# VM Affiliate

Affiliate marketing extension for Joomla & VirtueMart

# POWERFUL AFFILIATE MARKETING. ONE-CLICK SETUP.

**5,000+ Installations**




**Emilian Manolache**

Founder, Product Owner, Software Architect & Full-Stack Developer | End-to-End

Product ownership / Full-stack engineering / Business development

2008-2013

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FOUNDER-BUILT PRODUCT

# FROM A SINGLE PACKAGE
# TO STORES WORLDWIDE

## 5,000+

live-site installations worldwide




ONE FOUNDER · END TO END

Software. Website. Marketing.

**2008-2013**

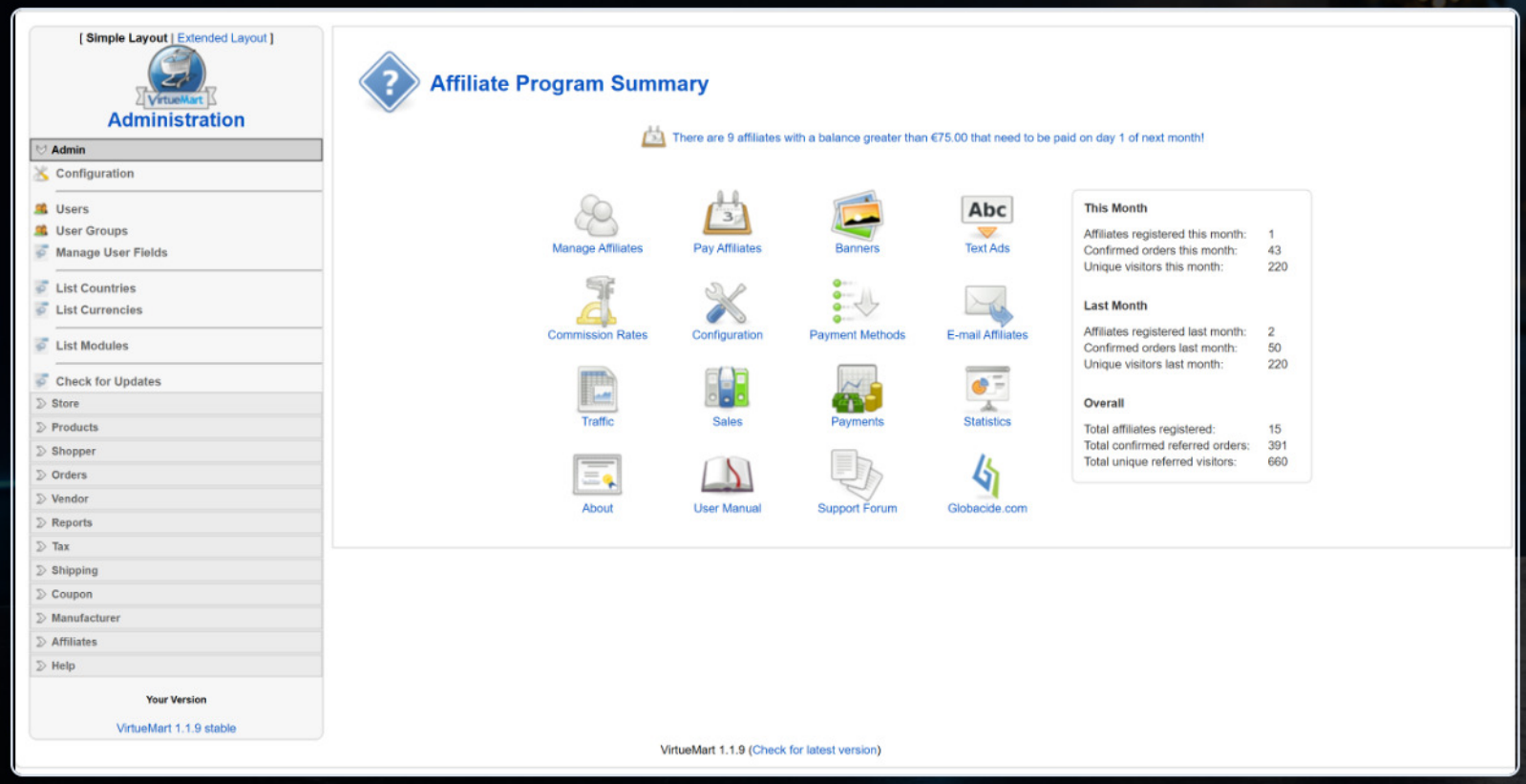
Commercial e-commerce extension

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PACKAGED COMMERCE INTEGRATION

# ONE INSTALL.
# A CONNECTED AFFILIATE PROGRAM.

Packaged for Joomla and VirtueMart, with administration inside the merchant's store.




INSTALLED TOGETHER

## Component

Merchant and affiliate interfaces.

## Tracking plugin

Referral capture in the host app.

## Menus + schema

Navigation and data tables.

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THE COMPLETE BUSINESS WORKFLOW

# FROM PROMOTION TO PAYMENT

One extension connects the merchant, the affiliate and the order lifecycle.

### Enroll

Create and manage affiliate partnerships.

### Promote

Generate referral links and catalog advertisements.

### Attribute

Connect visits and referrals to store orders.

### Calculate

Apply partner rates and multi-tier commissions.

### Reconcile

Respond to order status and unpaid reversals.

### Settle

Administer payouts and retain payment records.

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AFFILIATE EXPERIENCE

# EVERY AFFILIATE.
# ONE WORKSPACE.

A self-service panel brings promotion, performance and payments together.




A COMPLETE PARTNER EXPERIENCE

## Promote

Referral links, banners,
catalog ads and campaigns.

## Understand performance

Traffic, sales, balances
and payment history.

