WP Affiliate

Third Party Compatibility · https://multivendorx.com/docs/knowledgebase/affiliate-product/

Brief Introduction

AffiliateWP is a powerful WordPress affiliate marketing plugin that helps marketplace owners create and manage affiliate programs directly from their website.

With the AffiliateWP integration in MultiVendorX Pro, marketplace admins and store owners can associate affiliates with products and stores, track referral earnings, manage commissions, and automate affiliate-based product promotions.

This integration helps marketplaces expand their reach through affiliate marketing while allowing both admins and store owners to manage affiliate-related earnings and payouts efficiently.

Requirements

- Affiliate WP
- MultiVendorX Pro

Flow from the admin dashboard

Before store owners can start managing affiliates and generating referral commissions, the admin must first enable and configure the AffiliateWP integration properly.

This setup process involves two parts:

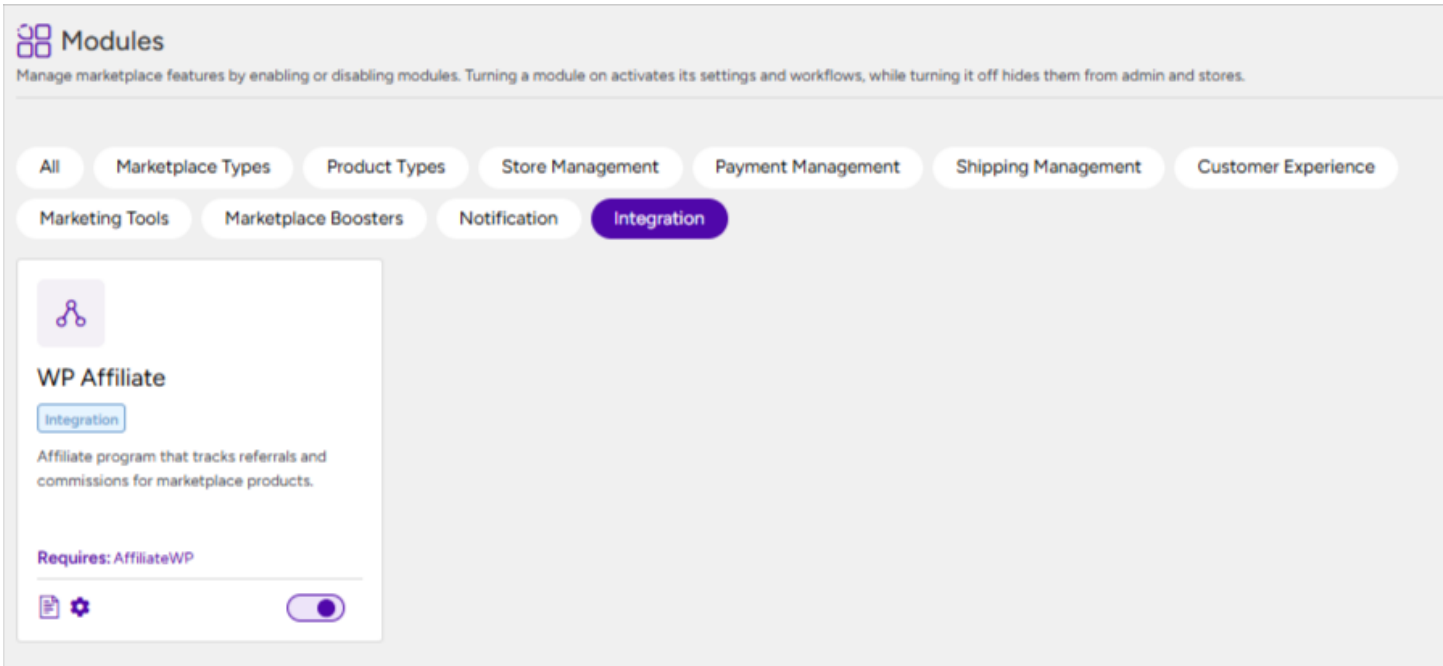
1. Enabling the MultiVendorX AffiliateWP integration module
2. Configuring AffiliateWP integration settings

Once both configurations are completed, affiliate tracking and referral management will become active across the marketplace.

