MANUAL

UNILEVEL MLM eCOMMERCE

v2.5

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GETTING STARTED

Overview

Unilevel MLM eCommerce is a plugin which enables you to run a full blown eCommerce based Unilevel Matrix structure within the WordPress CMS.

Installation

WordPress Installation

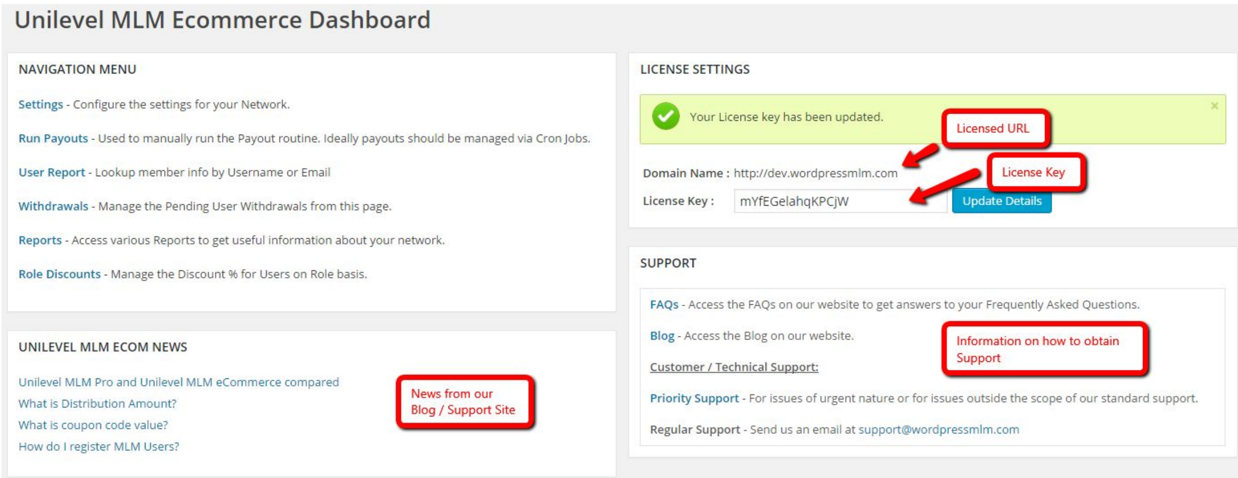
1. Go to **Plugins > Add New.**
2. Under Upload, click Browse, locate unilevel-mlm-ecommerce.zip in your plugin download package and click Open.
3. Click Install Now to install the WordPress Plugin.
4. If successful, click Activate Plugin to activate it.

FTP Installation

1. Using a FTP program, upload the plugin folder unilevel-mlm-ecommerce to the /wp-content/plugins folder of your WordPress installation.
2. Go to Plugins screen in your WordPress admin and find the newly uploaded Unilevel MLM eCommerce plugin in the list.
3. Click Activate Plugin to activate it.

WP ADMIN SETTINGS

Dashboard

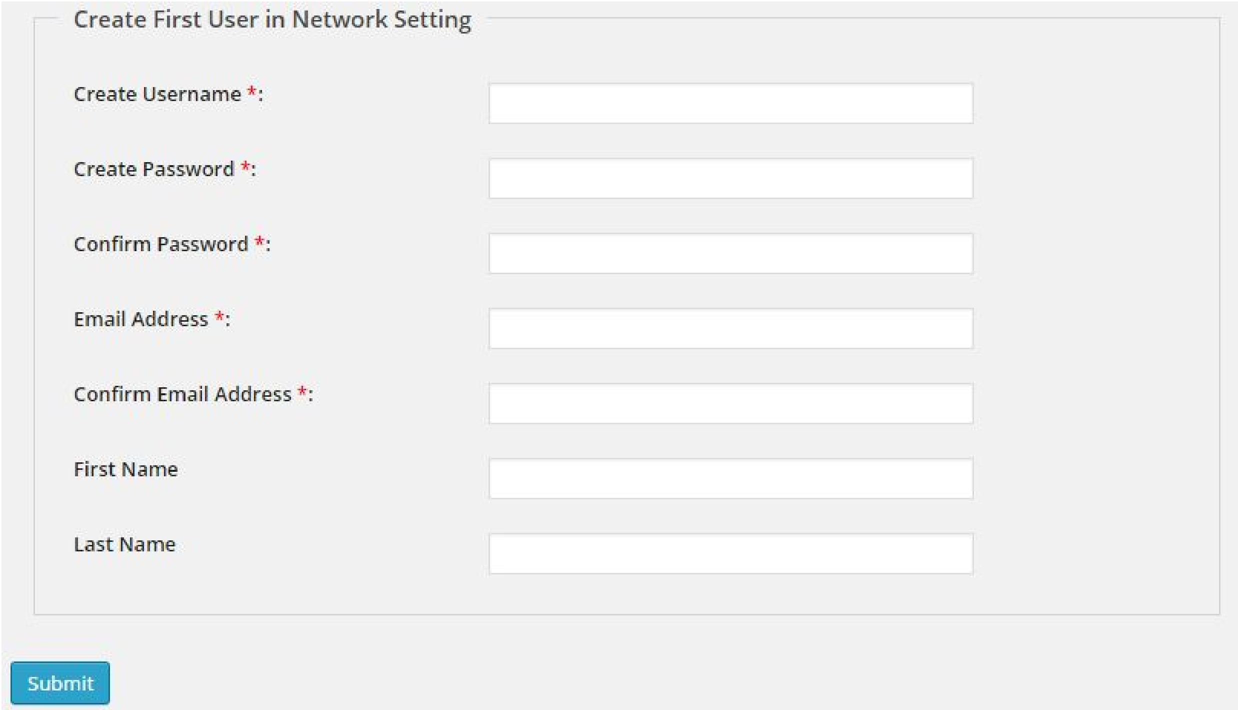


Immediately, after activation of the plugin, you would need to visit the dashboard page in order to activate your license key. Our blog article explains the process of generation of license key.

Information about obtaining Support and relevant articles from our Support Site / Blog are also shown on the Dashboard page.

Create First User

As the first step towards configuring the plugin and start building your network you are required to create the First User of your network. The first user would typically be the company account and all others network / MLM / affiliate users would ultimately be in the downline of the first user.

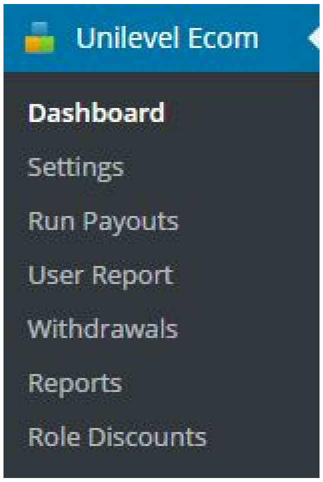


To create the first user account you are required to choose a username, password and email address. Once the necessary fields have been filled up click the Submit button. This would create a new user in your WordPress database. This user would also show up in the default Users -> All Users interface.

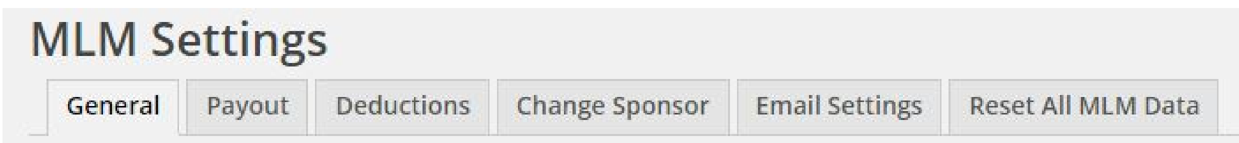
Please note that the default WP admin user which you created while installing WordPress is NOT an MLM user. Hence none of the MLM features and pages in the Member's Area would work while you are logged in as the default WP Admin user.