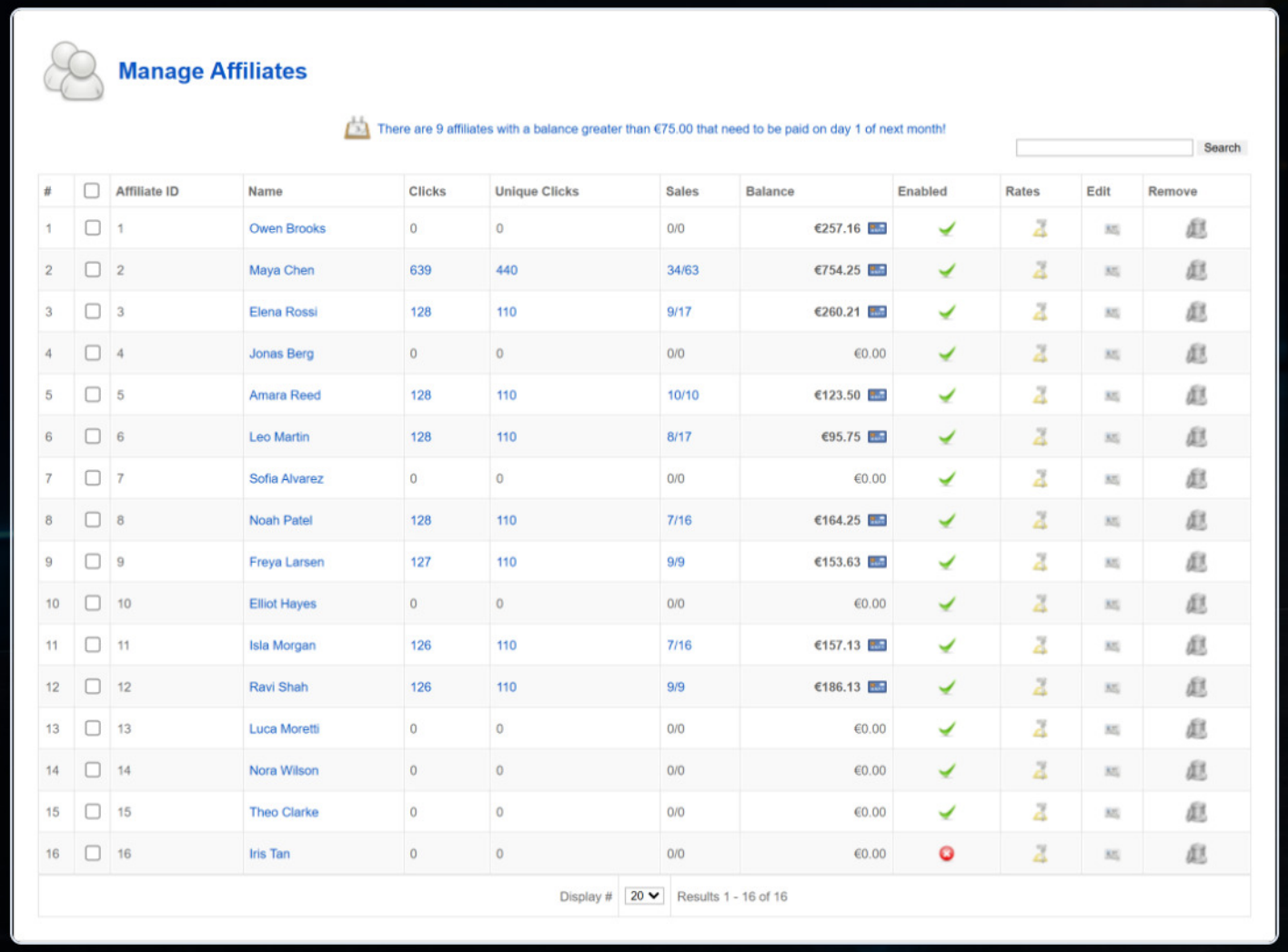
Independent affiliate accounts, with optional Joomla account linking.

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MERCHANT ADMINISTRATION

# MANAGE EVERY PARTNERSHIP

Merchant controls connect account status, balances and individual commission rules.




| # | | Affiliate ID | Name | Clicks | Unique Clicks | Sales | Balance | Enabled | Rates | Edit | Remove |
|---|---|---|---|---|---|---|---|---|---|---|---|
| 1 | ☐ | 1 | Owen Brooks | 0 | 0 | 0/0 | €257.16 | ✓ | | | |
| 2 | ☐ | 2 | Maya Chen | 639 | 440 | 34/63 | €754.25 | ✓ | | | |
| 3 | ☐ | 3 | Elena Rossi | 128 | 110 | 9/17 | €260.21 | ✓ | | | |
| 4 | ☐ | 4 | Jonas Berg | 0 | 0 | 0/0 | €0.00 | ✓ | | | |