Enable the affiliatewp module

To begin the setup process:

- Log in to the **WordPress Admin Dashboard**
- Navigate to **MultiVendorX**
- Select **Modules**
- Scroll down to the **Integration** section
- Locate the **WP Affiliate** module
- Enable the toggle option



Configure affiliatewp integration settings

After enabling the MultiVendorX module, the admin must also configure the integration directly from the AffiliateWP settings.

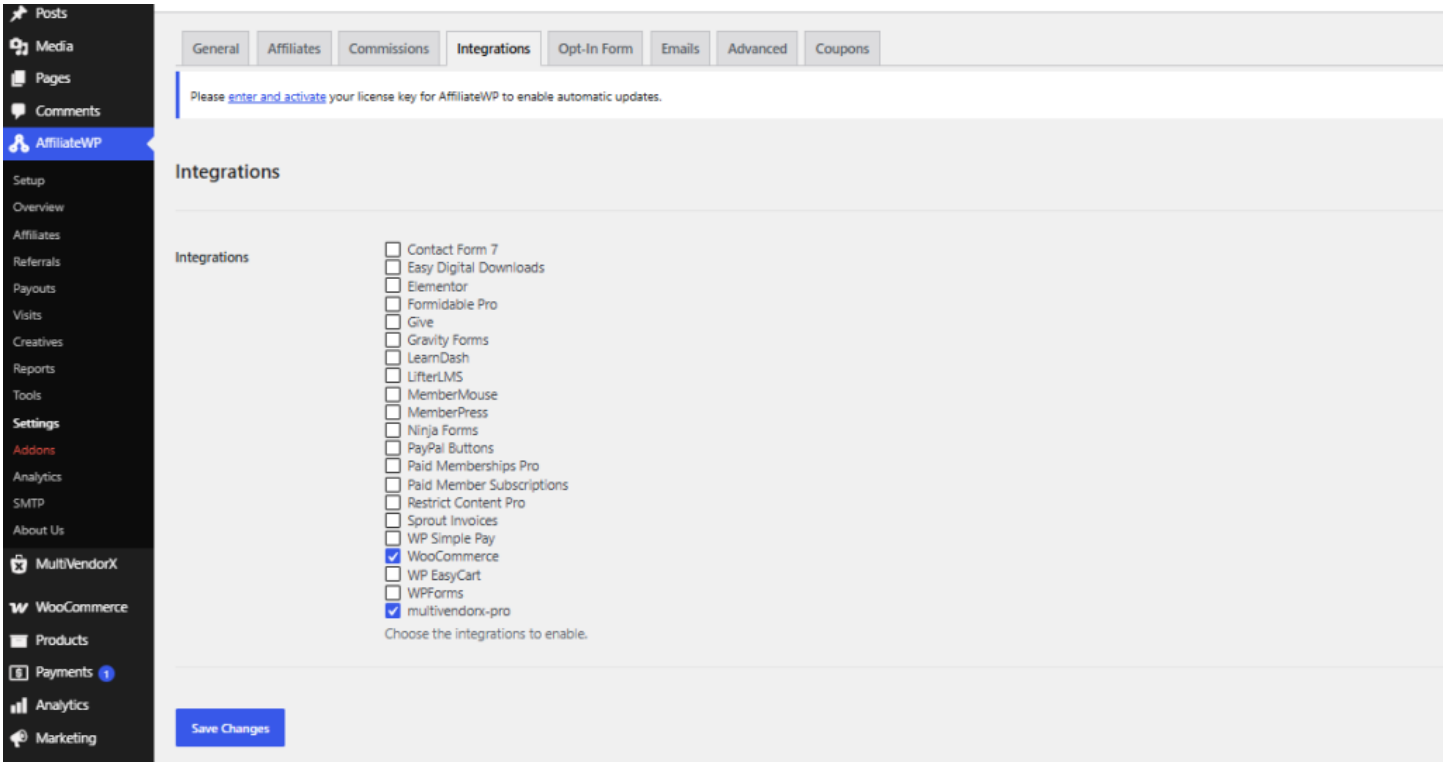
To configure AffiliateWP:

