled in here for example purposes.

**KB Affiliate Report Initiator**

Configure the report parameters to filter the information in the report and click the Run button to view your report. Hold the shift key down if you want to make multiple selections. Archived affiliates are not displayed.

Click here to exclude ALL tracking prefixed with internal IP address range 10.0.100.\*

Report Name: **Links by Affiliate Group**

Report Description: This report displays the number of links clicked. It can be configured for specific affiliate groups and within specific date ranges.

**Select Affiliate Groups**

- 3rd Party links
- Home Page Links
- Lion King email
- Stomp effyer

**Select Date Range**

Start Date

End Date

Enter dates in dd/mm/yy format

- If you would like to exclude all tracking prefixed with your internal IP address range i.e. internal links possibly generated through testing or development, then click this box.

### To run the report

- Click either a single affiliate group or hold the shift key down to click multiple affiliate groups.
- Adjust the date range.
- Press the **Run** button.
- The following report output will display. Please note that the report data is for example purposes.

**Report Output**

Report Name: **Links by Affiliate Group**

Report Description: This report displays the number of links clicked. It can be configured for specific affiliate groups and within specific date ranges.

You can sort the report output by any column by clicking on the column header link.  
 Click here to sort the report output in descending order.

Affiliate Group	Affiliate	Total Links
Home Page Links	Billy Elliot the Musical	304
Home Page Links	Chicago	299
Home Page Links	Fame - The Musical	302
Home Page Links	Guys and Dolls	473
Home Page Links	Stomp	4
Home Page Links	Swan Lake	1322
Lion King email	Lion King - efler open	95
Lion King email	Lion King - email open	180

8 record(s)

- You can sort the report output in descending order by clicking this box and then clicking the column header.
- You can sort the report output by any column by clicking the column header link.
- You can export the report output to Excel by pressing the **Export to Excel** button.
- You can preview the report output in Excel by pressing the **Preview in Excel** button.



## 6.8.5 Link Statistics for each Affiliate Group report

This report displays the total number of links clicked for each Affiliate group with percentages of total volume. It can be configured for specific affiliates and within specific date ranges.

- Choose **Affiliate Group Reports** from the Options menu
- Choose **Links Clicked** from the Affiliate Reports menu
- The following *KB Affiliate Report Initiator* screen will appear. Please note that the fields have been filled in here for example purposes.

**KB Affiliate Report Initiator**

Configure the report parameters to filter the information in the report and click the Run button to view your report. Hold the shift key down if you want to make multiple selections. Archived affiliates are not displayed.

Click here to exclude ALL tracking prefixed with internal IP address range 10.0.100.\*

Report Name: **Link Statistics by Affiliate Group**

Report Description: This report displays the number of links clicked with percentages of total volume where customers have clicked on specific email links.

**Select Affiliate Groups**

- 3rd Party links
- Home Page Links
- Lion King email
- Stomp flyer

**Select Date Range**

Start Date

End Date

Enter dates in dd/mm/yy format

- If you would like to exclude all tracking prefixed with your internal IP address range i.e. internal links possibly generated through testing or development, then click this box.

### To run the report

- Click either a single affiliate group or hold the shift key down to click multiple affiliate groups.
- Adjust the date range.
- Press the **Run** button.
- The following report output will display. Please note that the report data is for example purposes.

**Report Output**

Report Name: **Link Statistics by Affiliate Group**

Report Description: This report displays the number of links clicked with percentages of total volume where customers have clicked on specific email links.

You can sort the report output by any column by clicking on the column header link.  
 Click here to sort the report output in descending order.

Affiliate Group	Affiliate	Target Link	Total Links Clicked	Number Sent	Percent
Home Page Links	Billy Elliot the Musical		304	0	0
Home Page Links	Chicago		299	0	0
Home Page Links	Fame - The Musical		302	500	60.4
Home Page Links	Guys and Dolls		473	0	0
Home Page Links	Stomp		4	0	0
Home Page Links	Swan Lake		1322	0	0
Lion King email	Lion King - eflyer open		95	0	0
Lion King email	Lion King - email open		180	0	0

8 record(s)

- You can sort the report output in descending order by clicking this box and then clicking the column header.
- You can sort the report output by any column by clicking the column header link.
- You can export the report output to Excel by pressing the **Export to Excel** button.
- You can preview the report output in Excel by pressing the **Preview in Excel** button.

**Affiliate Group:** Affiliate group name.

**Affiliate:** Affiliate group name.

**Target Link:** If for example you decided to have an eflyer with many different target links but for the same Affiliate (*AffID*), then each target link would display as a separate row but the Affiliate name would be the same.

**Total Links Clicked:** Total number of links clicked.

**Number Sent:** If you did a KB Bulk Mail campaign and recorded the Email Volume Sent against an Affiliate (see section 6.5) then this amount would display here.

**Percent:** This is the percentage of total links clicked by number sent in your KB Bulk Mail campaign.