| 5 | ☐ | 5 | Amara Reed | 128 | 110 | 10/10 | €123.50 | ✓ | | | |
| 6 | ☐ | 6 | Leo Martin | 128 | 110 | 8/17 | €95.75 | ✓ | | | |
| 7 | ☐ | 7 | Sofia Alvarez | 0 | 0 | 0/0 | €0.00 | ✓ | | | |
| 8 | ☐ | 8 | Noah Patel | 128 | 110 | 7/16 | €164.25 | ✓ | | | |
| 9 | ☐ | 9 | Freya Larsen | 127 | 110 | 9/9 | €153.63 | ✓ | | | |
| 10 | ☐ | 10 | Elliot Hayes | 0 | 0 | 0/0 | €0.00 | ✓ | | | |
| 11 | ☐ | 11 | Isla Morgan | 126 | 110 | 7/16 | €157.13 | ✓ | | | |
| 12 | ☐ | 12 | Ravi Shah | 126 | 110 | 9/9 | €186.13 | ✓ | | | |
| 13 | ☐ | 13 | Luca Moretti | 0 | 0 | 0/0 | €0.00 | ✓ | | | |
| 14 | ☐ | 14 | Nora Wilson | 0 | 0 | 0/0 | €0.00 | ✓ | | | |
| 15 | ☐ | 15 | Theo Clarke | 0 | 0 | 0/0 | €0.00 | ✓ | | | |
| 16 | ☐ | 16 | Iris Tan | 0 | 0 | 0/0 | €0.00 | ✗ | | | |