- Navigate to the **AffiliateWP** menu from the WordPress admin sidebar
- Select **Settings**
- Open the **Integrations** section

Inside the Integrations page:

- Enable the **WooCommerce** integration
- Enable the **MultiVendorX Pro** integration

These integrations are required for AffiliateWP to properly track referrals and commissions for marketplace products and store owners.



Once enabled:

- Affiliate referrals start tracking WooCommerce product purchases
- MultiVendorX products become eligible for affiliate commissions
- Referral records become visible inside the AffiliateWP management section

> **Important:**
> Both WooCommerce and MultiVendorX Pro integrations must be enabled inside AffiliateWP for the affiliate system to function properly.

Configure affiliate payout responsibility

After completing the integration setup, the admin can decide who will bear the affiliate commission cost for referred product sales.

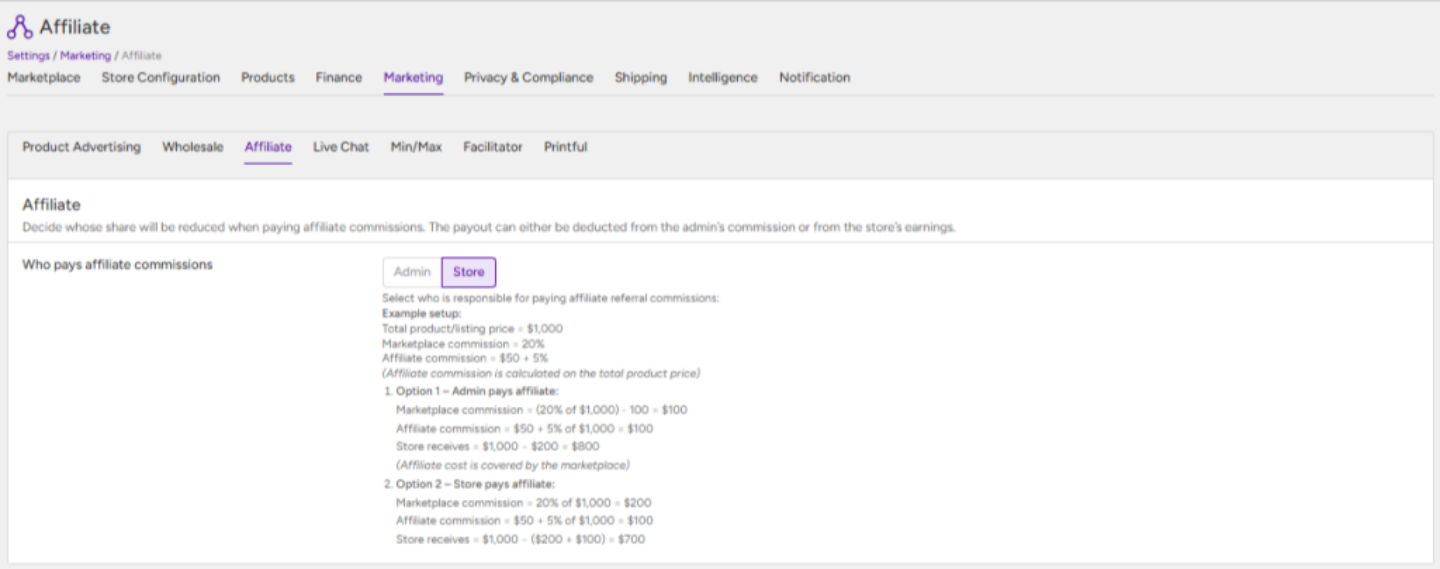
This configuration helps control how affiliate commissions are distributed across the marketplace.

