



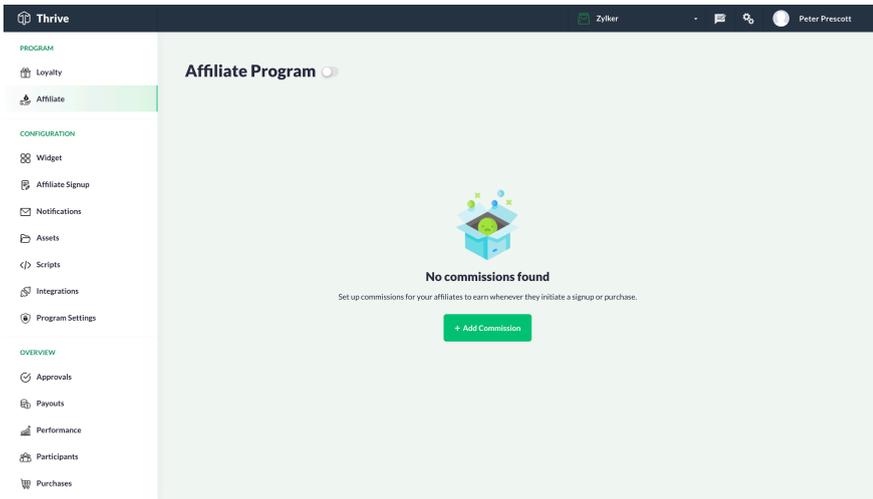
# Affiliate Program

Thrive's affiliate marketing solution lets you commission affiliates for introducing new signups and referral purchases.

## Affiliate commissions

To add affiliate commissions to the program:

1. Go to **Program -> Affiliate**.
2. Click **Add Commission**.



3. Under **Tasks**, choose the action for which you will be rewarding the affiliate.
  - a. **Upon Referral Signup** (only available for custom-built site integration)

### Task

#### When to reward

Upon Referral Signup

Upon Referral Purchase

Task will be completed when a referral signs up

Save and Set Reward

### b. Upon Referral Purchase

If you do not want the affiliates to get commissioned for every purchase, you can further drill down the action's commission eligibility with:

- a. **Minimum purchase value:** Minimum referral purchase amount that has to be reached for the action to be considered successful and eligible for commission.
  - i. Enable the toggle.
  - ii. Enter the minimum amount.
- b. Making the purchase action specific to a product (available only for custom-built site integration.)
  - i. Fill in the **Product ID, Product Category/Group.**
  - ii. Choose the **Pay Period,** and **Pay Plan Name.**

**i** To learn how to configure the purchase action specific, go to the [configuration document](#), scroll down to the *Advanced Configuration* section, and click **Learn more** on the affiliate tablet.

**Task**

When to reward

Upon Referral Signup  Upon Referral Purchase

Task will be completed when referral makes a purchase

Minimum Purchase Value  
Set a minimum purchase value to increase the referral's average spend.

Pay Period: Select

Product ID: [Empty]

Product Category / Group: [Empty]

Pay Plan Name: [Empty]

**Save and Set Reward**

4. Once the task is chosen, click **Save and Set Reward**.

### Referral Purchase Task

- The task will only be valid if the referral creates an account in your store/site.
- Link-based referral purchases made via a browser that has extensions like uBlock Origin that are designed to block third-party cookies, a browser that has any other configurations set up to avoid third-party cookie tracking, or incognito mode will be considered an individual purchase. Coupon-based purchases can be tracked irrespective of the browser used for purchase by the referral.

### Referral Signup Task

Referral signups made via a browser that has extensions like uBlock Origin that are designed to block third-party cookies, a browser that has any other configurations set up to avoid third-party cookie tracking, or incognito mode will be considered an individual signup (direct customer).

5. Under **Reward**, choose the **Commission Type** between a percentage and fixed amount.
6. Provide the **Commission Value** and **Commission Label**.
7. Choose the **Approval Type** between **Manual** (eligible commissions will be sent to the [Approvals](#) section for verification) and **Automatic**.
8. Click **Add Commission**.

The screenshot shows the 'Add Commission' configuration screen. At the top, there is a 'Task' section with a menu icon, the text 'When to reward', the value 'Upon Referral Purchase', and an 'Edit Task' button. Below this is the 'Reward' section, which includes a 'What to reward' dropdown menu currently set to 'Cash'. Underneath are two input fields: 'Commission Type' (set to 'Fixed Amount') and 'Commission Value' (set to '\$'). A 'Commission Label' text input field is also present, with a note below it stating 'Note: This label will be used in email merge tags.' The 'Approval Type' dropdown is set to 'Automatic', with a note below it stating 'Affiliates will automatically receive their commission once the task is completed.' At the bottom of the form is a green 'Add Commission' button.

 To know about managing commissions head to our [Payouts article](#).