Display # 20 Results 1 - 16 of 16

## AFFILIATE PROFILES

Contact and payment details in one merchant view.

## APPROVAL & BLOCKING

Control participation in the affiliate program.

## INDIVIDUAL RATES

Tune commissions for each partnership.

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MARKETING AUTOMATION

# THE CATALOG BECOMES THE CAMPAIGN

Products and categories generate advertisements with affiliate-specific referral HTML.

## SELECT A PRODUCT · COPY THE HTML

Welcome, **Maya Chen**! Affiliate Panel Change Password Logout

Banners & Ads

Banners | Text Ads | Product Ads | Category Ads

| # | Thumb | Name | HTML Code | Preview |
|---|---|---|---|---|
| 1 | | Alpine Insulated Jacket | <div style="padding: 10px; bo | Preview |
| 2 | | Coastline Shell Jacket | <div style="padding: 10px; bo | Preview |
| 3 | | Ember Camp Lantern | <div style="padding: 10px; bo | Preview |
| 4 | | Evergreen Two-Person Tent | <div style="padding: 10px; bo | Preview |
| 5 | | Ridgeway 28L Daypack | <div style="padding: 10px; bo | Preview |
| 6 | | Summit Cook Set | <div style="padding: 10px; bo | Preview |
| 7 | | Traverse 45L Pack | <div style="padding: 10px; bo | Preview |
| 8 | | Waypoint Compass | <div style="padding: 10px; bo | Preview |

Results 1 - 8 of 8

***Northline Outdoor** Affiliate Program*

## PREVIEW THE ADVERTISEMENT

Alpine Insulated Jacket



The product image and title come directly from the store.

Banners, text ads and category ads extend the same promotional toolkit.

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REFERRAL ATTRIBUTION

# CONNECT THE REFERRAL TO THE ORDER

Configurable tracking supports the ways affiliates bring customers to a store.

