



Affiliate User Guide

Getting Started – Free registration

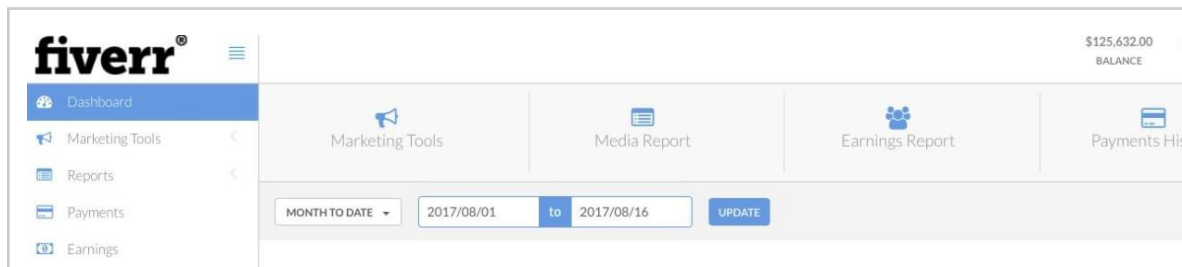
[Please register as an affiliate on Fiverr – Click Here!!!](#)

After your registration, please log-in to your account: <https://fiverraffiliates.com/login/>

Your Dashboard

After you have successfully logged on to your account you will see your dashboard which displays a quick summary of everything you need to know:

- Your stats and performance; As a default setting - your month-to-date stats are displayed (you can choose any other date range)
- Your top performing creatives
- Your balance
- Shortcuts to your account's most important sections

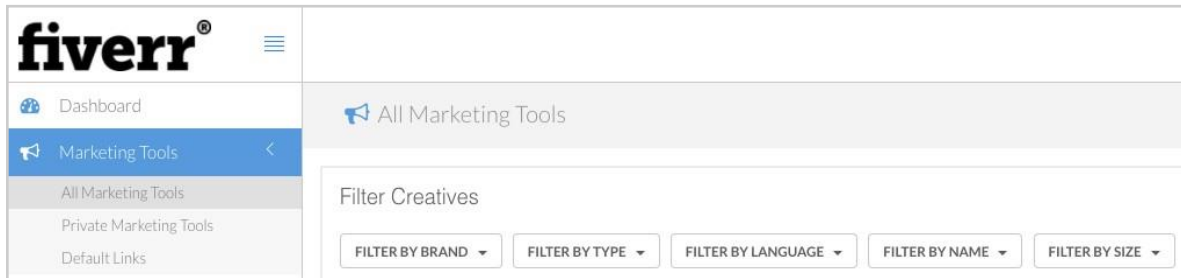


Using Tracking Links & Creatives

In order for the tracked data (registration, buys, etc.) to be registered successfully, you must use the systems` tracking links, or HTML codes to refer traffic, as they contain your Affiliate ID. All links are accessible at the Marketing tools section.

Marketing Tools

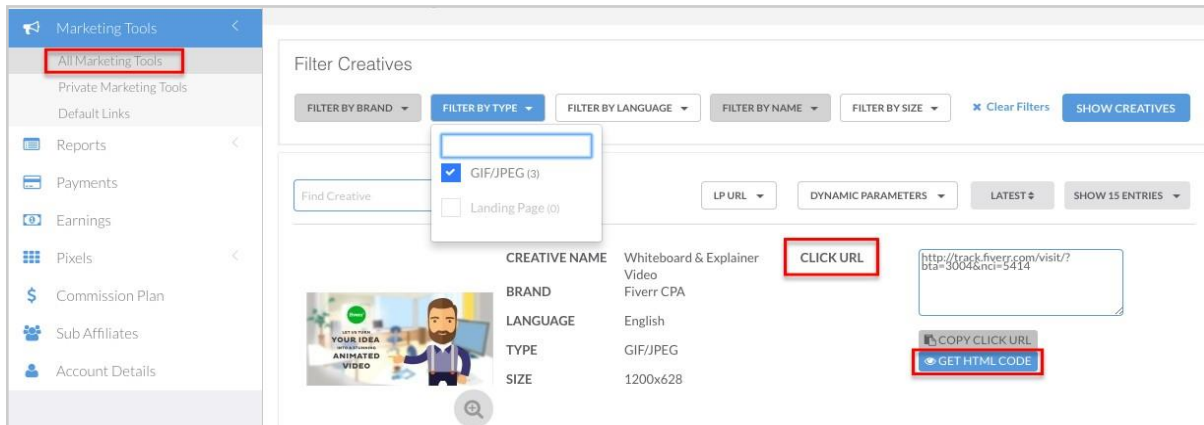
All Marketing Tools



This is where you can view and download all of the different creatives.

