Working With Clickbank!



Version 19

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1

Contents

Working With Clickbank!1
Version 191
Chapter 1 ~ Introduction
Chapter 2 ~ Setting Up Your Free Account7
Chapter 3 ~ Selling as an Affiliate for Free9
Chapter 4 ~ Selling Your Products Through Clickbank
Chapter 5 ~ Set up your Sales page – (Vendor's Pitch Page)16
Chapter 6 ~ Add a Disclaimer to your Pitch and Sales Pages
Chapter 7 ~ Adding Product Images to Your Vendor Account
Chapter 8 ~ Get More Affiliates by Giving Them More!

2

Chapter 1 ~ **Introduction**

This eBook is designed to assist anyone to set up an account with Clickbank, to accept credit card payments online, selling digital products and services over the Internet. This could be you, your customers or your web site visitors.

About Clickbank.com

Accept Credit Cards with No Monthly Fee.

Clickbank started in a garage in San Diego, California in 1998.

It is a "Top 100 Internet Retailer with 200 million customers. ClickBank sells digital products worldwide created by entrepreneurs. From advice for getting in shape, to healthy cooking recipes, or dating advice, ClickBank delivers digital lifestyle products to customers in 190 countries.

It constantly updates its system to improve the results for vendors, affiliates and, of course, their customers.

Clickbank is the ecommerce solution for thousands of web businesses that deliver unique products and services over the Internet by web pages, downloadable files or email.

Clickbank's payment technology lets any web business (a Vendor) automatically pay sales commissions to any other web business (an Affiliate) that links a paying customer to the Vendor. Clickbank bills the customer,

pays the Vendor, and pays the affiliate. There is literally no effort on your part. You don't have to worry about a thing.

By acting as the trusted intermediary, Clickbank maintains complete security and quality control in every transaction.

Clickbank offers significant advantages over any of the available stand-alone solutions for billing, marketing or affiliate management:

Affiliates can freely link to any Vendor that registers with Clickbank and appears in the Clickbank Marketplace. All affiliates can be assured that they will be paid for every sale they generate. The Vendors can freely accept new affiliates without fear of fraud or misrepresentation.

Clickbank has sophisticated, international fraud control to screen all purchases.

For maximum card security, all orders are sent directly to the banking network for immediate authorization. Clickbank does not store card numbers.

Since Vendors only pay commissions to affiliates when the customer makes a purchase, the Vendor's advertising expenditure is more effective. Clickbank's services are underpinned by exclusive licenses to four patents and patents pending that protect various aspects of the system, including the linking of the payment transaction with the distribution of commissions.

Your customers can pay with any major credit card or through Paypal without leaving Clickbank. We have used the services provided by Clickbank

for years and are extremely happy with the services we receive from them. To open your account as an affiliate at Clickbank is free.

If you would like to sell your own products, then they charge a one-time fee of \$49.95 to activate your Vendor's account and 7.5% of the sale price plus \$1.00 for each sale. There are no monthly fees, but they do exact a pay period processing fee of \$2.50.

You can receive payments through the following methods:

Check – We mail a paper check to the address listed in your account. This is the default payment option.

Direct Deposit – We transfer your payment directly to your bank account. You can configure this by supplying your bank account information. Direct deposit is available in the US and select countries.

Wire Transfer – We transfer your payment by wire. This option is available for countries not served by international direct deposit.

Payoneer – We pay you using Payoneer, an international money transfer service. You can configure Payoneer by supplying your Payoneer account information. You can switch between the available payment methods at any time. However, it may take up to a week for the new payment method to take effect. Regardless of the payment method, payments are issued to the payee name you have listed in your account.

After you pay your fee and your account is activated, you can still promote other Vendors' products to earn Affiliate income and sell your own products from the same account. But, you can open further accounts at any time, only paying if you wish to use them to sell some of your products. The best thing about Clickbank is that they offer the best plug-in affiliate facility in the industry. You will be able to set up your own affiliate program in almost no time. That \$49.95 fee is definitely a wise investment when compared with the long-term benefits for your business. Support for affiliates and Vendors is provided by an online ticket system with email replies from the knowledgeable support staff. There is also a comprehensive, clearly indexed and frequently updated Knowledge Base with articles and some videos on every aspect of their system.