## Online referrals

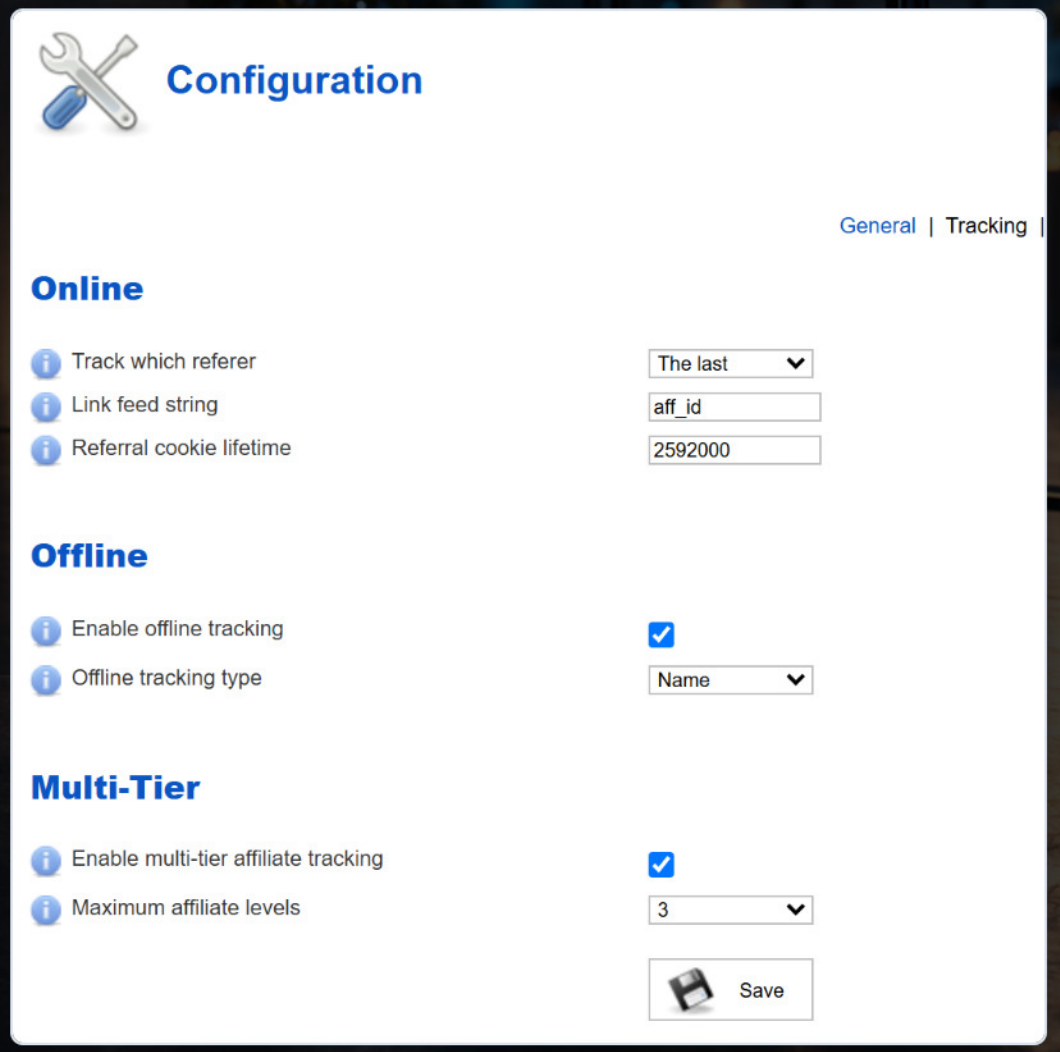
Affiliate URLs and cookies.
Configurable first- or last-referrer policy.

## Offline referrals

Partner identification when
the referral happens away from a link.

## Coupon attribution

Connect affiliate-linked coupons
to the store's order flow.



# ONE DEFAULT.
# ROOM FOR EVERY PARTNER.

Combine fixed and percentage rates, then override them for individual affiliates.

GLOBAL COMMISSION RATES




AFFILIATE-SPECIFIC OVERRIDE



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NETWORK INCENTIVES

# REWARD THE NETWORK.
# CALCULATE FROM ORDER VALUE.

Affiliates can refer other affiliates, with configurable rates across the hierarchy.

EXAMPLE ORDER VALUE

**€298**

The same order value
drives each tier's calculation.

Up to five levels,
including the direct affiliate.