To start testing and building your network you can use the affiliate URL of the first user.

Settings Overview



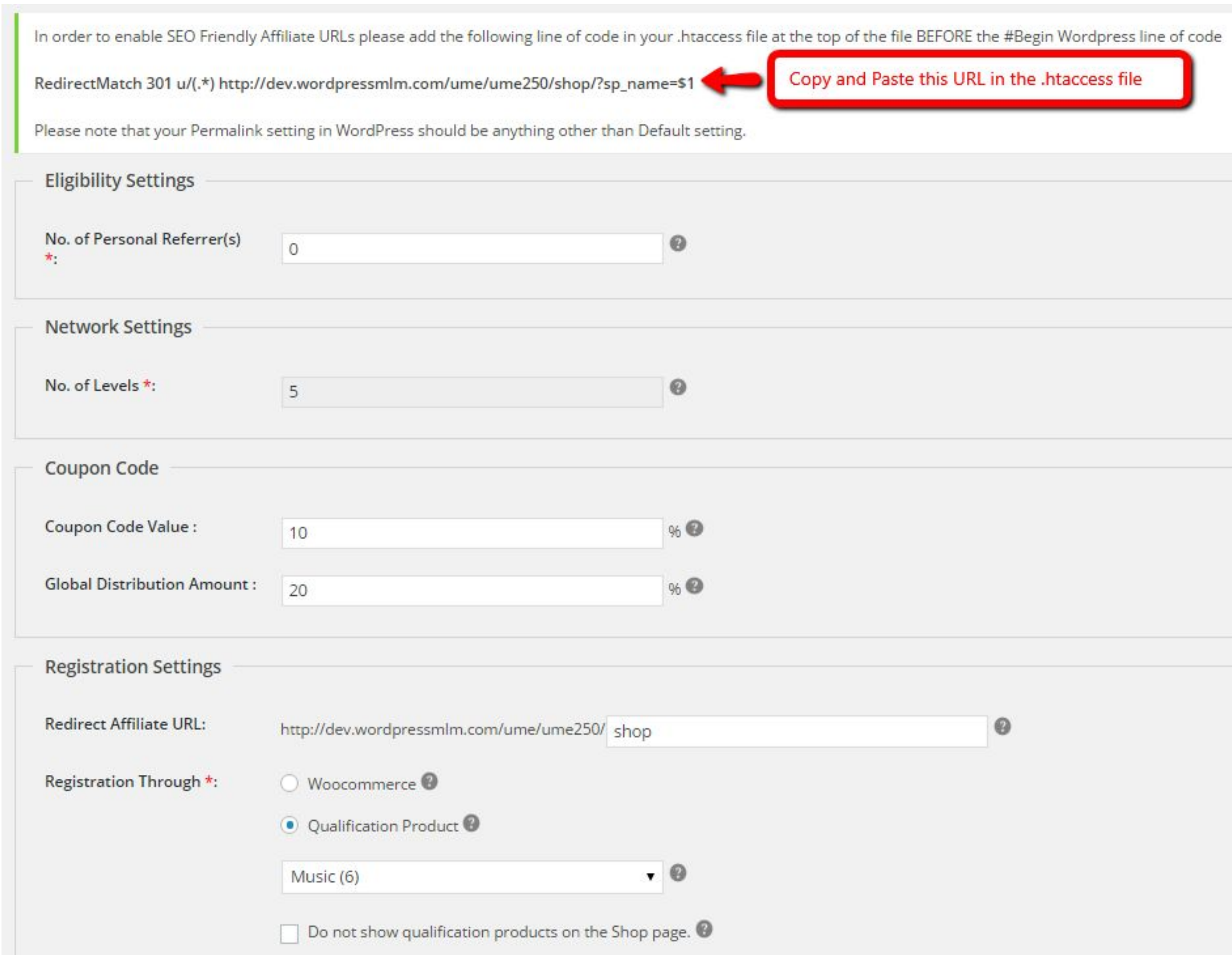
Use the main menu of Unilevel MLM eCom to configure the settings. Go to Unilevel MLM eCom -> Settings to open the Settings Page. The settings page has the following sections / tabs.



Let's understand the features and functions of each of the tabs.

General Settings

The General Settings tab is a very important page as the primary settings of your network are defined here.



At the top of the page you would see a URL in bold. This URL is required to be copied and paste in the .htaccess file of your WordPress install. This line of code can be pasted after the #End WordPress line in the .htaccess file. This is required to be pasted in the .htaccess file for the Affiliate URLs of the Members to work correctly. If this line of code is not pasted in the .htaccess file, then the affiliate URLs for all the members would result in a 404 Page not found error.

No. of Personal Referrer(s) - The minimum number of people a member needs to sponsor into the network before he becomes entitled to earn commissions from his network / dowline.

No. of Levels - This defines the levels upto which the payment will be distributed for a successful sale in the network. Once defined, this value cannot be changed. Please note that the network will continue to grow infinite levels deep. However, any particular member in the network will get the commissions only for these many levels in his downline.

Coupon Code Value - A coupon is generated for each member of the network with his username. This coupon can be provided by the members to their referrals to get a discount on their purchases. This value sets the discount % that would be available to users who use these coupons to make purchases in the Shop.

Global Distribution Amount - Commissions can be distributed on the product price or a specified distribution amount. If the amount that you would like to add for commission distribution is a standard % of the product price, specify the desired percentage value here. The following article on our Support Site explains the concept of Distribution Amount in detail.

https://wpbinarymlm.com/blog/unilevel-mlm-ecommerce/what-is-distribution-amount/

Redirect Affiliate URL - Each member in the network gets an affiliate URL in the format:

http://www.yourdomain.com/u/{username}

{username} is dynamically replaced with the username of every user. We had to introduce the /u/ in between so that our plugin does not interfere with the default Permalink structure for WordPress.

The affiliate URL redirects the prospective visitor by default to the home page of the site. If you would like the affiliate URL to redirect to another page on the site you can specify the URL in the

Redirect Affiliate URL option. We suggest that you read our Blog article on Replicated Sites to understand this functionality better.

Registration Through WooCommerce or Qualification Product - If the WooCommerce option is selected New users will get an option to join the network on the WooCommerce checkout page.