## Affiliate promotions

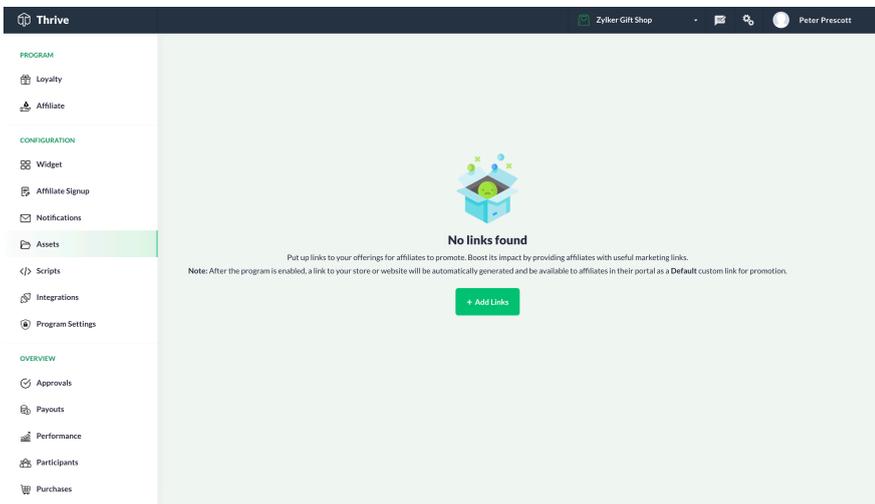
In affiliate programs built using Zoho Thrive, there are two ways to let your affiliates promote your business.

### 1. Links

Links is a versatile method in which any referral action can easily be tracked to the respective affiliate. In Zoho Thrive, beside the links of the offerings, you can also provide help resources (assets) in the form of links to help affiliates promote your offerings better.

To add your offerings' links and assets to the program:

1. Go to **Assets**.
2. Click **Add Links**.

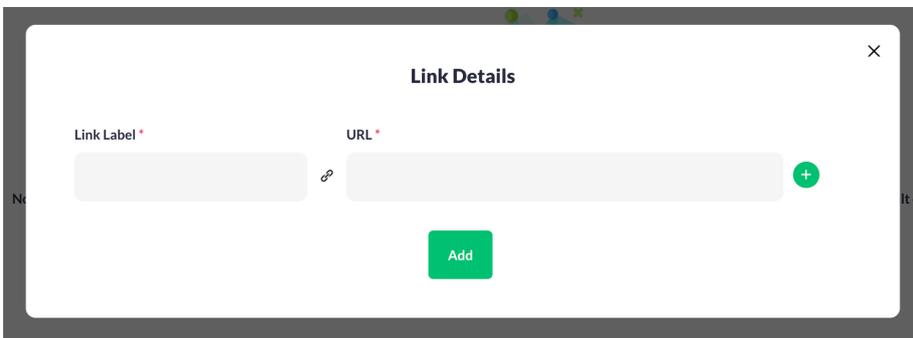


3. In the popup, paste the offerings's **URL** and provide the **Link Label**.



1. The offering URL must begin with your store/brand URL's domain name.
2. The link label provided is only how the link will be displayed to the affiliates in their portal. Make sure it is descriptive and short.

4. Click **Add**.



Make sure you check the URL before adding it. It cannot be edited once added, only deleted.

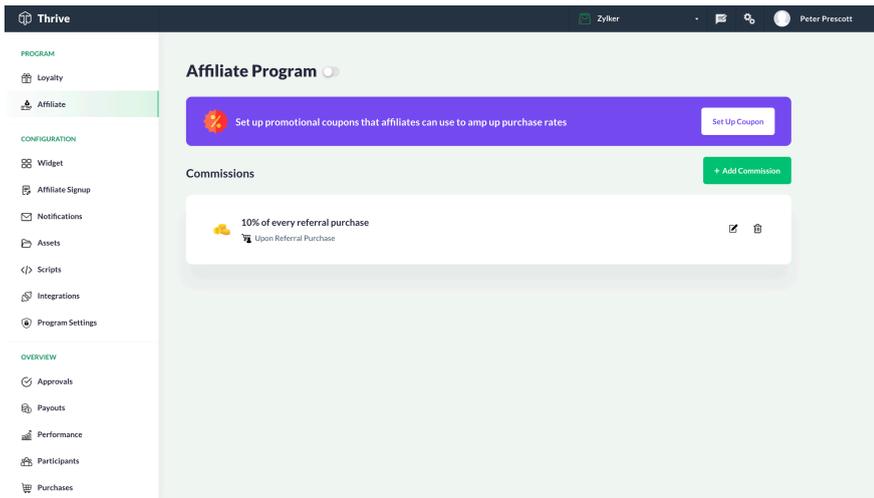
## 2. Discount coupons

(Feature specific to Zoho Commerce, Shopify, and Wix platform integration)

Promotions using discount coupons are very beneficial to encourage more referral purchases, leading to better sales. As an admin, you'll have complete control over the coupon's type and value. When required, the affiliates can generate unique codes and promote them.

To create a discount coupon:

1. Go to **Affiliate**.
2. Click **Set Up Coupon**.



3. In the popup, select the **Coupon Type** and enter the **Coupon Value**.
4. Click **Create**.

**i** The coupon code generated using this can be applied to your entire inventory.

**Coupon Details**

Coupon Type

Select

Coupon Value

Value

**Create**

**Note:** Once you click Create, a coupon with the selected type and value will be made available on the affiliate dashboard. Affiliates can then generate a corresponding coupon code that customers can use to redeem a discount in your store or on your website.