Knowledge Base	Partner Offers	Marketplace Blog	Log Out Language:	English 🔽	
DASHBOARD	REPORTING	ACCOUNT SETTINGS	VENDOR SETTINGS		
				SUPPORT 🛃	

We highly recommend Clickbank to everyone who sells information products online.

<u>Click Here to Visit Clickbank.com</u>

Chapter 2 ~ Setting Up Your Free Account

Please <u>click here</u> to set up your Free Account first. That is completely free. You will not need to pay anything unless, later on, you decide to sell your own products through Clickbank. This is the sign-up form.

CEICKOM				
SIGN UP FOR A CL	ICKBANK ACCI	DUNT		
To begin selling product: All fields are required.	s as a Vendor or ar	n Affiliate, complete th	s form below.	
YOUR LOCATION				
Language	English			
Causan				
- County				
YOUR CONTACT INFOR	RMATION			
First Name				
LastRame				
Address (line 1)				
Address time 31				
Contrast (sec. 4)				
City or Toleri				

Start with your contact information. Check your email address is correct as that's where Clickbank will send your acceptance and your password.

Enter your name or the name of the business which you want Clickbank to send your payments to.

Read the client contract including the extra sections inside it. Check the box to acknowledge that you read and agree to the terms and conditions.

Enter the text from the image into the box below the image.

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Then, check that you filled in all the required information correctly before you click the SUBMIT ACCOUNT REGISTRATION button. You will be taken to your Clickbank Account. Check your email account for the confirmation email from Clickbank (noreply@clickbank.com).

Change Your Password

When you set up your free account, you get a password from Clickbank after your email address has been verified. Change your Password regularly as you do for those you have on your other important accounts and services. Never use the same password for more than one Account of any kind.

You should change the randomly selected password which Clickbank supplied to you for something which is easy for you to remember and hard for others to guess.

Your password must contain 8 or more letters & digits.

To get a new password, go to the Clickbank login page:

(https://clickbank.com)

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8

Chapter 3 ~ Selling as an Affiliate for Free

When you have set up your Clickbank account, you can start to look for products to promote by looking in the Clickbank Marketplace.

Go to https://clickbank.com

Sign in to your account.



Click on **RESOURCES** in the lower Menu on the right side of the page.

Welcome: smilepower Knowledge B	ase Partner Offers Marketplace Blog Log Out English	۲
	DASHBOARD SETTINGS REPORTING RESOURCES	РҮТСН

When the Resources page opens, Click on **Marketplace** in the upper menu on the right side. This will bring up the Marketplace.



You might use the Find Products box, (1) at the top center of the page or the Categories listings, (2) on the left side of the page to narrow your search. Here you define the type of product that you want to promote, e.g. Business to Business.

Click on your chosen Category and you will come to a page like this:



Clickbank provide statistics about each product in the Marketplace;

Initial \$/sale: An estimate of the average amount earned by an affiliate from selling one copy of the product. For various reasons, the amount you earn may vary from the estimate.

Avg Rebill Total: This number only shows if the vendor offers recurring billing products that involve more than one payment. The figure shown is an estimate of the average you might make on all the charges to one buyer apart from the original payment.

Avg \$/sale: For one-time purchases, this number is the same as Initial \$/sale. If the vendor offers recurring billing products, it equals the average total of the initial sale plus all rebills, divided by the number of initial sales. To put it simply, for every new purchase of this product, this amount is the average you'd make in total over the life of a new customer. However, this is

just an average; this amount is not guaranteed.

Avg %/sale: This number shows the average commission rate earned for all sales of a vendor's products, including one-time purchases, rebills, and upsell purchases. Vendors may offer different commission rates for different types of products, so this number may not exactly match the commission rate you earn on any given sale.

Avg %/rebill: This number just displays the average commission rate earned on rebills. It is absent if the vendor doesn't offer recurring billing products.

Grav: This is Clickbank's unique GRAVITY[™] performance statistic. It uses the number of different affiliates who earned a commission from this product from 12 weeks ago until today.

Recent transactions get a higher value and the figure is intended to show what products are trending up. The products with high GRAVITY[™] pay good commissions but they are very competitively promoted.

