Commission Ruler

AdClear's Commission Ruler offers an innovative, professional and neutral solution for the causation-based distribution of commissions while deploying a number of performance-oriented online marketing tools.

Our flexibly configurable tools for commission distribution are based on comprehensive tracking of ad impressions, click-ins and conversions, and allow for partner compensation corresponding to actual advertising performance. This guarantees your distribution partners' high and lasting motivation.

AdClear's Commission Ruler provides maximal transparency of all commission-relevant activities, facilitating the best possible consumer acceptance, optimal performance and, at the same time, exceptional protection from fraud.

AdClear's integrated analytical system provides support for the optimization of your commission models and the distribution of your online marketing.

The seamless integration with other AdClear products and solutions allows for the quick and effortless addition of further functionalities for sophisticated customer journey analysis.

Advantages for the Advertiser

Automatic de-duplication - avoid duplicate commissions.

Calculate commissions fairly and based on performance - sophisticated, multi-dimensional computation.

Improved maintainability and pixel amount reduction - in place of a slew of various conversion pixels, only the AdClear container tag needs to be incorporated into the order confirmation page.

Maximum transparency through server-side processing - transactions are stored in a database. Commission distribution decisions are transparent and traceable in detail.

Web-based front end for configuration and reporting - aggregated data, or individual conversions with relevant customer journeys.

Comprehensive collection of click-ins and ad impressions - because AdClear tracking can be integrated directly into the display of advertising media, ad impressions can be tracked fully.

Easy data export - all relevant data can be exported in CSV or Excel formats for processing in third party systems.

Supported Rules

Commission computation based on position in customer journey
Support of all current models, like First Click or Last Click, in addition to sophisticated commission distribution for multiple partners.

Distinction between click-ins and ad impressions
Click-ins and ad impressions can be prioritized individually.

Specific prioritization rules for varying channels
The individual prioritization of channels provides for customer journey-specific distribution of commissions.

Exemptions give fine-grained control
Commission distribution can be further enhanced by special exemptions ("if.., then...").

Further specialized setting for commission computation
When calculating commissions, various data can be differentiated using separate rules. For example, a percentage-based discount can be given to existing clients or when coupons are redeemed.

Please get in touch if you require more product information or would like to arrange an individual appointment.