

You first want to name the program (1) , then put a short description (2) for it (if you want) and enter the web address (3) for any page you've set for your affiliates that gives them more info on the program, such as how they get paid, how much they'll get paid..etc. This can be a page you've created in your MM storeadmin or the actual MM Affiliate page. Whichever it is, you'd want to include some info about the program and what they can expect. If you need help, or ideas, with what info to include on the page you'll be able to find someone to give you suggests on the [forums](#)

Commissions

You can set-up payments for Primary and Secondary affiliates, sometimes called two-tier programs. The Primary affiliate is the one who actually sent you the customer. A secondary affiliate's commission is typically much smaller and is paid to someone who helped recruit the Primary affiliate.

Pay the Primary affiliate:
either a fixed amount of or % of the sale (pay per sale programs only). 1

Pay the Secondary affiliate:
either a fixed amount of or % of the sale (pay per sale programs only).

Leave the secondary payment rates blank if you don't want to run a two tier program. Enter an amount as a number; 2.00 not \$2.00

Tracking

Tracking of customers is done by using a cookie which is handed to them at the time they click through from the affiliate. You can specify how long that cookie lasts and this is checked at the time of the sale. Set it to zero if you want to use a session cookie; one that dies when the browser is shut down.

Persistent cookies live for days. 2

[Zoom](#)

Enter how much you want to pay the affiliate (1) - you can choose either a fixed amount or a percent of the sale. Then lastly, decide how long the cookie should last (2) The longer the better for your affiliates.

Click "**Update Program**"