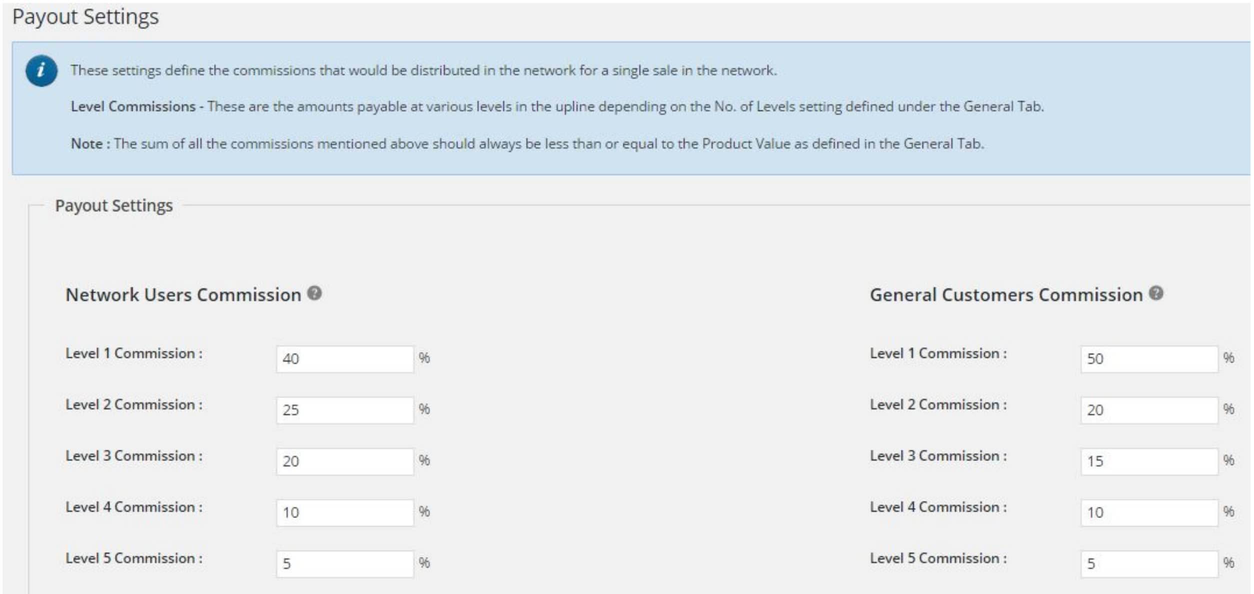
If you would like users to purchase a specific product(s) in order to become a part of the network, add those products to a separate category. This category is called the Qualification Category and the products are known as the qualification products. If you choose this option select the qualification category from the drop down.

The following article on our Support site gives a detailed explanation of the process to register new MLM users in the network.

https://wpbinarymlm.com/blog/unilevel-mlm-ecommerce/how-do-i-register-mlm-users/

If you would not like to show the Qualification Products on the generic shop page of your WooCommerce store, then select the checkbox below the Qualification Category Drop Down.

Payout Settings

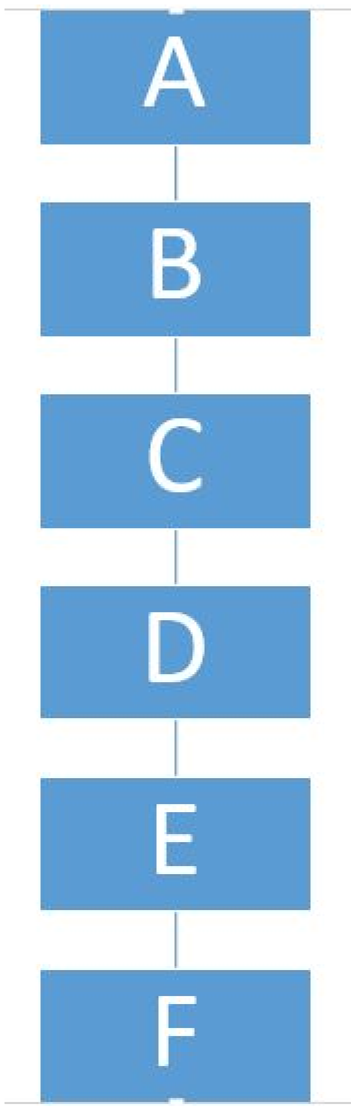


The number of levels shown on this page would depend on the value input under General Settings Tab.

Network Users Commission - These are the commission percentages that are used when a purchase is made by a member of the network.

General Customers Commission - These are the commission percentages that are used when a purchase is made by a general customer who is not a member of the network. It may be noted that the member who referred the sale will always be the Level 1 user. His sponsor will be Level 2 and so on for the other users in the network.

To understand the entire concept of Payout and Commission Distribution let us take a look at a sample genealogy below.



In the above example, assume a purchase has been made by the user F for $100. The Level Commissions are as follows:

Level 1 - 40%
Level 2 - 25%
Level 3 - 20%
Level 4 - 10%
Level 5 - 5%

If in General Settings a Distribution Amount % was not specified, the above %s will be applied to overall sale value. In such as case the commissions distributed will be as follows:

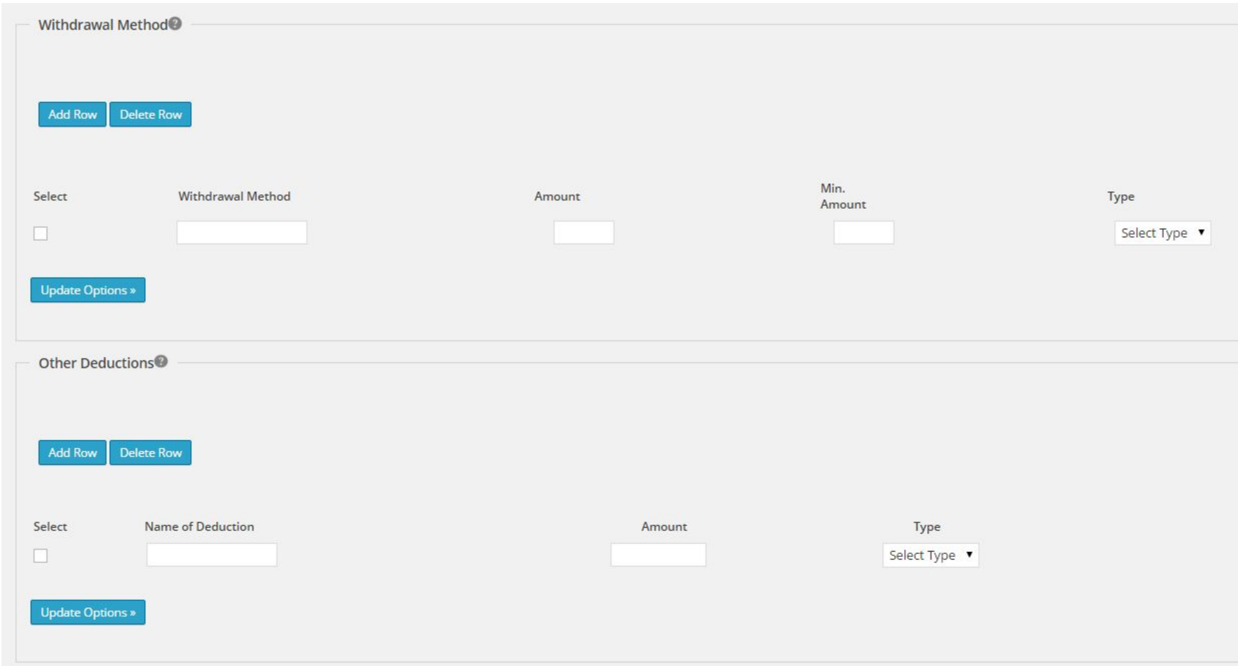
E will get Level 1 commission as F is on the Level 1 of E - $40
D will get Level 2 commission as F is on the Level 2 of D - $25

C will get Level 3 commission as F is on the Level 3 of C - $20
B will get Level 4 commission as F is on the Level 4 of B - $10
A will get Level 5 commission as F is on the Level 5 of A - $5

However, in our example case, a distribution amount of 20% was specified. This implies that only 20% of $100 i.e. $20 will enter the commission routine. In such a case the commissions distributed will be as follows:

E will get Level 1 commission as F is on the Level 1 of E - $8 (40% of $20)
D will get Level 2 commission as F is on the Level 2 of D - $5 (25% of $20)
C will get Level 3 commission as F is on the Level 3 of C - $4 (20% of $20)
B will get Level 4 commission as F is on the Level 4 of B - $2 (10% of $20)
A will get Level 5 commission as F is on the Level 5 of A - $1 (5% of $20)

Deductions



The deductions tab lets you setup two things, viz.