Cat: The category and sub-category of the site in the Marketplace.

When you have sold some of this product for the Vendor, you will also see those stats when you revisit this product under "My Stats" near the end of the listing.

If you click on the Title of the product listing, you will go to the Vendor's site to see more information for the product. Many Vendors supply a Vendor Spotlight which will have affiliate tools for you to use when you promote the product. If you see a listing you really feel would be good for you to promote, click on the PROMOTE BUTTON.

This produces a customized HOPLINK referral tracking URL. You can use this in your promotions for the product and will get a commission for each sale which anyone does through your HopLink.

Finding Categories to Sell or Promote

Checking this page will help you find new and rising niches! It is the official complete list of Clickbank's Marketplace categories and subcategories. They change often as new trends rise and some older products and niches fade. <u>https://support.clickbank.com/entries/23058943-Marketplace-categories</u>

Chapter 4 ~ Selling Your Products Through Clickbank

Many people earn a substantial amount, and some even make their living, by making affiliate sales through Clickbank. But, if you have your own digital product that is delivered to customers directly from the Internet; attached to an email or downloaded from a web page etc., you can offer it through Clickbank and get access to the thousands of potential affiliates who register for free with Clickbank.

Clickbank has added more options.

You can also offer recurring billing items like digital Memberships and subscriptions which can provide ongoing income. You can also sell shippable items like printed books to customers that buy your digital product.

You can also offer products in several other languages.

These types of offers are subject to specific conditions and restrictions which have to be agreed to before they can be offered through Clickbank. Your products must all be offered from your own website which you have a hosting account for. You cannot put them on any website which is on someone else's hosting account.

It's a simple, secure system. You could start getting sales through Clickbank

and increasing your profits from your digital product in a very short time!

Product owners that sell through the Clickbank system are called Vendors.

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Their products are delivered straight to the buyer's computer from the Internet.

Have another look at the Clickbank Marketplace to see the variety of downloadable products that are offered.

The next section shows you all the simple steps required to become a Clickbank Vendor.

Go International

Clickbank is a world-wide business and handles products and promotions in several languages. They provide an easy way to get a much bigger market for your products which you produce in other languages.

If you haven't already, **sign up with Clickbank** - it takes just a few minutes!

Chapter 5 ~ Set up your Sales page – (Vendor's Pitch Page)

Your Pitch page is the web page where you convince the customer to make the purchase. When customers click on a Clickbank payment link on that page, they are sent to the Clickbank Order Form and place their order.

On this page you need to:

Explain what you are selling in detail.

Explain how the product will be delivered (download from a web page, attachment to an email, etc).

Explain how long it will take for delivery (5 seconds, 5 minutes, etc).

Include your sales link.

You need to set up a sales link on your sales page. It can be a simple text link, like Order Now, or even a small image. This is explained later in this section.

Your Pitch Page must include:

Full details of the offer, including the price, and the following;

Details of Recurring product payments so the customer knows the full price, how many payments and how much the payments are.

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The format the product is supplied in and which systems it will work with.

Any limitations on usability.

Delivery details.

Support contact details including a current email address.

If you have a 15 minute or longer video on your Pitch Page, submit the script to Clickbank's Business Services Team for review before making the video in case they require changes to fit Clickbank's policies.

Set Up a Sales Link

You need to set up a sales link on your sales page. This can be a simple text link, like Order Now, or even a small image.

Your customers click on the sales link when they are ready to order. They are transferred to Clickbank to complete the transaction through a hyperlink to a URL (Internet address) like this one;

http://ITEM.VENDOR.pay.clickbank.net

Your hyperlink would be in this form;

CLICK HERE TO PURCHASE

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This is the most important part:

Put your Clickbank account Nickname where you see VENDOR in that line.

Replace ITEM with the ITEM number of the link to that particular product you offer for sale. Clickbank lets you to sell up to 500 different products from one Clickbank account.

When you set up your Clickbank VENDOR account, each link to one of your products is assigned an ITEM number; 1, 2, 3, etc. You set up your first product with the item number 1. You will use '2' when you set up the URL to sell the 2nd product and '3' for your 3rd product.

Clickbank recommend that you add a Title for each product that you sell through Clickbank. With the previous link, there is no "name" or Title for the product and the customer's receipt would just show the Item Number which would not be of much help to them.