**Direct affiliate · 15% + €2**

Order commission **€46.70**

**Parent tier · 3%**

3% of the €298 order **€8.94**

**Next tier · 1%**

1% of the €298 order **€2.98**

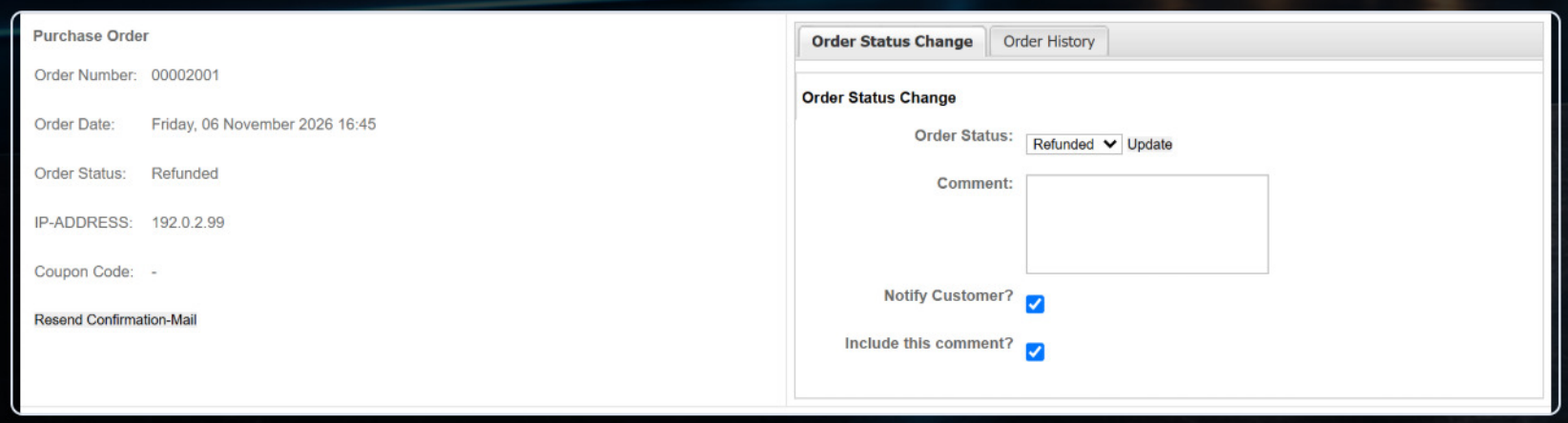
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COMMERCE LIFECYCLE

# ORDER CHANGES. COMMISSIONS FOLLOW.

Order 2001 · €298 · affiliate rate 15% + €2 · commission €46.70

| PENDING | | CONFIRMED | | REFUNDED |
|---|---|---|---|---|
| €754.25 | → | €800.95 | → | €754.25 |
| No commission credited | | + €46.70 credited | | – €46.70 unpaid credit |




**Credit eligible confirmed / shipped orders.**

Cancellation or refund adjusts unpaid commissions.

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PERFORMANCE VISIBILITY

# SEE THE TREND.
# FOLLOW THE ORDER.

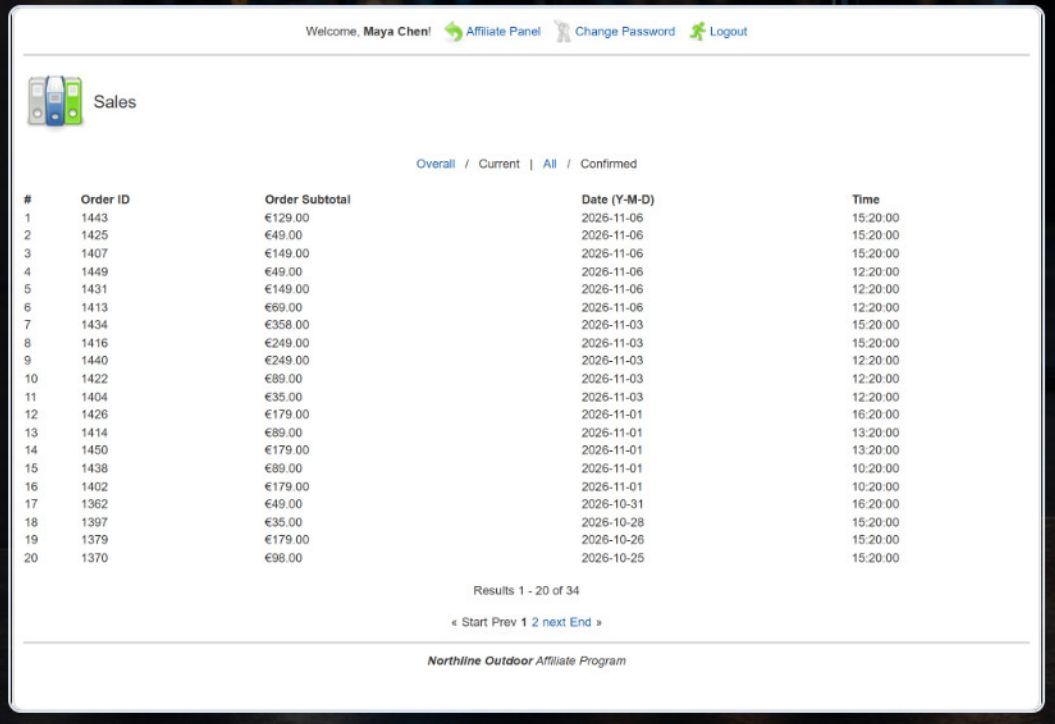
Traffic and sales graphs sit alongside filtered, order-level records.