Clicking on “All marketing tools” will display a filter box that allows you to view the available material or search for a specific creative based on your criteria. After choosing your preferences, click on “Show Creatives”.

Once you chose your creative, simply copy the tracking link (from “Click URL”) or click on “Get HTML Code” to reveal the code you can embed within a HTML page (which contains the link to the media and the tracking link).



Choosing your own Destination URL

If you wish to direct the tracking URL to a different landing page in the Fiverr domain, simply click on the LP URL button and insert your preferred destination. Make sure to use the link’s absolute path (i.e., link begins with http). This way you can direct traffic to: category page, sub-category page, seller page, specific Gig etc. You can also go to Fiverr.com, search/filter specific results and refer to the results page.

Filter Creatives

FILTER BY BRAND FILTER BY TYPE FILTER BY LANGUAGE FILTER BY NAME FILTER BY SIZE Clear Filters SHOW CREATIVES

Find Creative LP URL DYNAMIC PARAMETERS LATEST SHOW 15 ENTRIES

https://www.fiverr.com/categories/video-ani

CLICK URL

http://track.fiverr.com/visit?bta=3004&nci=5414&landingPage=http%3A%2F%2Fwww.fiverr.com%2Fcategories%2Fvideo-animation%3Fsource%3Dcategory_tree

COPY CLICK URL GET HTML CODE

BRAND Video
Fiverr CPA

LANGUAGE English

TYPE GIF/JPEG

SIZE 1200x628

Default links

The default link allows you to get links to refer traffic directly to the Fiverr homepage without searching for a specific creative.

Creating a deep link

A deep link is a simple link to your preferred landing page, with no creative.

Go to “all marketing tools” and choose the first tool - named “deep link”.

Then, choose your URL by using the LP URL button.

Marketing Tools

All Marketing Tools
Private Marketing Tools
Default Links
Reports
Payments
Earnings
Pixels
Commission Plan
Sub Affiliates
Account Details

Filter Creatives

FILTER BY BRAND FILTER BY TYPE FILTER BY LANGUAGE FILTER BY NAME FILTER BY SIZE Clear Filters SHOW CREATIVES

Find Creative LP URL DYNAMIC PARAMETERS LATEST SHOW 15 ENTRIES

https://www.fiverr.com/categories/vi

CLICK URL

http://track.fiverr.com/visit?bta=3004&nci=5490&landingPage=https%3A%2F%2Fwww.fiverr.com%2Fcategories%2Fvideo-animation%3Fsource%3Dcategory_tree

COPY CLICK URL GET HTML CODE

CREATIVE NAME Deep Link

BRAND Fiverr CPA

LANGUAGE English

TYPE Landing Page

SIZE Unavailable

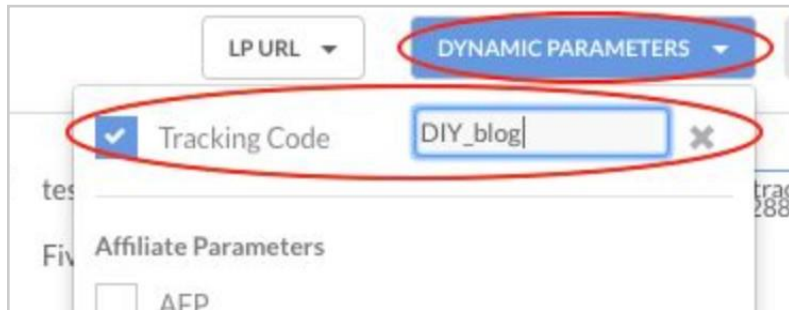
Adding Dynamic Parameters

In addition to your affiliate ID and the creative ID already passed on the link automatically, you can choose to add dynamic parameters:

Tracking code

A Tracking code can be added to any tracking link, in order to track traffic coming from a certain campaign or source, thus measuring their effectivity.