To configure affiliate payout responsibility:

- Navigate to **MultiVendorX**
- Select **Settings** and go to Marketing
- Open the **Affiliate** section

From here, the admin can choose whether:

- The admin will bear the affiliate commission cost
- Or the affiliate commission will be deducted from the store owner's earnings



Understanding affiliate payout distribution

Affiliate commission distribution depends on the marketplace commission structure configured by the admin.

Example payout calculation

Suppose:

- Product price = 100
- Store owner commission = 70%
- Affiliate commission = 20

If the admin enables the option where the store owner bears the affiliate commission:

- The affiliate commission amount gets deducted from the store owner's earnings
- The affiliate receives the configured referral commission
- The remaining balance is assigned to the store owner

This setup helps the marketplace maintain flexible affiliate payout management depending on business requirements.

Add affiliate users for store owners

Once the AffiliateWP integration is fully configured, affiliate users can be associated with specific store owners and products.

Affiliates earn commissions whenever customers place successful orders using their referral links.

Before an affiliate can promote a store owner's products, the affiliate user must first be connected to that store owner.

This association can be managed by both the admin and the store owner.

Assign affiliates from the admin dashboard

The admin can manually assign affiliate users to store owners directly from the backend.

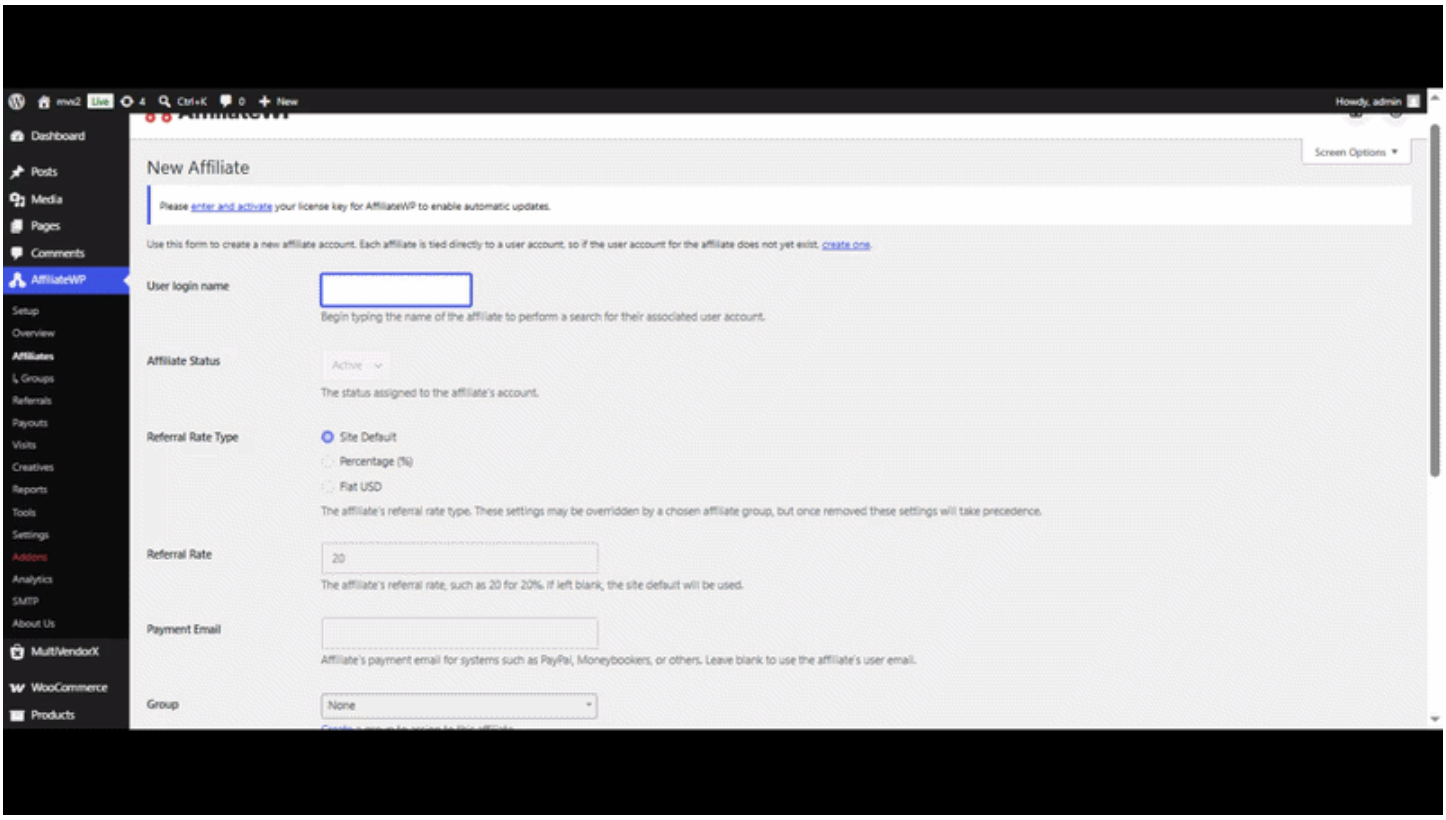
To manage affiliate referrals:

- Navigate to **Affiliates**
- Select **Referrals**

From this section, the admin can:

- Manage affiliate relationships
- Monitor referral activity
- Track affiliate-generated sales
- Review referral commission records

The admin can also create new affiliate accounts directly through AffiliateWP.



> **Note:**
>
> For detailed affiliate account creation instructions, refer to the official AffiliateWP documentation.

Flow from the store dashboard

Once the admin completes the AffiliateWP configuration, store owners can start managing affiliates directly from their Store Dashboard.

Store owners can:

- Associate existing users as affiliates for their store
- Request the admin to add affiliate users if needed
- Monitor affiliate performance and referral earnings
- Configure product-level affiliate commission rates

This gives store owners more flexibility in managing their own affiliate partnerships and promotional campaigns.

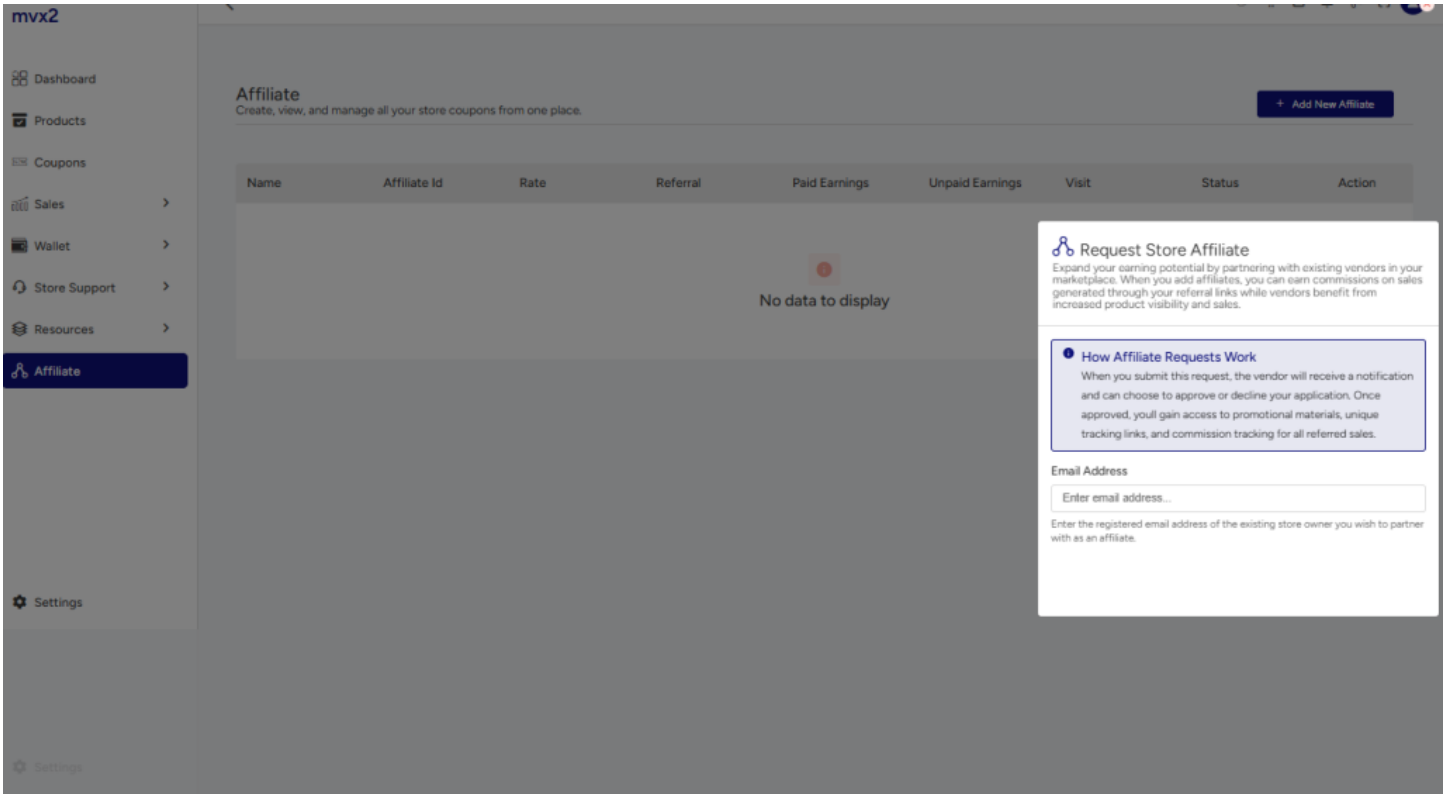
Manage affiliate performance

Using the affiliate management section, store owners can monitor affiliate activity and referral performance directly from their Store Dashboard.

Store owners can view:

- Assigned affiliates
- Add new affiliates

This helps store owners identify which affiliates are generating the most conversions and revenue.



> **Note:**
> Detailed analytics and advanced reporting are handled through the AffiliateWP reporting system.

Remove affiliate assignments

If required, store owners can remove affiliates from their store at any time.

Using the **Delete** option:

- Affiliate relationships can be unassigned
- Future referrals from those affiliates will no longer apply to the store owner's products

This helps store owners maintain full control over their affiliate partnerships.

Configure product-specific affiliate rates