MONTHLY & YEARLY GRAPHS




**Traffic. Sales. Payments.**

INDIVIDUAL REFERRED SALES




| # | Order ID | Order Subtotal | Date (Y-M-D) | Time |
|---|---|---|---|---|
| 1 | 1443 | €129.00 | 2026-11-06 | 15:20:00 |
| 2 | 1425 | €49.00 | 2026-11-06 | 15:20:00 |
| 3 | 1407 | €149.00 | 2026-11-06 | 15:20:00 |
| 4 | 1449 | €49.00 | 2026-11-06 | 12:20:00 |
| 5 | 1431 | €149.00 | 2026-11-06 | 12:20:00 |
| 6 | 1413 | €69.00 | 2026-11-06 | 12:20:00 |
| 7 | 1434 | €358.00 | 2026-11-03 | 15:20:00 |
| 8 | 1416 | €249.00 | 2026-11-03 | 15:20:00 |
| 9 | 1440 | €249.00 | 2026-11-03 | 12:20:00 |
| 10 | 1422 | €89.00 | 2026-11-03 | 12:20:00 |
| 11 | 1404 | €35.00 | 2026-11-03 | 12:20:00 |
| 12 | 1426 | €179.00 | 2026-11-01 | 16:20:00 |
| 13 | 1414 | €89.00 | 2026-11-01 | 13:20:00 |
| 14 | 1450 | €179.00 | 2026-11-01 | 13:20:00 |
| 15 | 1438 | €89.00 | 2026-11-01 | 10:20:00 |
| 16 | 1402 | €179.00 | 2026-11-01 | 10:20:00 |
| 17 | 1362 | €49.00 | 2026-10-31 | 16:20:00 |
| 18 | 1397 | €35.00 | 2026-10-28 | 15:20:00 |
| 19 | 1379 | €179.00 | 2026-10-26 | 15:20:00 |
| 20 | 1370 | €98.00 | 2026-10-25 | 15:20:00 |

Filter by period and confirmation status.

