Affiliate sales report

Sales made through affiliates are centralized for the **Affiliates Sales Report**, along with sales made through cross-selling campaigns. Cross-selling involves recommending additional products right in the shopping cart, either more items from you or offerings from third-party vendors inside the Avangate network (network cross-selling).

The results listed in the **Affiliates Sales Report** can be filtered by affiliate and product, but searches performed could also involve parameters as specific offerings and custom time intervals. The **Affiliates Sales Report** provides a rundown of all affiliate sales per day, enabling the analysis of data in great detail.

Here’s a list with all the details provided by the Affiliates Sales Report:

- **CTs (Clickthroughs)** - unique clicks sent by affiliates
- **Complete Orders** - Complete orders where the affiliate receives a credit
- **ConvR (Conversion ratio)** - percent of successful sold products from all affiliate referred products (Products / CTs)
- **Total** - Total amount of sold products referred by affiliates (no VAT included, commissions not excluded)
- **Refunds** - Total amount of refunded products where the affiliate will be debited (no VAT included, commissions not excluded)
- **ComR** - Average affiliate(s) commission percent for the referred sales (CommA/Total)
- **EUR/CT** - Average order amount for every referred click (Total/CTs)
- **CommA** - Affiliate(s) commission for the referred sales
- **EPC** - Earnings per Click

The report uses the currency exchange rate from the day when orders were paid. **Note:** The data may differ from the Avangate Sales Report which employs a monthly average currency exchange rate.