Add the Title of the product by adding a "QUERY_STRING" parameter, called "detail", to the sales link. This is an example:

http://ITEM.VENDOR.pay.clickbank.net/?detail=Test_Title

Note that you must have an underscore "_" between each of the words where there is more than one word in a product's Title.

With your real products, Test_Title would be replaced by "Sell_a_Million" or whatever is the Title of your product.

Replace VENDOR with your Nickname for your Clickbank Account where you have that product.

You can also replace CLICK HERE TO PURCHASE with any similar text or an image that you prefer if you are familiar with HTML coding).

Chapter 6 ~ Add a Disclaimer to your Pitch and Sales Pages

All your Pitch and Thank You pages, as well as any other pages which refer to Clickbank, must have the appropriate Clickbank disclaimer.

"Clickbank is the retailer of products on this site. CLICKBANK® is a registered trademark of Click Sales, Inc., a Delaware corporation located at 917 S. Lusk Street, Suite 200, Boise Idaho, 83706, USA and used by permission. Clickbank's role as retailer does not constitute an endorsement, approval or review of these products or any claim, statement or opinion used in promotion of these products." All statements made on the Pitch Page are also subject to Clickbank's Client Contract and Product Requirements, as well as all applicable laws and guidelines.

Adding Vendor Information to Your Account

Put a Hoplink Target URL in the information for your website in your account. Log in to your Account. Select Settings, then "My Site". Click "Edit" on the right side. The Hoplink Target URL goes in the top field.

Now, you fill out the information which will appear in the Marketplace.

Remember that you can only have one product in the Marketplace for each Clickbank Account you set up.

The way this information appears is very important for connecting with

potential Affiliates. It's worth thinking about how to tell your story with enthusiasm.

The Marketplace Title (up to 70 characters) and the Marketplace Description (250 characters) have to get them enthusiastic because there are so many other offers trying to grab them!

The other fields are fairly easy to understand.

The Commission rate will apply to all single-purchase products or the first payment of rebill products. Other payments can have different rates.

Consider what commissions other Vendors are offering when setting yours.

Fill in the other fields.

Give careful thought to your category and sub-category selections.

When you have checked everything, click "Save Changes".

Add the My Products information by clicking the Settings tab.



Click My Products

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Pick either a single payment (Standard) product or the Recurring Billing type.

For Standard products, you put in:

- Your Pitch Page address.
- Your Thank You Page address.
- The Item Number
- Your suggested retail price

Multiple-payment products need special care at this point. When your product is approved, the price of the first payment cannot be changed.

Fill in:

- Your Pitch Page address.
- Your Thank You Page address.
- The Product Title (up to 70 characters) for the Order Form
- The Product Description (250 characters) for the Order Form
- Suggested first Payment amount and rebill amount.

- Timing of later payments
- Number of payments.

Test Purchase

Clickbank requires that you make a test purchase of each product you submit for approval. This gives you a chance to ensure the minimum delay with the approval process and when customers start ordering.

In the My Site tab under Settings, there will be a box next to the entry you made for your new product called "Testing Your Products".

Find "Test Credit Card Number" and click "Generate New Card Number".

Clickbank will generate details of a test card which can be used to test orders for your unlisted product. After 24 hours, the card details stop working.

Write down the details in case something removes them from the screen before you've done your tests.

Open your Pitch Page and click the buying link. Put the card details in the Order form. Put anything you like in other fields.

Follow the process as if you were a customer to complete the mock sale and check that you get to the Thank You page and can download your product.

Check all the information before pressing the Order link.

Clickbank's team will do all this sequence themselves during their review, so you want to ensure it works first time!

When you are ready to ask for product approval, log in to your Account, click Settings and My Products. Click on the Request Approval button for the new product. Check the information in the Request Approval section before clicking "Submit Product Approval".

After your first product is approved, the Clickbank Business Services team will inform you how to pay your \$49.95 activation charge. After that is processed, the Status in you're my Site area will show "Activated".

At this point, you can start accepting orders directly and seeking Affiliates.

Setting up Your Thank You Page (TYP)

The Thank You Page is the page customers will see after they purchase your product. Customers will only see this page if their purchase has been approved and the payment processed.

