

1. Affiliate Hub: Overview

The Affiliate Hub module serves as a centralized toolkit for tracking, organizing, and managing leads generated by any advertising or referral channel—whether it’s affiliate networks, PR initiatives, paid search, social media, or experiential events. By grouping incoming clients into logical “buckets,” you gain:

1. **Clear Attribution:** Assign every new lead to the channel or partner that brought them in.
2. **Flexible Assignment:** Route leads to the right team or “desk,” either automatically using time- or source-based rules, or manually through a simple interface.
3. **Performance Monitoring:** Use the built-in analytics dashboard to see registrations, first transactions, conversion rates, and revenue per affiliate hub in real time.
4. **Scalable Configuration:** Add new sources, postbacks, and code snippets on the fly as you expand into new channels or markets.

Together, these capabilities ensure you always know **which marketing efforts** are driving the most valuable traffic—and can quickly adjust your budgets, creative, or partner arrangements based on hard data.

The following actions are available in the Affiliate Hub module:

1. **Creation and Editing**
2. **Searching**
3. **Configuration:** Adding sources and postbacks
4. **Assigning to desks:** Automated or manual distribution of leads to relevant desks
5. **Deletion**

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