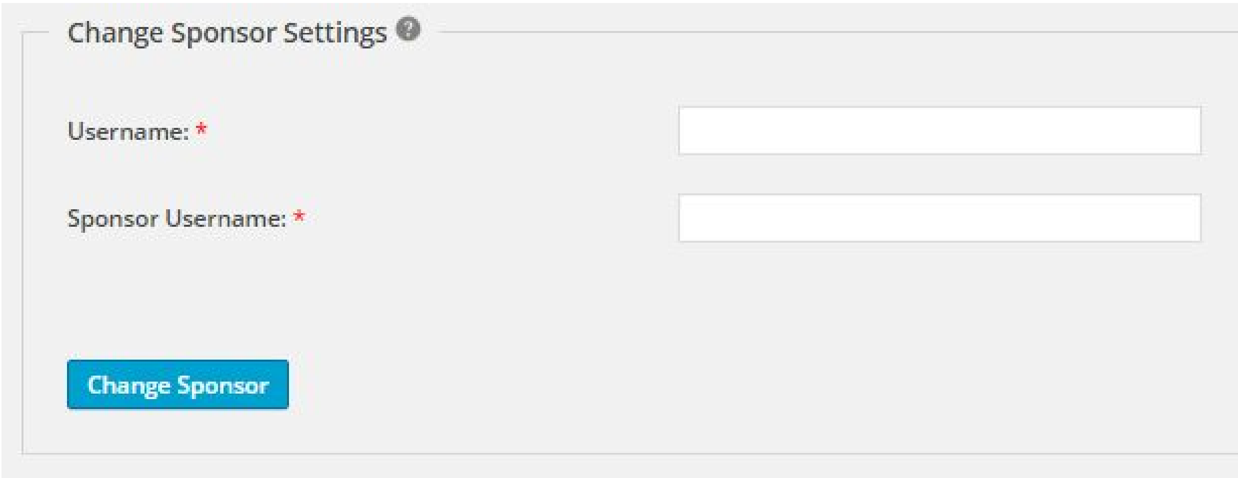
- Withdrawal Methods
- Deductions

Withdrawal methods are typically the ways in which member can request withdrawals of their commissions from the MLM Financial Dashboard in the Member's Area. In the withdrawals section you can setup the withdrawal method, any fee that is applicable for using that withdrawal method and if there is a minimum amount that the member must withdraw if using this withdrawal method. eg. Bank Transfers may have a minimum amount to be withdrawn and an applicable fee. Multiple withdrawal methods can be setup and they would all show up on the MLM Financial Dashboard of the member when initiating a withdrawal.

Deductions are generic amounts that are deductible while initiating withdrawals. An example could be tax deduction on the amount withdrawn or a flat service charge.

The amounts for withdrawal methods and deductions can be a fixed amount or a percentage. All percentages are applied to the actual amount being withdrawn by the member.

CHANGE SPONSOR



This page can be used to change the sponsor for a particular user in the network. eg. if User B has been added under User A. If you would like to move this user under User X (for whatever reasons) first specify the user for whom a sponsor change needs to be done (User B). Then specify the new sponsor for the user (User X). Please note that a user cannot be moved anywhere in his own downline.

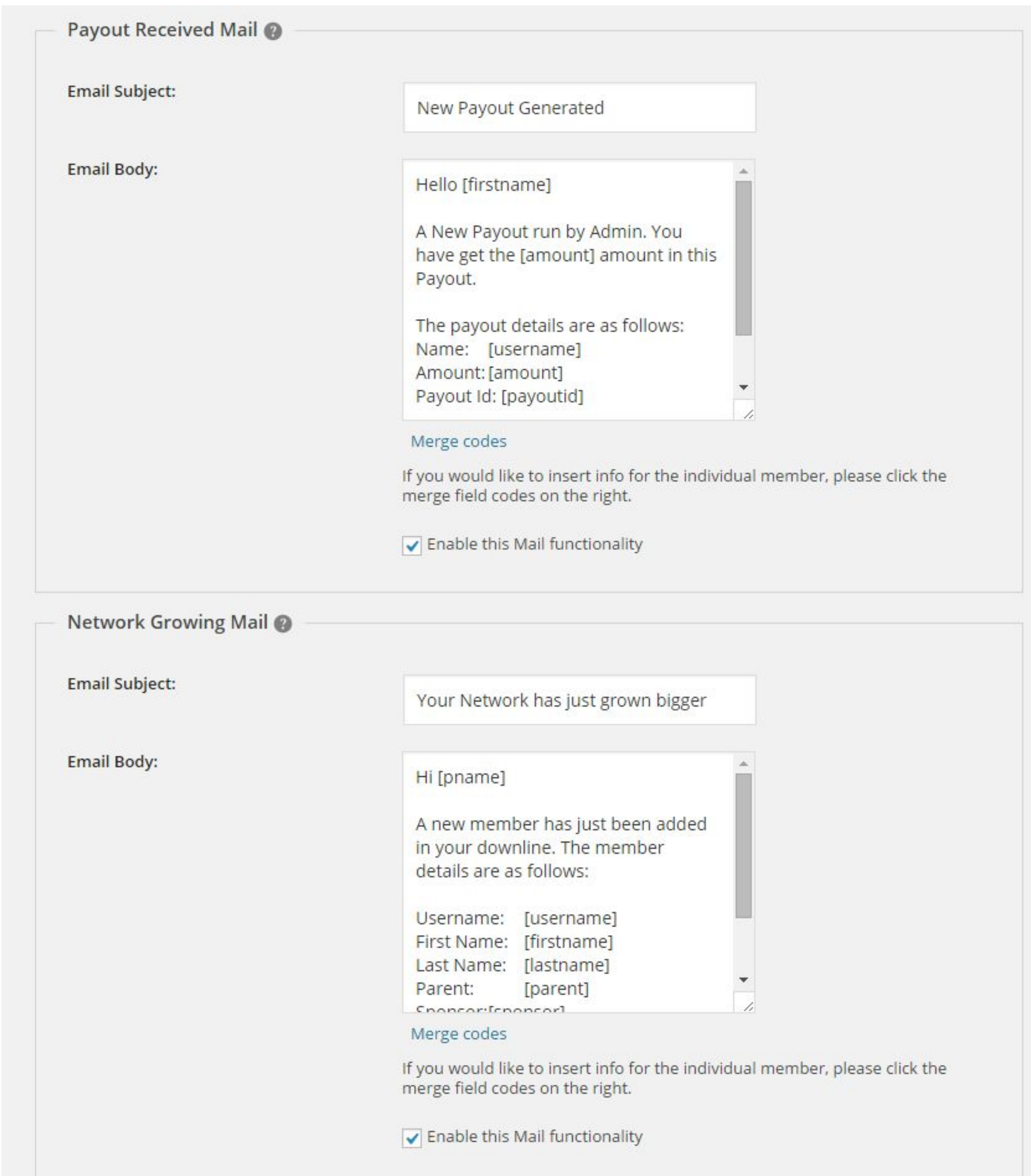
If User B has an existing downline, all users in his dowline will be passed up to his sponsor i.e. User A.