On this page you need to:

- Thank the customer for selecting your product.
- Display your email address where you will assist the customer with

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any questions they may have about what they bought. You must display the actual email address - not just a clickable image or other symbol.

• Remind the customer that their credit card bill will show a charge by:

Clickbank or CLKBANK*COM.

• Collect additional information from the customer, if you need it to complete the sale.

• Make an "exit link". Once the customer sees your thank-you page make sure they have at least one link to follow. This might be to a page on your site where you have an unexpected free bonus or a form to sign up for your newsletter.

• Clear details of your delivery method and how they will get the product. If customers forget that Clickbank is handling the payment, they may request a refund or chargeback!

"To ensure your use of a Clickbank trademark does not mislead consumers as to any sponsorship, affiliation or endorsement by Clickbank of your company, products or services, always put Clickbank's Disclaimer at the foot of any page with a reference to Clickbank:

"Clickbank is the retailer of products on this site. CLICKBANK® is a registered trademark of Click Sales, Inc., a Delaware corporation located at 917 S. Lusk Street, Suite 200, Boise Idaho, 83706, USA and used by permission. Clickbank's role as retailer does not constitute an endorsement,

approval or review of these products or any claim, statement or opinion used in promotion of these products.

You need to set up a Download Link (something like Download Now) on a 'thank you' page for each of your Clickbank products. This is where your customers will click on a Hyperlink to the URL where you store your product so that they can download your product.

The Hyperlink will look something like

"http://YourDomain.com/eBook/Title.exe" or

"http://YourDomain.com/eBook/Title.pdf".

This link points to where your product is on your web server including the name of the file.

If you put your book, mybook.pdf, in a folder called duud, and your Thank you page is in the same folder, your link would be; mybook.pdf

If you put your Thank you page in a folder called, say, http://www.mysite.com/nother, but your book, mybook.pdf, is in a different folder called http://www.mysite.com/duud, then your link on the Thank you page would be; http://mysite.com/duud/mybook.pdf

Or, you can use the whole URL to the book; http://www.mysite.com/duud/mybook.pdf

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Chapter 7 ~ Adding Product Images to Your Vendor Account

Affiliates must not try to add images to their Clickbank Accounts. Vendors are allowed to add images after they have at least one product approved.

You can add up to 20 images but you will need to request approval for any more.

Limits for each image:

Height: 100 px max 20 px min

Width: 100 px max 20 px min

Size: 20k max.

You must not link any images you upload to your products until they have been approved.

Your images will be reviewed after you add them to ensure they follow the Clickbank Client Contract. The status of approved images will show as "Approved". Clickbank notify you if they have concerns about any images you uploaded. Those images will now have a status of "Disapproved". An email will be sent to your recorded address with the explanation. You can delete the image and submit a new image or a revised version of the previous one. Then apply for approval of the new version.

Removing images

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Under Settings, click My Images and find the image. Then, just click "Delete image".

Add the Image to Your Product

After you get the image approved, click on "My Products" under "Settings". Select either Standard or Recurring Billing Products.

Add the Product Title

Select the image for the Order Form from the list.

Save Changes to make both the image and title appear in position.

Increasing Your Price Limit on a Product

Log in to your account and go to the My Products tab

Click the Add New Product button

Use the same information as your approved product but with the new price you want for it.

Clickbank Business Services will review your request. You should get their answer by email in three to five business days.

Recurring Billing Products

Clickbank can provide an automated, secure system for you to offer your recurring-billing digital products to clients. The System has several useful features which make it easy to use, even if you have not offered such products before.

Recurring billing products include newsletters, software licenses, membership sites and subscriptions.

Subscriptions and the other products can be offered without installing or maintaining special software. Everything works through the regular Clickbank system.

You can also offer options such as setting the first payment lower than later payments, or a discounted trial period, and different rebilling periods.

Vendors just pay Clickbank their usual fee of 7.5 % plus \$1 on each payment. Then, the Affiliate commissions to your Affiliates are calculated on the Net Sale price.

The system provides you with a summary which makes managing things much easier.

Payments from customers can only be made by credit card or Paypal.

