The Database You’ve been waiting for

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Author Note

http://stealnova.weebly.com/

We meticulously designed this database with a goal to tremendously increase efficiency in your company. We spent numerous hours designing, implementing, and testing our database to reach refinement. We believe that not only will your day to day tasks be significantly more efficient and quicker, but you and your company will be capable of making much more money than ever seen before! Tracking of affiliate earnings and stats will be all in one place and built with ease in mind. This database will allow you to manage many more affiliates and allow you to fine tune your content. The implementation of this database is crucial to improving your company’s performance, efficiency, and revenue.

Our database will protect you from data loss. In the past if one affiliate tracking service crashed, there was no way to obtain data on what affiliates made for the month on that platform. But now if one of your affiliate tracking services goes down you will no longer need to worry about data loss. The database will be backed up directly onto your computer. As a result, you will no longer be relying on the unreliable servers. No more will you have to estimate affiliate earnings due to one of your platforms going down, you will have all the data ready and calculated at any time you please. This database will prevent one of the most catastrophic incidences your company will potentially face, data loss.

This database will provide a vast amount of convenience. All of the affiliate data will be located and organized in one place. In the past we had to use each particular website to track sales, Google AdSense’s, and link tracking to monitor affiliate performance. Now all of the necessary data will be neatly in one location at a moment’s notice. It will make looking up and analyzing data much easier than before. There will be no need to look up and calculate data from multiple websites. From now on, all the data will be all together in one convenient location and already calculated. It will save you time while also keeping you much more organized.

The data provided in our database will allow you to create extremely more efficient ads. Our database will provide you with plentiful data on your customers, websites, and affiliate relations. Through monitoring the Affiliate product sales report you will know which products perform the best based on the particular affiliate. This will allow you to change and adjust ad methods to increase that particular product sale. The Website sales by Category report monitors how each product category performs for each website. This data will help you make better decisions on what changes to make and what products should be featured. The Affiliate sales by category report will display affiliate audience purchase patterns and interests based on category. This will allow us to make decisions on content and ad styles. As a result, our affiliates will be getting more engagements in their content and ads, thus resulting in more revenue with less needed work. Our database will provide you with a plethora of data allowing you to make the perfect decisions to boost revenue to an all-time high with efficiency in mind.

We added an extra form called ‘Affiliate Management’, this form will be extremely useful in managing the commission and websites the affiliates will be associated with. You can pick the exact commission each affiliate gets based on each individual website. You can also find any affiliate instantly using the find button. With the constant communication maintained among the affiliates, commission can be renegotiated quite often. This will allow you to make changes to commission instantly. Along with this form you can view your affiliate earnings instantaneously using the affiliate payout report. Now when an affiliate asks how much they make you will have the answer for them in a matter of seconds! Our additionally provided features will allow you to make changes to affiliate data at any time you please.

We have quite a few future enhancements planned for this database. One future enhancement is to create a website that will display affiliate data in real time. This website will be accessed through affiliate login. From this any affiliate will have the ability to view and track his or her personal earnings at any time of the day in one convenient location. As a result, instead of affiliates needing to go through you to get their earnings report, they will have the ability to look it up themselves.

Another future improvement we plan to implement into this database is more efficient Google AdSense revenue tracking. We will create a specific system where the affiliate impressions, clicks, and google revenue will be tracked. Currently it is possible to track google AdSense revenue by just adding it as another product, however this can only be done at the end of the month. In the future we will work with Google’s API to implement real time data and revenue tracking into our database that will not only make it easier, but will save you time.

Our database will save you and your affiliates a tremendous amount of time. Time is money and key to success in business. Implementing this database into your company will result in you having significantly more time to perform important company tasks such as recruiting more affiliates, making deals with advertising websites, or even expanding your company. This database will enhance your content and ad designs to better suit your audience. With highly targeted ad campaigns you will be seeing revenue climbing to an all-time high. Based on the demographics this database will provide, engagements will increase thus resulting in more revenue. This database is an absolute necessity in keeping your business ahead of the reset, maintaining efficiency, and saving you precious time.

**Affiliate product sales**: This report displays each sale made by each individual affiliate. This report will monitor each product an individual affiliate sells. This report shows which products perform the best for that particular affiliate’s audience. The affiliate will be able to fine tune his or her ad technique and targeting based on the popular products, thus increasing the number of sales. If the affiliate knows which products are most desired among their audience, then they will know which products are best to advertise. With more sales comes more revenue and commission for the affiliates. Due to product sales insight and increased revenue, we will attract more affiliates to our platform, thus resulting in a massive revenue increase.

**Affiliate sales by category**: This report displays each affiliate username and the quantity of individual product categories sold. It will demonstrate the purchasing patterns for each affiliates audience. It will help guide the affiliate toward proper ad targeting and style. With the insight this report will provide, affiliates will fine tune their content. This will result in increased ad performance and engagements of every type of content. As a result, the affiliates will attract additional customers to our websites. This will improve advertising efficiency and affiliates will get more bang for their buck. As a result of this useful data, for each ad posted, affiliates will be making more than before with significantly less work.

**Calculated Payout:** In the past when an affiliate would ask what their earnings were, often times there was a delay in providing the information. When earnings weren’t on hand, you had to calculate each earning based on website earnings and commission then add each one up. This took quite a bit of time and in some cases affiliates grew impatient. This Calculated Payout report will provide affiliate earnings instantaneously and in real time. It displays their username, website commission, and their total sales per each transaction. The report calculates the affiliate earnings that will be paid out based on the data. This will allow us to instantly provide affiliate earnings and performance.

**Total Sale by Transaction**: This report categorizes each transaction based on the date they were made. It will state the category, quantity, Sale ID, and the total sale. This report will track and record the company's daily revenue. From this it will indicate how well the company performed for each particular day. It will also provide useful data for the categories sold for the particular day. This will allow us to monitor our day to day ad performance and make corresponding adjustments to ads and content. From this data we can adjust our ad frequency and products we will feature based on the day. This will make designing and targeting ads much more efficient and profitable for the company and its affiliates. It will help prevent over promotion of daily ads. This report will allow affiliates to find the perfect promotion frequency that will result in increased ad efficiency and engagements.

**Website sales by Category**: This report displays how popular each category is on each website. It shows the website, product category, and quantity sold. It will allow you to monitor how each website performs in each particular category. As a result, adjustments can be made to each website based on these demographics. It will allow our website designs to be strongly targeted toward the desired customer base and products. If one website is significantly more popular in a particular category, we can expand its selection in that category and also display additional featured items that target the audience interests in the home page. This report will expand our audience targeting capabilities for each individual website.