Affiliate Tracker

For: Server owners and staff

The Affiliate Tracker replaces the spreadsheet you use to run your affiliate business. It records who sells for you, their codes, every sale, what you owe, and what you have paid. It can also track the codes you hold at other companies and what they owe you.

The Affiliate Tracker is in **Beta**: it works and is still being polished. It is part of the Starter plan and above.

Rallyra only keeps the records. It never sends or receives money, and nothing here touches points. You pay your affiliates the way you already do (bank transfer, PayPal, and so on) and write the payment down here.

Programs

A program is one set of terms. Open **Affiliates** in the server menu and fill in **New program**:

- **Direction.** *Our affiliates* is for people who sell for you, so you owe them. *Our links at other companies* is for codes you hold elsewhere, so a company owes you.
- **Commission.** A percent of each sale, a fixed amount per sale, or none (to count sales only).
- **Commission lasts (months).** Shown as your terms. Leave it empty for no limit. Rallyra does not stop commission by itself when the time is up: you decide which sales to record.
- **Hold days.** How many days a sale's commission waits before it counts as payable. Set it to your refund window.
- **Minimum payout.** Shown as guidance on each affiliate. It does not block a payout.

- **Currency.** Pick it from the list (US dollar, euro, pound, real, and more). Amounts show with its symbol ($, €, R$ and so on), and it cannot change once the program exists.

You can run several programs side by side, for example one for members and one for partner companies.

Affiliates and codes

Open a program and use **Add an affiliate**. Give them a name and, if you like, a code (3 to 32 letters, digits, or dashes) and their own commission instead of the program's. Open **Manage** on an affiliate to add another code later.

If you added someone by name without their Discord account, open **Manage** and press **Make a claim link**. Send them the link. When they open it and sign in with Discord, their Discord account is put on their entry, so they see their own stats. A claim link works once and stops working after 7 days. Making a new one stops the old one.

Letting members apply

On a program for your own affiliates, open **Applications** and press **Turn applications on**. You can add one question for applicants first, like "Where will you share your code?". Rallyra then shows you an apply link to share with your members.

Anyone who opens the link signs in with Discord. Only members of your server can apply, and each member can have one application waiting at a time. If you have a staff log channel set, Rallyra posts a line there when someone applies. Each application shows their name, their Discord ID and their answer.

- **Approve** adds them as an affiliate with their Discord account already on their entry, so they see their own stats straight away. You can type their first code at the same time.
- **Decline** adds nothing. They can apply again after 14 days.

Turning applications off makes the link stop working. Applications already waiting stay on the page.

Commission tiers

To reward your best affiliates, open a program and use **Commission tiers**. Each tier says which sale it starts from and the higher rate it pays. For example, the base rate for the first 20 sales, then a higher rate from sale 21, and higher again from sale 51. You can set up to four tiers, and each one must pay more than the one before.

Rallyra counts each affiliate's sales one by one in the order they are recorded, including sign-ups with no value, and a sale that was later reversed still counts. Affiliates with their own rate are not affected. Changing tiers only applies to sales recorded from then on: commission already recorded keeps the rate it was worked out with. Affiliates see the tiers and the rate of their next sale on My affiliate stats.

Recording sales

Under **Sales**, pick the affiliate, enter the sale value and date, and press **Record sale**. Rallyra works out the commission from their terms. Use a value of 0 to count a sign-up with no value. An **order reference** is optional, and the same reference cannot be entered twice, so a sale is never counted double.

If a sale is refunded, press **Reverse** next to it. Leave the amount empty to reverse all of it, or enter the refunded part. The reversal takes back its share of the commission.

Importing sales from a CSV

For many sales at once, like a monthly report, use **Import sales from a CSV** on the program's page.

1. Upload a file or paste it in. The columns are `date`, `code` (or `affiliate`, their name exactly as listed), `value` (in the program's currency), and an optional `reference` (your order id). **Download example** gives you a file to start from.
2. Press **Check CSV**. Rallyra checks every row and shows what it would record.
3. If every row is fine, press **Import**. If any row has a problem, nothing is imported until you fix it.

Rows whose order id is already recorded are skipped, so you can import the same report again without counting a sale twice. This only works for rows that have a `reference`; rows without one are counted again. Dates cannot be in the future, and a file can have up to 1000 rows and 512 KB.

Sales webhook

A webhook lets your shop, Zapier, or Make send each sale to Rallyra by itself, so nobody has to type it in.

1. On the program's page, under **Sales webhook**, press **Turn on and make a secret**.
2. Copy the secret straight away. It is shown only once.
3. Open **How to send a sale** for the address and a ready-made example. Each sale is sent with the affiliate's code, the amount, the currency, and your order id.

The same order id only ever counts once. A refund can be sent the same way and takes back its share of the commission. **Make a new secret** stops the old one at once, so update your shop right after. **Turn off** stops the webhook, and it works even after your plan changed or the program was archived.

Treat the secret like a password: anyone who has it can record sales and refunds in that program. If it may have leaked, press **Make a new secret** or **Turn off**.

Short links

Give a code a short link that sends people to your page. Open **Manage** on an affiliate, fill in **Short link for** the code with an address that starts with `https://`, and press **Save link**. Rallyra shows the short link (`rallyra.gg/go/...`) and how many times it was clicked in the last 30 days and in total.

Rallyra counts visits only: it sets no cookie and stores nothing about the visitor. Link previews and bots are not counted. To turn a link off, empty the box and save. A short link also stops working while the program is archived or your plan does not include the Affiliate Tracker.