These products are subject to the Clickbank 60-day guarantee. Returns or replacements of faulty goods may be allowed within 60 days of purchase. That may cover more than one payment if made and returns asked for with the 60 days. All sales are not refundable 60 days after purchase. When a refund is processed, the subscription stops and Clickbank notifies the Vendor. It's a simple to operate option for providing these products with the backing of Clickbank's good record and experience.

Affiliates can get good returns from promoting the recurring products because they get a commission every time the subscriber is billed.

After the original promotion, they don't have to do anything for that extra stream of income. So, they will be encouraged to keep promoting these products.

Finding these products in the Clickbank Marketplace is easy.

Choose the Category which you are most interested in. Then enter a relevant sub-category. Choose "Recurring Product" from the selection box. Future \$ displays the amount Affiliates are getting from the rebills on current sales. This indicates whether the customers are paying and staying through the period or dropping away earlier. Total \$ Sale shows the total sum from all first payments plus the total amount possible from all rebills if every customer to date stayed the full subscription, divided by the number of clients. That's what you might earn per sale if everybody stayed on!

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30

Chapter 8 ~ Get More Affiliates by Giving Them More!

Clickbank has an automatic set-up that gives you a URL that you give to your affiliates. They use that link to refer potential customers to your product. Clickbank pay the affiliate when it is time to be paid, and does the bookwork concerning your Affiliates for you.

The URL that you give to your affiliates for them to send the visitors to your site will look like http://AFFILIATE.VENDOR.hop.clickbank.net

However, just giving someone a bare URL is not the best way to encourage your affiliates and attracting more.

When you are serious about helping your affiliates make you money, consider making a special web page (an Affiliate Tools Page) on your website which has some banners, product images, email scripts, text ads and sales copy that they can use to promote your product.

Clickbank provide an icon which you can put on your Marketplace listing for the product which indicates you have this type of page available.

The Nickname

The Nickname you create for your account is very important. You use it to access your account.

It appears on payment information from Clickbank and it will be seen by your customers. It should be professional and unique. It must be from five to ten characters. Only letters and numbers may be used.

You cannot change the Nickname for an account. If you decide later that you want to use a different Nickname, you must create a new, separate Clickbank account.

That will cost about half of the fee paid for your first Account.

If you produce products for different niches, you might put all your products for one niche in the same Account with a Nickname which suits that niche.

Creating and Using Hoplinks

Hoplinks(r) are a special type of referral tracking website address which transfer information about anyone who clicks on the Hoplink and buy the product they are directed to.

A Hoplink(r) is a special website address with the ability to record the activity from when a customer clicks the URL to when they buy the targeted product.

The information includes the referring affiliate.

Most of these links are made with the PROMOTE button in the product's listing in the Clickbank Marketplace.

The system produces the encrypted version of the Hoplink and you copy it to a file. Then, you can use it anywhere you promote the product.

These hoplinks don't show the Nicknames as plain text for security reasons.

You can also create a hoplink by typing it in this form:

http://AFFILIATE.VENDOR.hop.clickbank.net

Just replace AFFILIATE with your Nickname and VENDOR with the Vendor's Nickname.

Their Nickname will probably be in the Product Listing on the Clickbank Marketplace, or on their Affiliate Page or Vendor's Spotlight for that product. You can add Hoplink Shield encrypting to your plain hoplink. Search the Clickbank Knowledge Base for details of Hoplink Shield.

Always test your Hoplink before using it. When you first put it on a site, click through to see where it goes. If you don't have it anywhere online, copy it into your browser and click. It should send you to the Pitch Page on the Vendor's site.

Then, look at the bottom of the Order form. Your Nickname should be there as "Affiliate=Nickname". Clickbank reports this information to the Vendor. They can improve the feedback by adding a custom tracking ID. If you had a promotion through your website on your birthday, you might use a tracking ID like "bday":

http://example.hop.clickbank.net/?tid=bday

This works with Hoplinks created in the Marketplace or manually.

Don't launch your hoplinks in frames or other devices. The accuracy of the

information gathered may be seriously compromised. So, you might miss out on credit for some Affiliate commissions or other problems could occur.

Hoplinks produced with older versions of the system are supported, but don't have all the functionality or security of current hoplinks.

I wish your online journey to be enjoyable and profitable!

Tom Hua