

PiggyBank Plugin

User manual

Displays your eBay Partner Network (EPN) Statistics
directly in your WordPress Administration Panel
for Wordpress and EPN (eBay Partner Network) affiliates

Current Version = **v1.7.3** released **October 15th, 2009**

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Thank you for your interest in our PiggyBank plugin for Wordpress and EPN. If you have purchased this plugin then we really appreciate your very kind support.

You can download this plugin [at PiggybankPlugin.com](http://PiggybankPlugin.com)

What does this plugin do ?

It displays your EPN stats directly within your WordPress administration panel, without the need for you to constantly log in to your EPN dashboard. All stats (earnings, clicks, EPC, sales, ACRU's, campaigns, programs, etc.) are displayed together on one screen.

What are the benefits ?

The benefits are numerous, including -

- No need to constantly log in to your EPN dashboard.
- Saves you time, as you are usually logged in to your WP administration panel anyway.
- Current commission also displays as WP dashboard widget.
- Aggregates all of your stats (clicks, EPC, earnings, completed auctions, ACRU's, campaigns, and programs, etc.) onto a single screen for display.
- Instantly see the actual eBay auctions that you made your sale on.

System Requirements

- 1) Wordpress – any version from 2.7 and onwards
- 2) An affiliate account with eBay Partner Network (EPN).
- 3) PHP5.0 (or better) with SimpleXML extensions module, Calendar extensions module, and cURL support all compiled with the PHP. Most hosts have this already. If your host does not, then just request their support desk to install this for you.

Installation of Plugin

The installation of this plugin is identical to most other Wordpress plugins.

- 1) Unzip the package you received.
- 2) FTP upload the whole /piggybank folder (with its files) into your /wp-content/plugins folder along with all the other plugins you have.
- 3) Log in to your Wordpress administration panel, navigate to the plugins section, and activate the new plugin called “PiggyBank EPN Report”.
- 4) Thats it. Done !!

Configuring the Plugin

The plugin installs into the top level menu of your Wordpress Admin panel.

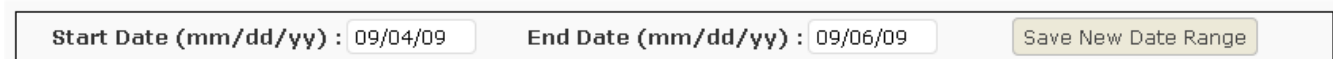
- 1) Click on the PiggyBank link in your top level menu.
- 2) Insert the details. Your EPN username and password (will display as *****), and the currency of your EPN account (\$, US\$, Yen, Euro, AUS\$, etc).
- 3) Then enter date range that you wish to see stats for. **Be sure to enter the dates in mm/dd/yy format**
- 4) If you host your web site on GoDaddy then change this option to YES, otherwise, leave it as NO. This does not refer to whether your domain name is registered with GoDaddy, or not. This refers to whether your web site is HOSTED on GoDaddy servers.
- 5) Decide if you wish to see images for completed auctions. This adds significantly to the main stats page load time if you have a lot of transactions. The images are clickable to each auction. If you decide to not display images you will still have clickable links to each auction.
- 6) Click the “Save these Options” button.
- 7) Thats it. You are done !!

Interpreting the Results

The display screen is divided into 8 sections.

Section 1

This section at the top allows you to set start and end dates for the stats that you wish to see. You can also do this in the “Configurations” screen, but having the option here saves you from switching back and forth between the “Configuration” and “Show Sales” screens.



Example screen capture of section 1

Make sure that any dates that you enter here are in american format ... mm/dd/yy – 2 digit month + 2 digit day + 2 digit year, with the month coming first.

Also make sure that the start date historical comes before the end date.

Section 2

This shows your commission earnings (in red font) for the CURRENT MONTH.



Example screen capture of section 2

Note : This is always for the current month only ... irrespective of what you entered in as a date range.

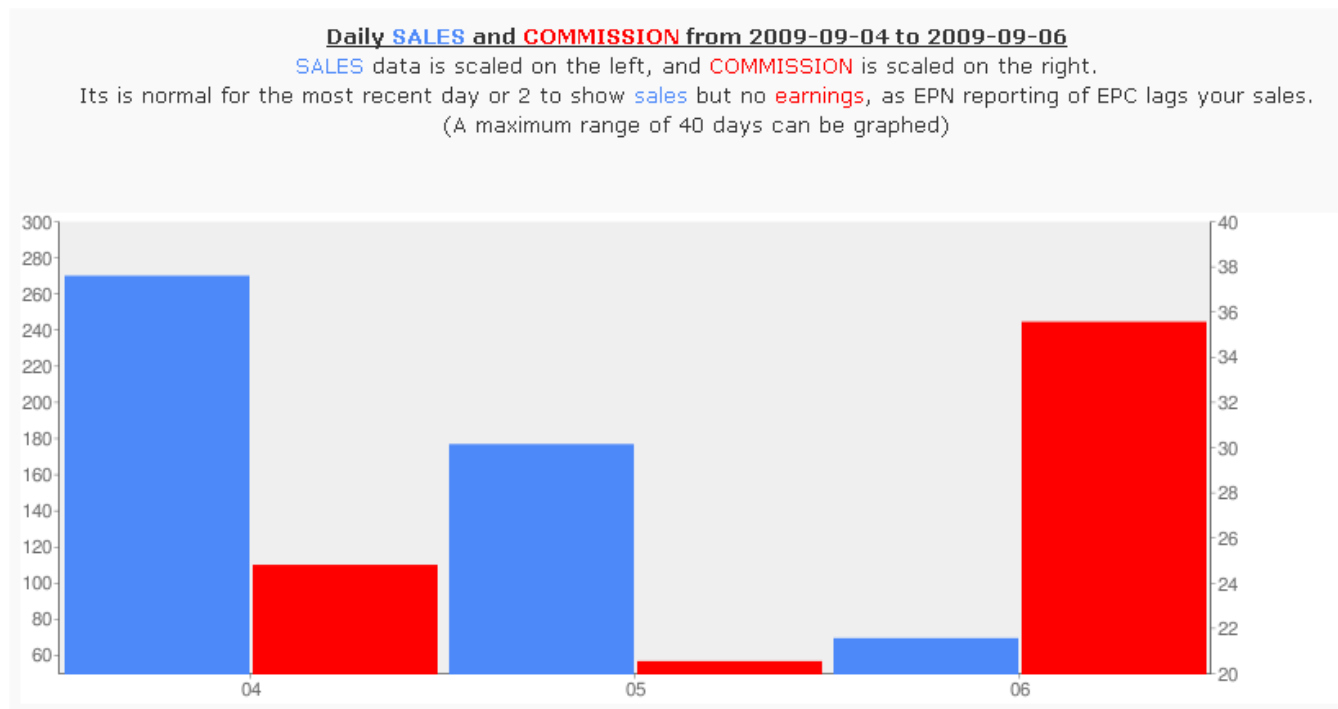
Note : Your commission balance also displays in red in a “draggable” widget on your Wordpress dashboard.