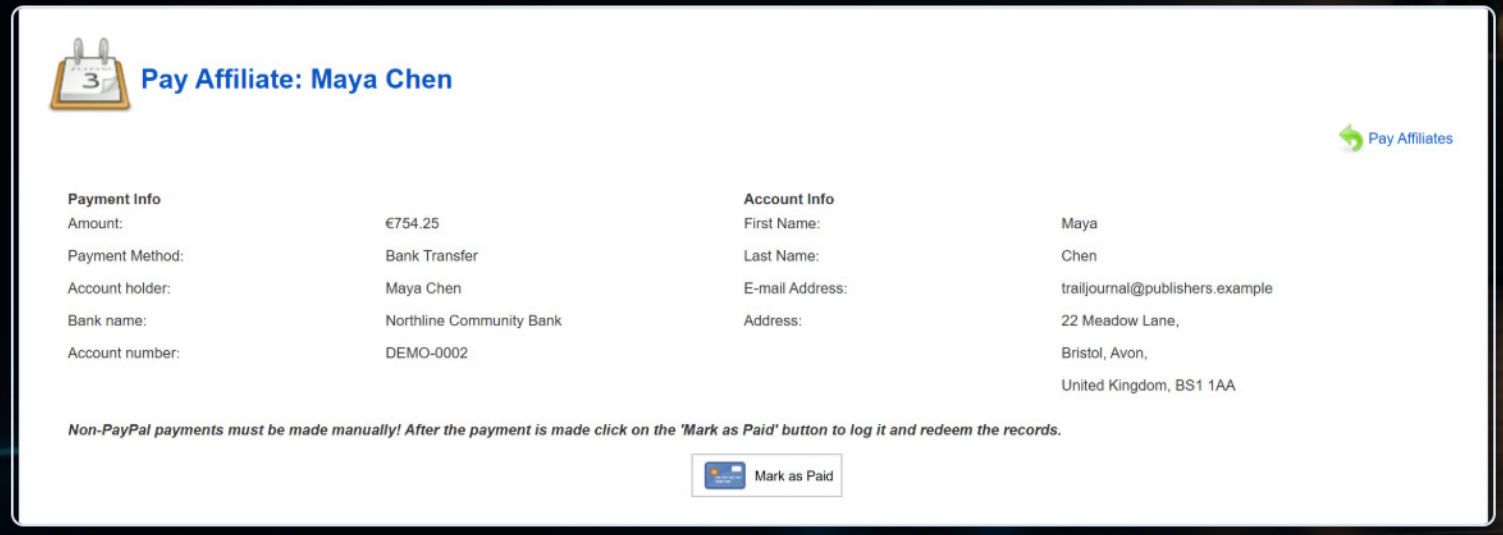
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PAYOUT OPERATIONS

# REVIEW THE BALANCE. RECORD THE PAYMENT.

Administrator-initiated PayPal payments and manual settlement records complete the workflow.

## REVIEW PAYOUT DETAILS




## KEEP THE PAYMENT HISTORY




## Merchant control

Review the amount, method and account details before settlement.

## A visible record

Manual “Mark as Paid” records the payment and clears the balance.

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APPLICATION ARCHITECTURE

# ENGINEERED INSIDE THE COMMERCE PLATFORM

A PHP extension with shared logic, host integration and persistent commerce records.

JOOMLA + VIRTUEMART HOST

**Merchant admin**

Accounts, rates and payouts

**Affiliate MVC panel**

Promotion and reporting

**Tracking plugin**

Referrals and order events

Host web-request hooks

**Shared commission logic**

Rate selection · tier calculation · order-state reconciliation

**MySQL-compatible tables**

**PayPal**

Payment links + IPN

PHP · HTML / CSS / JavaScript
MooTools · SqueezeBox · pChart / GD

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PRODUCT RECOGNITION

# BUILT TO BE USED.
# RECOGNIZED FOR ITS SIMPLICITY.

> “VM Affiliate is the easiest by a very long way.”
>
> **John Horton**
>
> Building E-commerce Sites with VirtueMart Cookbook
> Packt · June 2013

“It’s easy to install, makes its own menu link, and integrates seamlessly.”

Cyn Mobley · Bushido Press
Joomla Extensions Directory

“The extension is very good but the customer support is out of this world.”

Daniel Mota Marques · SAPO International
Joomla Extensions Directory

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INDEPENDENT DELIVERY

# I BUILT THE SOFTWARE.
# I BUILT THE BUSINESS.

VM Affiliate was my own business. I delivered the software, website and marketing end to end.

## PRODUCT

Define the offering

Shape the user experience

Own the product direction

## ENGINEERING

Design the architecture

Build the complete extension

Integrate with the commerce host

## COMMERCIAL

Build the website

Market the product

Support its worldwide adoption

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**Founder, Product Owner, Software Architect & Full-Stack Developer**

End-to-End · 2008–2013 · Worldwide