

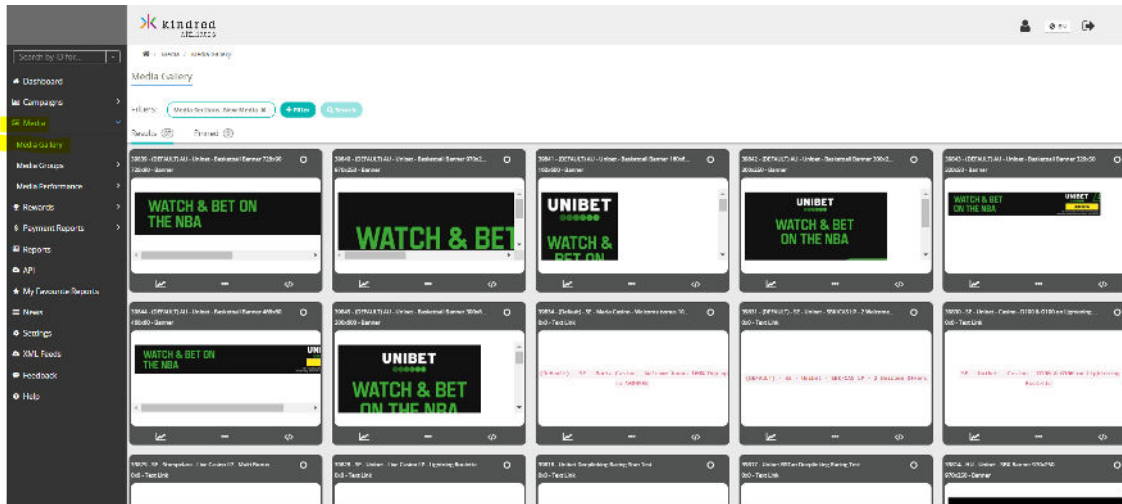
How to gather tracking links, set up dynamic variables to your tracking links and extract API reports from Netrefer

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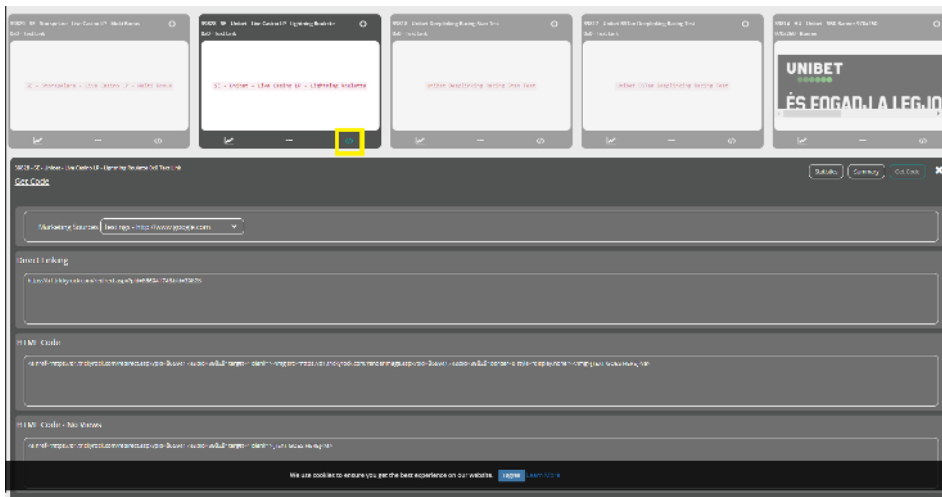
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1 Gathering Get Codes (Tracking Links)

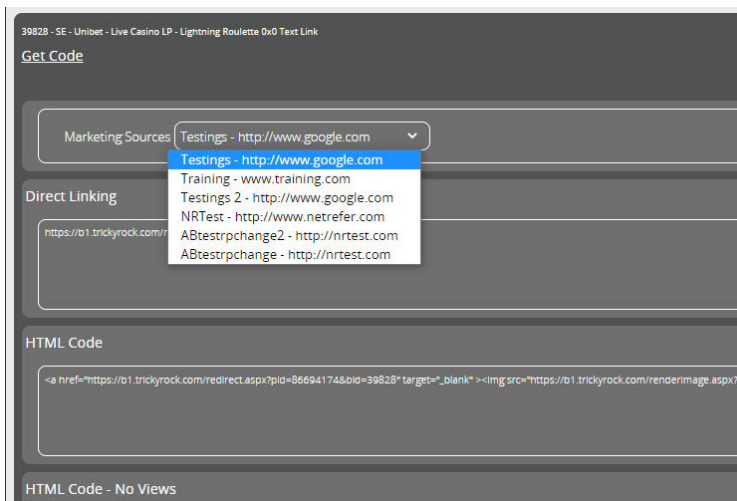
Navigate to Media → Media Gallery



Click on the </> icon for the Media which you would like to promote (in the below example Media ID 39828)



Select the Marketing Source from the drop-down



Options available

- Direct Linking: the chosen media will not track any views, this is recommended for those marketing sources which receive a considerable amount of visitors at any given time or if the website is set up to refresh every so often
- HTML Code: the chosen media will not track any clicks and views
- HTML Code: No Views: the chosen media will not track any views

Copy the Tracking link provided, the tracking code is available in JavaScript and HTML.