Anyone who follows a `rallyra.gg/go/...` link to a harmful page can report it at rallyra.gg/go/report. Rallyra checks every report and turns a harmful link's address

off for good; your audit log then shows **Affiliate short link turned off by Rallyra** with the reason. You can make a new link for the code, but it gets a new address.

Discord invite tracking

See how many members each affiliate brings into your Discord server. Make an invite for the affiliate in Discord (set it to never expire and with no use limit), then open **Manage** on the affiliate, paste it into **Link a Discord invite**, and press **Link invite**. You can link up to 10 invites per affiliate.

Rallyra checks a new invite within 5 minutes. It then shows **Tracking**, or **Problem** with what to fix. To read an invite's uses, Rallyra needs the **Manage Channels** permission in the invite's channel. Vanity invites (your server's custom link) cannot be tracked.

Each member who joins through the invite counts once for that affiliate, even if they leave and join again. If two members join at the very same moment through different tracked invites, Rallyra cannot tell who used which, so it counts neither rather than guess. Joins are a count only: they earn no commission and no points. Press **Unlink** to stop tracking an invite; joins already counted stay.

Analytics and charts

Press **Analytics and charts** on a program to see how it is doing over time:

- **Totals** for the period: revenue (sales minus refunds), commission earned, sales, average sale, link clicks, clicks to sales, refunds, payouts, and members who joined through invites. Each one shows the change against the same number of days just before.
- **Over time**: a chart of revenue, commission, sales, link clicks, payouts, or members joined per day, week, or month. Hover a bar for its exact value.
- **Who brings the revenue**: each affiliate's share of the period's revenue.
- **Affiliates**: a table you can sort by any column. Click a name to see the whole page for that affiliate only.
- **Ready to pay**: everyone whose payable balance has reached your minimum payout, with the total.

- **Codes and link clicks**: clicks on each code's short link.

Pick 7 days, 30 days, 90 days, or 12 months, or set your own dates (up to 3 years). How far back you can look depends on your plan (see Plans below); ranges beyond it show a lock. **Download this view (CSV)** gives you the chart's numbers as a spreadsheet. Dates are in UTC.

What you owe

The top of each program, and each affiliate, shows three numbers:

- **On hold**: commission still inside the hold days.
- **Payable**: what you owe now.
- **Paid**: payouts you have recorded.

For a program that tracks your links at other companies, the same numbers mean what they owe you and what you have received.

What your affiliates see

An affiliate who has their Discord user ID on their entry can check their own numbers inside your server, privately:

- `/affiliate stats` replies only to them with what is on hold, payable, and paid, their sales, and their codes.
- **Open full stats** on that reply opens **My affiliate stats** in the Rallyra Activity: their terms, codes with short links and clicks, recent commission, and payouts.
- On the website, after signing in with Discord at rallyra.gg/app, **My affiliate stats** shows the same numbers for every server they promote. It also has a chart of their last 30 days: commission, sales, link clicks and invite joins, one bar per day.

They see only their own entry, never customers or other affiliates. A program can also show each sale's value next to its commission: open the program, find **Sale values**, and press **Show sale values** or **Hide sale values**. New programs show them; programs made before this option stay hidden until you turn it on. The payout reference you type (an invoice number or transfer id) is shown to them, so keep private notes in the note field. Programs that track your links at other companies

never show there. If the reply says they are not an affiliate, add their Discord user ID to their entry or send them a claim link.

Recording a payout

After you pay an affiliate outside Rallyra, open **Manage** on them and fill in **Record a payout**: the date and a reference (an invoice number or transfer id), with an optional note. It records the full payable amount and lists it under **Payouts**. If the amount is below the program's minimum payout, Rallyra says so but still lets you record it.

To pay several affiliates in one go, open **Pay several affiliates at once** under **Payouts**. Everyone whose payable balance has reached your minimum is ticked already; untick anyone you did not pay, then enter the date and one reference for the whole run. Each ticked affiliate gets one payout of their full payable balance. If any amount changed since the page loaded (a new sale or a refund), nothing is recorded, so reload and check.

When the affiliate has a Discord user ID on their entry, you can tick **Tell them in Discord** (it is ticked by default) and Rallyra sends them a direct message within a few minutes with the amount, the date and the reference. Your note is never included. The DM only goes to a member of your server. If they left, or their DMs are closed, the payout list shows that the DM was not delivered; the payout itself is recorded either way.

Ending an affiliate

Open **Manage**, type END, and press **End affiliate**. Earnings already recorded stay, and their short links stop working. A sale dated after the end date no longer counts for them; a sale dated before it can still be recorded, by hand, CSV, or webhook. Tick **Ended for a breach** to mark that they broke your terms; it shows on their entry.

Export and archive

Export CSV downloads a program's records at any time. **Archive program** makes a program read-only and frees its place on your plan; **Restore program** brings it back.

If your plan changes

If your server moves to a plan without the Affiliate Tracker, your programs stay readable and you can still export them. You can still record a payout you already made and end an affiliate, but you cannot add programs, affiliates, codes, or sales until you are back on a plan that includes it. The sales webhook, short links, and invite tracking also pause: joins made during that time are not counted later. The analytics then show the last 30 days.

Plans

Plan	Active programs	Analytics history
Starter	1	Last 30 days
Pro	5	Last 90 days
Community, Educator	No limit	Full history

The history limit only changes how far back the charts and the analytics CSV reach. Rallyra keeps every sale, click and join on every plan, so upgrading shows your full history at once, and what you owe (on hold, payable, paid) is never limited. See the pricing page.