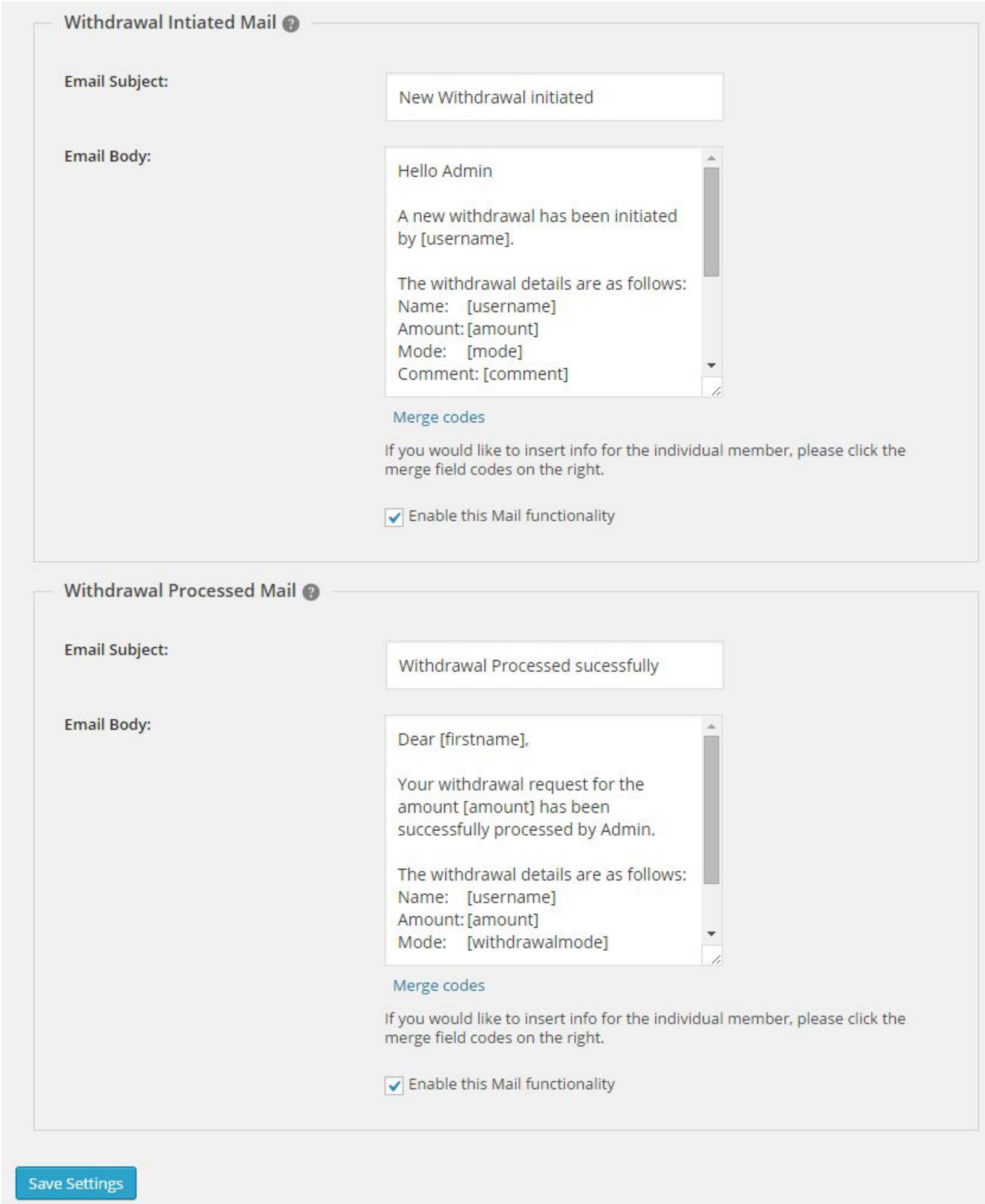
Email Settings

Email templates for different activities like

- when a payout is received
- when a new member joins your downline
- when a withdrawal is initiated
- when a withdrawal is processed

are written and managed in this section





Payout Received Mail – When the payout routine is run this email template will be sent to all the members who have earned commissions in the payout cycle.

Network Growing Mail – When a new member joins the network this email will be sent to all members in the upline of that user right upto the first user of the network.

Withdrawal Initiated Mail – This is the email that is sent to the site admin notifying him when a member initiates a new withdrawal.

Withdrawal Processed Mail – This email is sent to an individual member once his withdrawal has been successfully processed by the admin.

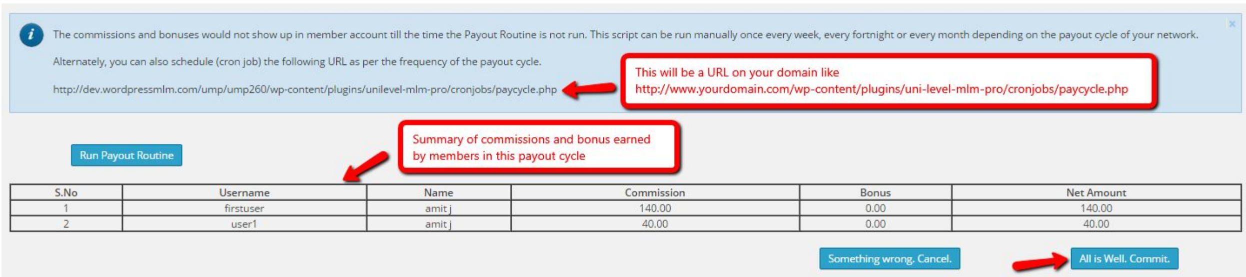
Reset ALL MLM Data

If you wish to erase all MLM Data, click the “Reset All MLM Data” button. This will erase all users (except your WP Admin), all MLM Settings, Commissions, Bonuses, Payouts, etc.

CAUTION: Be very sure that you would like to erase all MLM data and start afresh. There is no way to get your data back once erased (unless of course you have a backup).

WP ADMIN RUN PAYOUTS

Run Payout



Use this screen to run the Payout routine for your network.

As and when orders are marked as completed (either when an online payment is made or the admin changes the order status manually) commissions are credited to the member accounts in the upline. However, these amounts do not show up in their accounts till the time the Payout Routine is not run.

Please note that if you change the commission %s in between 2 payouts, then you would notice some inconsistencies in the commissions distributed. This would be because the commissions credited to member accounts before the change will be as per the old percentage figures. The new percentages will be applicable only to new orders marked as completed after the figures were changed. If you would like to change the commission percentages then it is recommended that the payout routine is run and all existing commissions are distributed.Then the commission percentages can be changed.