In the above example, the tracking link would

be <https://b1.trickyrock.com/redirect.aspx?pid=86694174&bid=39828>

2 Setting up Dynamic Variables

Please note that if you would like to add Dynamic Variables to your tracking links, please inform your Affiliate Manager with the Dynamic Variable you would like to add. The Variable is setup on NetRefer and then can be used. Example, adding VAR2 as the Dynamic Variable:

- Request the Dynamic Variable parameter you would require added to your Affiliate Manager. Kindly also add the tracking link you would like the Variable to be added too. (example - <https://b1.trickyrock.com/redirect.aspx?pid=86694174&bid=39828>)
- Once Dynamic Variable is added to NetRefer, the Affiliate manager will provide you with the updated tracking link :
<https://b1.trickyrock.com/redirect.aspx?pid=86694174&bid=39828&VAR2=example>
- From Affiliate's end, it is important to ensure that the appropriate value replaces the parameter and place it into the encryption of their website against the appropriate asset in the above case 'example'
- Kindly note that the following variables can not be added/used : **MID, SID, SREF, SGREF, LCL, LPID, AID, BID, CID, CTCID, HSRC, PID, PBG, ZID & RedirectURL**

3 API Reports (XML Feeds)

There are 4 default API Reports which the URLs are listed below (per report):

1. Customer Reporting

https://kindred.dataexport.netrefer.com/v2/export/reports/affiliate/XML_CustomerReporting_InclSubAff?playerID=all&username=all&websiteID=all&productID=all&brandID=all&customersource=all&customerTypeID=all&rewardplanID=all&countryID=all&FilterBySignUpDate=0&FilterBySignUpDateFrom=2016-10-01&FilterBySignUpDateTo=2016-10-31&FilterByExpirationDate=0&FilterByExpirationDateFrom=2016-10-01&FilterByExpirationDateTo=2016-10-31&FilterByActivityDate=1&FilterByActivityDateFrom=2016-10-01&FilterByActivityDateTo=2018-10-31

2. Dynamic Variables

https://kindred.dataexport.netrefer.com/v2/export/reports/affiliate/XML_MS_DynamicVariables_InclSubAff?dateFrom=2016-10-01&dateTo=2016-10-31&mediaID=all&marketingSourceID=all

3. Marketing Source Daily Figures

https://kindred.dataexport.netrefer.com/v2/export/reports/affiliate/XML_MS_DailyFigures_InclSubAff?yearmonthdayfrom=2016-10-01&yearmonthdayto=2016-10-31&productID=all&PublishPointID=all

4. Monthly Earnings

https://kindred.dataexport.netrefer.com/v2/export/reports/affiliate/XML_Monthly_Earnings_Breakdown

- If the report URL is appended by **&xml=True** prior to clicking **Generate** it will open in XML format
- If the report URL is appended by **&xml=False** prior to clicking **Generate** it will open in HTML format

(The parameters `&xml=true` and `&xml=false`, only work when retrieving the feed from the interface. When retrieving via API, the user must use the 'Accept' request headers `application/xml` or `application/html`)

Generate Authorization Tokens

Affiliate users can generate custom keys used for automatic retrieval by:

1. Enter a custom key name
2. Click the save icon
3. A key will then display in a pop-up. Take a note of the key as once a key has been generated and the pop-up is closed it cannot be retrieved again. You can use the same key for multiple reports
4. Generate a report as per the previous workflow. Copy the full URL and paste into a new browser window
5. Add in the new key code into the original XML Feed URL, immediately after the report name with 'authorization=' then the key, followed by '&', for example:

https://kindred.dataexport.netrefer.com/v2/export/reports/affiliate/XML_CustomerReporting_InclSubAff?playerID=all&username=all&websiteID=all&productID=all&brandID=all&customersource=all&customerTypeID=all&rewardplanID=all&countryID=all&FilterBySignUpDate=0&FilterBySignUpDateFrom=2016-10-01&FilterBySignUpDateTo=2016-10-31&FilterByExpirationDate=0&FilterByExpirationDateFrom=2016-10-01&FilterByExpirationDateTo=2016-10-31

[31&FilterByActivityDate=1&FilterByActivityDateFrom=2016-10-01&FilterByActivityDateTo=2018-10-31&authorization=MTIzNC5lNUdtVloxeVh5OGRYWlYrK3RQM0JRPT0%3D&xml=True](#)