The different tracking codes can be set by clicking on the “Dynamic Parameters” button, checking the tracking code box and entering your parameter value. Up to 500 tracking codes can be dynamically created (i.e., the tracking code parameter can have up to 500 different values).



* In cases where you would like the value to be generated dynamically by your affiliate links, to be passed by the tracking link, add a placeholder for the param, instead of hardcoding the value itself onto the link. In cases where unlimited values are needed (i.e.: for Click ID), the AFP parameter needs to be used instead of the Tracking Code...

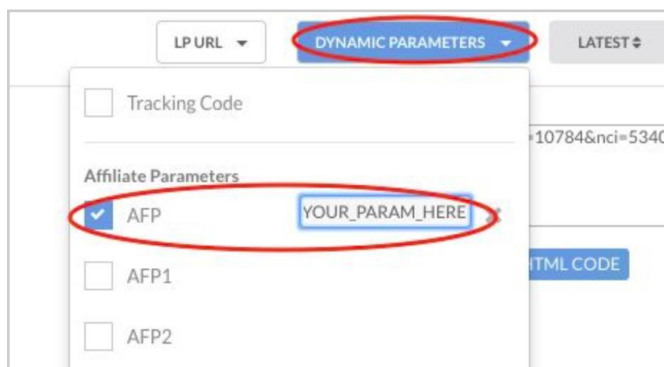
AFP

The AFP (stands for “Affiliate Parameter”) is an additional parameter that can be used to pass any extra information you would like.

You can configure up to 10 different AFPs onto your tracking link. There is no limit on the number of values passed by the different AFPs

You can view the Tracking code in both the Media and Registrations Report.

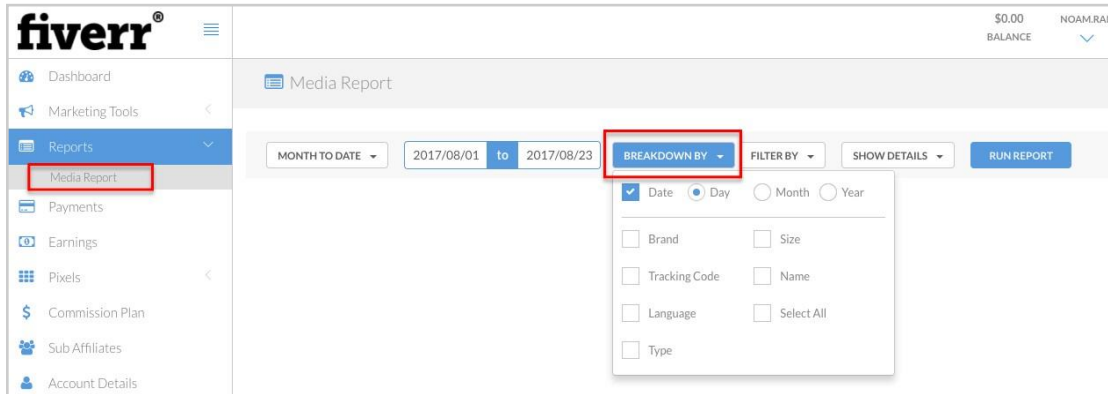
You can view the AFP in the Registrations Report.



Reports

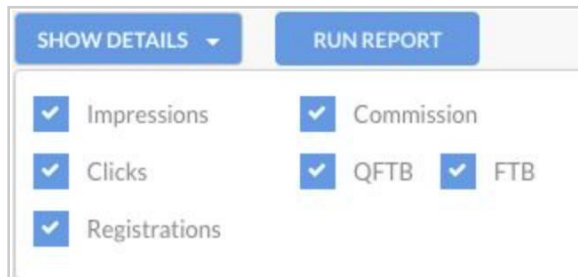
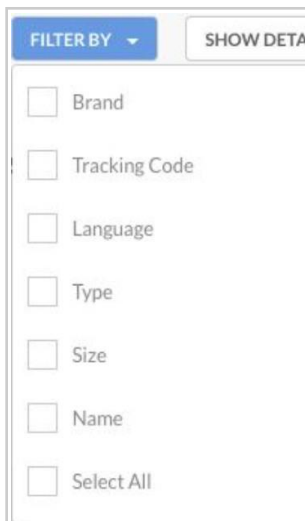
Media Report

The Media Report is the most important report since it displays a large amount of tracking information. The data is arranged in columns, which can be arranged in ascending or descending order by clicking on the Up and Down arrows, next to each column heading.