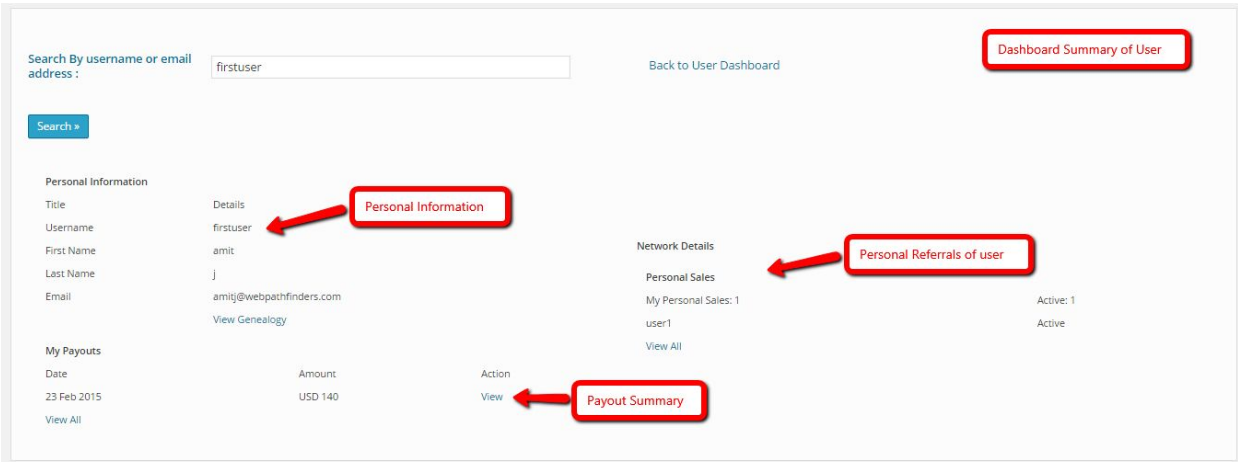
The payout script can be run manually once every week, every fortnight or every month depending on the payout cycle of the network. Alternately, you can schedule (cron job) the following URL as per the frequency of the payout cycle.

http://www.yourdomain.com/wp-content/plugins/unilevel-mlm-ecommerce/cronjobs/paycycle.php

When you click the Run Payout routine, the system will show a list of all members who would receive commissions in this payout cycle. If everything is correct, you will need to click the All is Well, Commit button to Generate and Commit the Payout.

WP ADMIN USER REPORT

User Report



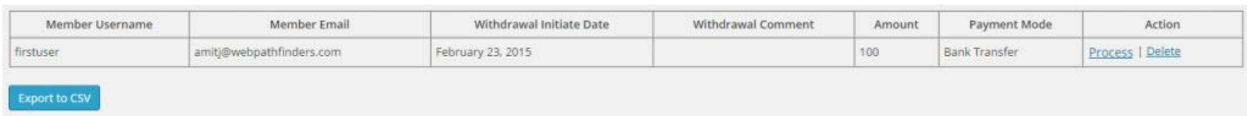
Use this section to get complete information about a member's account.

Input a member's username or email address in the input box to see a dashboard summary of the user's account.

However, in order to impersonate as the user and see his member's area as he would see it, we would recommend installing the plugin "User Switching". Once this plugin is installed, if you go to the Users -> All Users page and hover over a particular user, you would see an option "Switch to". Clicking this link will switch your login to that of the user. You can then see everything as the user would see in his member's area.

WP ADMIN WITHDRAWALS

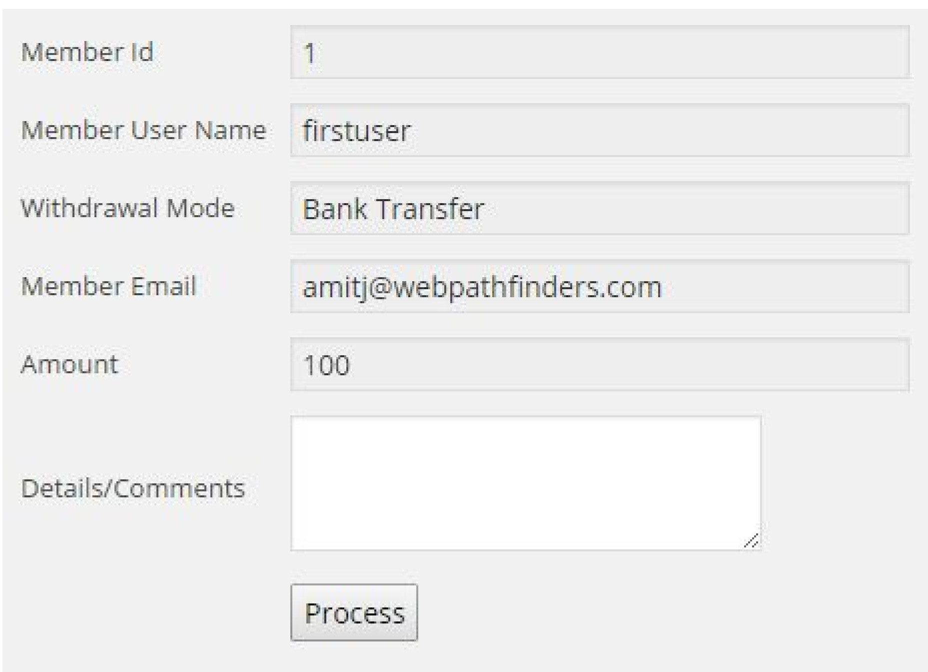
User Withdrawals



Member Username	Member Email	Withdrawal Initiate Date	Withdrawal Comment	Amount	Payment Mode	Action
firstuser	amitj@webpathfinders.com	February 23, 2015		100	Bank Transfer	Process | Delete

Use this section to get list of all pending User Withdrawals. Click at “Export to CSV” button to export list of data as CSV format.

Process – Input the payment details for the withdrawal. These payment details would also show up on the User’s Financial Dashboard Page.



Delete – This would mark the withdrawal as deleted. The user would need to initiate a fresh withdrawal for this payout from his interface.

WP ADMIN REPORTS

Processed Withdrawals Report

User Name	User Email	Withdrawal Date	Withdrawal Amount	Withdrawal Mode	Withdrawal Comments	Payment Details
firstuser	amitj@webpathfinders.com	February 23, 2015	93.00	Bank Transfer		Date: February 23, 2015
User Name	User Email	Withdrawal Date	Withdrawal Amount	Withdrawal Mode	Withdrawal Comments	Payment Details

1 item

Export to CSV

This report shows a list of all processed withdrawals.
For sales reports you can use the WooCommerce -> Reports section.

Those reports are a pretty darn good starting place for any e-commerce store. If you want to look for a little bit more there are two awesome free plugins that we would recommend and a premium plugin that tracks customer data instead of order data.

WooCommerce Google Analytics Integration (Free)
Smart Reporter for WooCommerce and WP eCommerce (Freemium)
KISSMetrics (Premium)

JOINING THE NETWORK

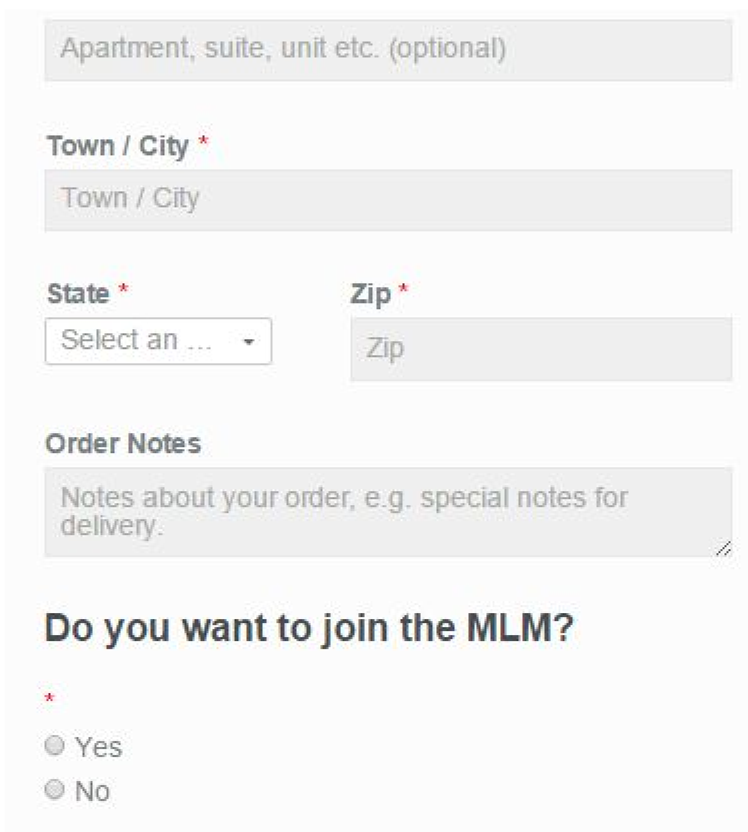
The new user would first visit the store with the affiliate URL of an existing user. This would look like:

http://www.yourdomain.com/u/{username}

This would place a cookie on the user's machine and will be used to track the user's referral.