AffiliateWP also allows store owners to configure referral commission rates individually for specific products.

This helps create customized affiliate incentives for selected products.

Configure affiliate rates for a product

To configure product-specific affiliate commissions:

- Open the product edit page
- Navigate to the **AffiliateWP** section

Inside this section, store owners can configure:

- Affiliate Rate
- Affiliate Rate Type

The rate type may include:

- Percentage-based commissions
- Flat commission amounts

Once configured:

- The selected referral rate applies only to that specific product
- Affiliate commissions are automatically calculated during referred purchases

Disable referrals for specific products

Store owners can also exclude selected products from affiliate referral tracking.

Using the **Disable Referrals** option:

- Referral tracking becomes inactive for that product

- No affiliate commission will be generated even if customers purchase through referral links

This is useful for:

- Low-margin products
- Promotional campaigns
- Excluded product categories

Customer referral and order workflow

Once affiliates are connected and referral tracking becomes active, the complete affiliate workflow functions automatically.

Referral workflow process

1. Affiliates share referral links with customers
2. Customers visit the marketplace through those referral links
3. Customers place orders for eligible products
4. AffiliateWP automatically tracks the referral activity
5. Referral commissions are generated after successful purchases
6. Referral records become visible from the backend referral management section

Depending on the configured payout settings:

- Affiliate commissions are either handled by the admin
- Or deducted from the store owner's commission earnings

This creates a fully connected affiliate marketing workflow across the marketplace.