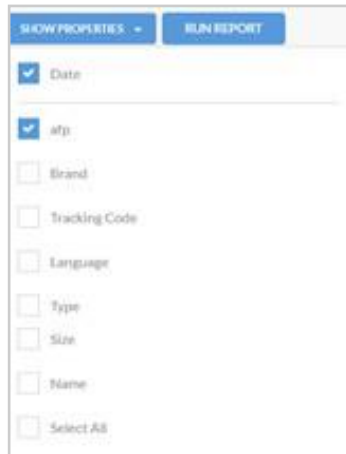
To create a report, choose the required time range. In addition, you can:

- Expand the information to include creative data by choosing different parameters at the breakdown by option.
- Focus on certain parameters by entering them at the filter by option.
- Choose the different stats you want to analyze at the show details option.



Registrations Report

The registrations report lists your customers and displays their details. The data is arranged in columns, which can be arranged in ascending or descending order by clicking on the Up and Down arrows, next to each column heading. To create a report, choose the required time range. For optimization purposes, you can include creative data by choosing different parameters at the “show properties” option.

A screenshot of a web interface showing filter options for a report. At the top, there are two buttons: "SHOW PROPERTIES" with a dropdown arrow and "RUN REPORT". Below these is a list of checkboxes for selecting data properties. The "Date" and "afp" checkboxes are checked, while "Brand", "Tracking Code", "Language", "Type", "Size", "Name", and "Select All" are unchecked.

Payments

Payment History

This section displays all payment records documented in the system according to date.

Payment request

This section allows you to view your last payment request details and status.

If you are incorporated and issue your own invoices, you need to upload your own invoice in order to submit the payment request.

If not, the invoice will be generated by the system and the payment request will be submitted automatically.

Earnings

This section displays your earnings history.

Every commission earned within the selected date range will be displayed (per customer).

This report can be refined by using the Commission Typedrop-down.

Commission Plan

You can view the details the commission plan at this section (i.e the different CPA rates for different sub-categories).

Account Details

In this section, you can review and modify your personal details and payment details.

Pixels (Postback URLs)

If you would like to keep track of incoming traffic for your own tracking systems, pixels can be embedded in the system by following two simple steps:

First, decide if you would like the pixel code to pass specific data.

Two parameters can be added to the pixel code, in order for the pixel to return the corresponding data (generated by you on the tracking link, see the “Adding Dynamic Parameters” section):

- [TrackingCode] - Returns the Tracking Code value set in the tracking link (as utm_campaign).
For networks – implement your sub-IDs parameter in the [TrackingCode].
- [afp] - Returns the affiliate parameter, as assigned in the affiliate link, and passed on the tracking link.

If you would like to add one or both of these parameters, add them to your pixel code following this format:

postbackurl/?NAME_OF_PARAM_IN_YOUR_SYSTEM=[TrackingCode]&NAME_OF_PARAM_2_IN_YOUR_SYSTEM=[afp]

For example, if your systems refers to source data as “sub_id” and refers to click id as “transaction_id” the pixel code you configure will look like this:

[http://www.yourpostbackurl.com/?sub_id=\[TrackingCode\]&transaction_id=\[afp\]](http://www.yourpostbackurl.com/?sub_id=[TrackingCode]&transaction_id=[afp]).

In addition to your own generated dynamic parameters, you can receive system data as well. Available data includes:

[ProductId] - The first time buy's category number in the pixel code

[ProductName] - The first time buy's category *name* written with spaces

[ProductNameNoSpaces] - The first time buy's category *name* without spaces

[CommissionAmount] - The commission calculated for the first time buy

The system data should be configured in the same way - the parameters should be configured on the postback code using the exact syntax, for example:

[http://www.yourpostbackurl.com/?payout=\[CommissionAmount\]](http://www.yourpostbackurl.com/?payout=[CommissionAmount])

Once the pixel code is ready, send it to affiliates@fiverr.com while making sure to clarify the event/s for which you would like to receive the pixel notification.

You can receive a notification for one or both of the following events:

- Registration - The postback is sent for each new registration updated in the system.
- First Time Buyer - The postback is sent for each new first time buyer updated in the system.