How a new user joins the network from the front end of the store would depend on the setting in the WP Admin -> Unilevel MLM eCom -> Settings -> General Tab.

If WooCommerce Checkout is selected the user would get an option to join the MLM on the WooCommerce Checkout Page as shown below

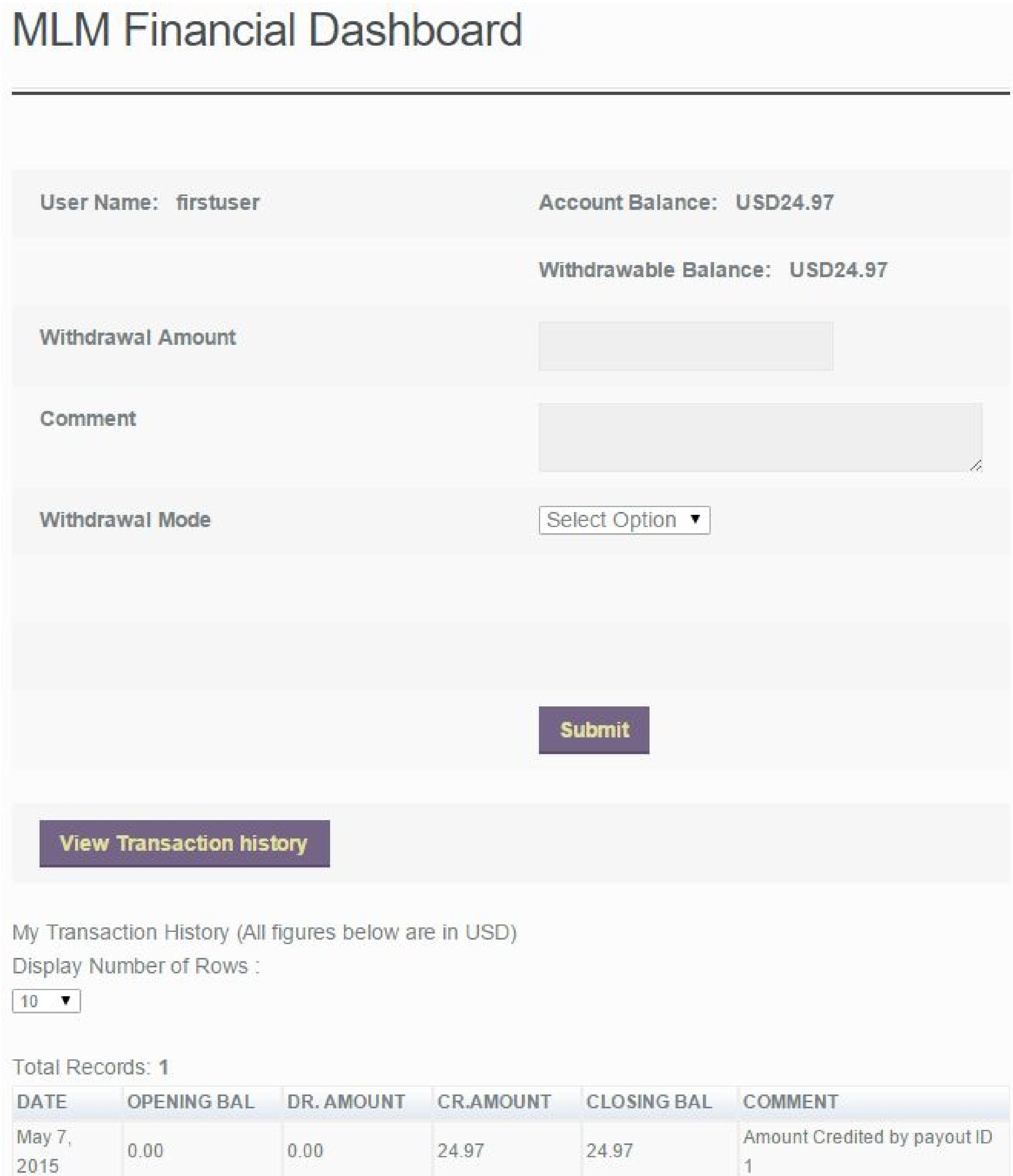


If Qualification Product is selected then the new user would need to purchase a product from the Qualification Category.

If the user comes to the store using an affiliate URL, makes a purchase for a product NOT in the qualification category, he would NOT be added to the network at that time. At a later date if the user makes a purchase of any product in the qualification category, he would automatically be added to the network in the downline of the member who had originally referred him to your site.

MEMBER'S AREA

MLM Financial Dashboard



This page shows the user’s financial summary.

The user can also initiate a withdrawal from his account from this page.

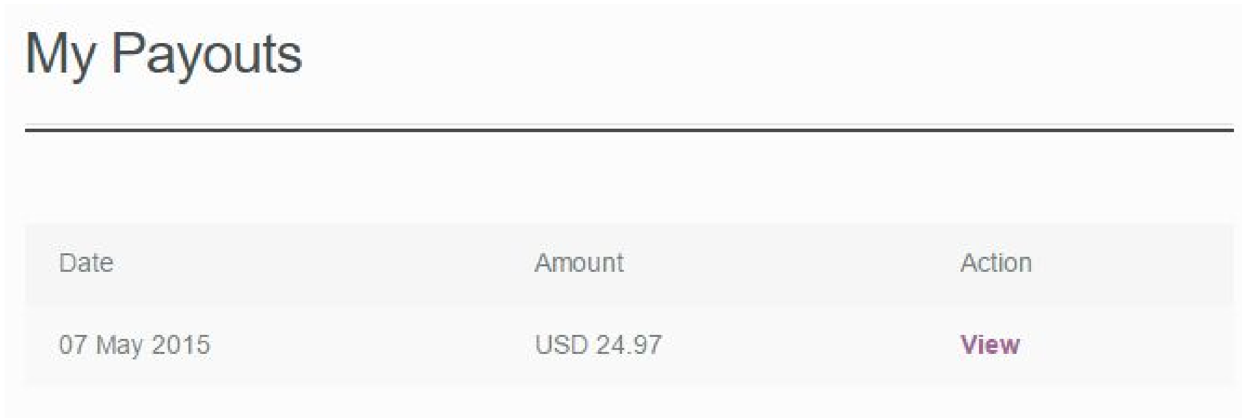
Clicking on the View Transaction History would show details of all transactions in the user’s account. Currently the transaction history shows a credit of $24.97 in the user’s account in Payout ID: 1.

After the user has initiated a withdrawal and it has been successfully processed by the admin, the transaction history looks like the image below.

Total Records: **2**

DATE	OPENING BAL	DR. AMOUNT	CR.AMOUNT	CLOSING BAL	COMMENT
August 9, 2015	24.97	20.00	0.00	4.97	Net Withdrawal Amount Mode: Cash
May 7, 2015	0.00	0.00	24.97	24.97	Amount Credited by payout ID 1

My Payouts



This page shows a list of all payouts where the member has earned commissions.

Clicking on the View Link against a particular payout would show the complete details of that payout.

Personal Information

Title	Details
Name	First User
Payout ID	1
Date	07 May 2015

Payout Details

Commission

User Name	Commission Type	Amount
wpbinary	Left over	USD 4.00
samyad	Level	USD 0.88
samyad	Left over	USD 1.23
AA	Level	USD 1.44
AA	Left over	USD 2.16
	Customer Commission	USD 0.60
	Customer Commission	USD 0.60
	Customer Commission	USD 1.65

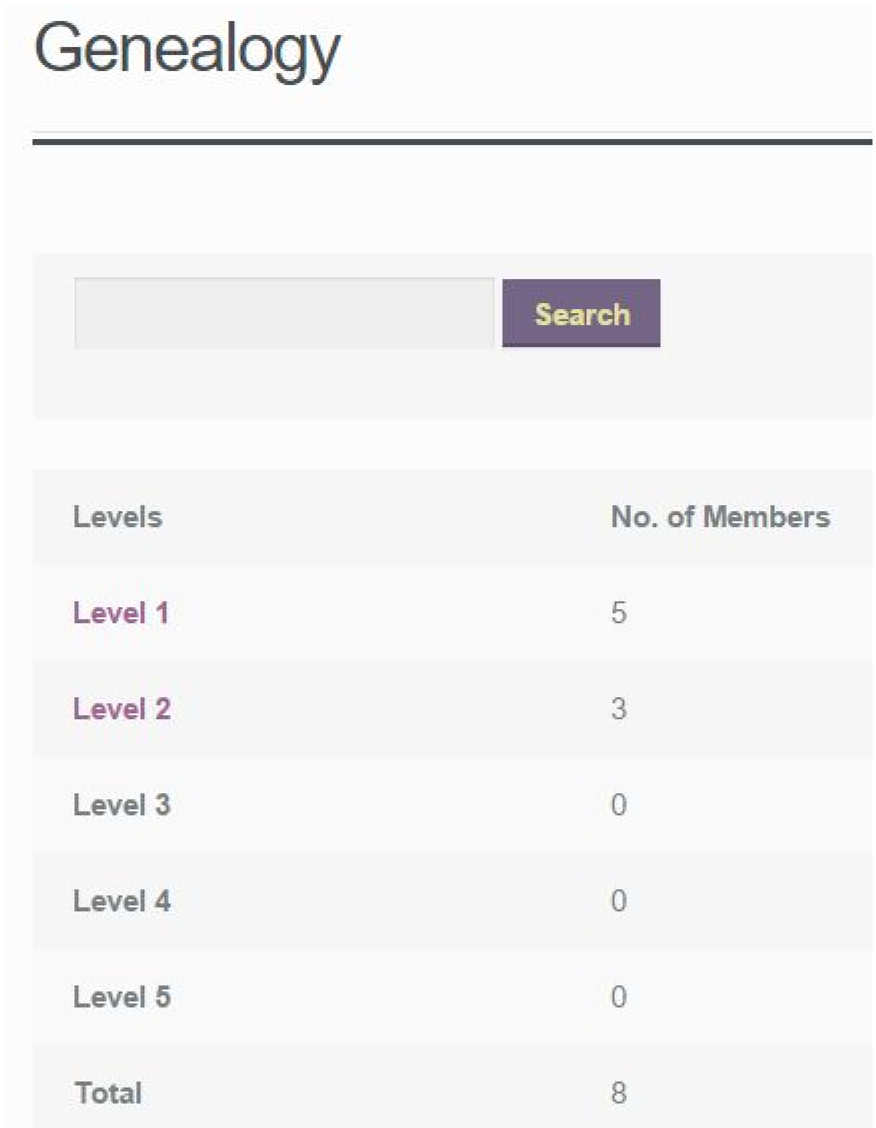
This page shows a breakup of all commissions earned during that payout cycle. Each commission has a Commission Type mentioned against it. Let us spend a moment to understand each commission type.

Level - This is a commission earned against an order placed by a network user. The username of the user who placed the order is also mentioned.

Customer Commission - This is a commission earned against an order placed by a general customer who is not a part of the network.

Left Over - This commission will ONLY be shown in the interface of the First User or the Company Account. If a particular sale does not trigger a commission upto 5 levels (because at that level the number of levels are less than 5), any commission that is left over is credited to the first user account (company account) of the network.

Genealogy



Clicking on Genealogy / Network link would show a level wise summary of the user’s downline. Levels where the user has members in his downline would have a hyperlink which opens the Member Listing on that level.

View Members

My Level 1 Members

Display Number of Rows : 10

Total Records: **5**

	USERNAME	FIRST NAME	LAST NAME	SPONSOR	EMAIL	STATUS
1	wpbinary	WPBinary	MLM	firstuser	user444@test.com	Paid
2	AA	parmeshear	wfg	firstuser	aashutosh.yadav@tradebooster.com	Paid
3	mac	Mc	Donagh	firstuser	service@system101.ie	Paid
4	prakash1111	prakash	trfhjr	firstuser	rahul@dinkartimes.com	Paid
5	jitendra	jitendra	Sharma	firstuser	jitendra.sharama@tradebooster.com	Paid

As the structure of the network is Unilevel, using the tree layout to depict genealogy was not possible as theoretically and practically the width of the network can be nlimited. Therefore the genealogy display in Unilevel MLM eCommerce is Tabular.

TEAM SALES

Team Sales

Date From: Start Date Date To: End Date Search

Date From:2015-01-01 Date To:2015-08-31

Level 1

User ID	User Name	Sponsor Name	Order ID	Purchased USD	Date
28	wpbinary	firstuser	# 337	4.00 USD	March 11, 2015
30	AA	firstuser	# 341	3.60 USD	March 11, 2015
32	mac	firstuser	# 344	11.00 USD	March 12, 2015
34	prakash1111	firstuser	# 348	1.80 USD	March 12, 2015
35	jitendra	firstuser	# 350	3.60 USD	March 12, 2015
35	jitendra	firstuser	# 351	0.60 USD	March 12, 2015

Level 2

User ID	User Name	Sponsor Name	Order ID	Purchased USD	Date
29	samyad	wpbinary	# 339	3.50 USD	March 11, 2015
33	admin11	mac	# 346	5.80 USD	March 12, 2015
36	amits	prakash1111	# 353	4.00 USD	March 12, 2015
36	amits	prakash1111	# 354	1.80 USD	March 12, 2015

Level 3

User ID	User Name	Sponsor Name	Order ID	Purchased USD	Date
No sales yet at this level!					

Level 4

User ID	User Name	Sponsor Name	Order ID	Purchased USD	Date
No sales yet at this level!					

Level 5

User ID	User Name	Sponsor Name	Order ID	Purchased USD	Date
No sales yet at this level!					

All Purchases	39.70 USD

This page shows the sales at different levels in the genealogy. The default view is the current month. However, by specifying the Date From and Date To in the date filters on the top of the page, the sales during a particular period can be obtained.