Section 3

This is the graph. It will chart up to 40 days worth of data from the date range that you entered.

NB. If your date range exceeds a 40 day period, then it will graph only the first 40 days of data from the range.

The graph is a “grouped bar chart” format (2 bars per day), and displays **DAILY TOTAL EBAY SALES** amount (from completed completed auctions, and takes into account any refunds), and **COMMISSION EARNED** (clicks x average EPC = commission).



Example screen capture of section 3

The blue Daily sales total is scaled on the left hand vertical Y-axis, and the red daily Commssion Earned is scaled on the right hand vertical Y-axis.

Days of the month are scaled along the bottom horizontal X-axis.

Section 4

This section displays reported date, total clicks, average EPC and total commission, and some advanced metrics which are discussed further down ... and is grouped by day.

Daily Clicks, EPC and Commission Earned from 2009-09-04 to 2009-09-06
Shows your total clicks, EPC and commission earned (per day) for the given date range.

<u>Date</u>	<u>Clicks</u>	<u>EPC</u>	<u>WB#</u>	<u>WRev</u>	<u>ACRU</u>	<u>WB#/Cl(%)</u>	<u>WRev/Cl</u>	<u>ACRU/Cl(%)</u>	<u>Comm</u>
2009-09-04	223	0.11	9	270.59	1	4.04	1.21	0.448	24.85
2009-09-05	180	0.11	6	177.41	1	3.33	0.99	0.556	20.59
2009-09-06	327	0.11	8	82.95	1	2.45	0.25	0.306	35.61
Range Totals :	730	0.11	23	530.95	3	3.15	0.73	0.004	81.05

Example screen capture of Section 4

Section 5

This section displays a table of columns containing, EPN campaign name, clicks, EPC and commission earned, as well as some advanced metrics which are discussed further down ... and is grouped by campaign name.

Total Campaign Clicks, EPC and Commission Earned from 2009-09-04 to 2009-09-06
Shows your total clicks, EPC and commission earned (per campaign) for the given date range.

<u>Campaign Name</u>	<u>Clicks</u>	<u>EPC</u>	<u>WB#</u>	<u>WRev</u>	<u>ACRU</u>	<u>WB#/Cl(%)</u>	<u>WRev/Cl</u>	<u>ACRU/Cl(%)</u>	<u>Comm</u>
[REDACTED]	189	0.27	8	241.46	1	4.23	1.28	0.529	50.11
ktfs-littletikes	44	0.43	2	22.02	1	4.55	0.50	2.273	19.07
[REDACTED]	46	0.13	0	0.00	0	0.00	0.00	0.000	6.19
[REDACTED]	111	0.02	3	42.59	0	2.70	0.38	0.000	2.73
[REDACTED]	143	0.01	4	30.32	1	2.80	0.21	0.699	0.91
[REDACTED]	27	0.03	1	105.84	0	3.70	3.92	0.000	0.76
[REDACTED]	51	0.01	1	9.79	0	1.96	0.19	0.000	0.71
[REDACTED]	1	0.52	1	15.45	0	100.00	15.45	0.000	0.52
[REDACTED]	7	0.01	2	1.95	0	28.57	0.28	0.000	0.05
[REDACTED]	15	0.00	0	0.00	0	0.00	0.00	0.000	0.00
[REDACTED]	3	0.00	0	0.00	0	0.00	0.00	0.000	0.00
[REDACTED]	41	0.00	1	61.53	0	2.44	1.50	0.000	0.00
[REDACTED]	2	0.00	0	0.00	0	0.00	0.00	0.000	0.00
[REDACTED]	12	0.00	0	0.00	0	0.00	0.00	0.000	0.00
[REDACTED]	19	0.00	0	0.00	0	0.00	0.00	0.000	0.00
[REDACTED]	2	0.00	0	0.00	0	0.00	0.00	0.000	0.00
[REDACTED]	5	0.00	0	0.00	0	0.00	0.00	0.000	0.00
[REDACTED]	12	0.00	0	0.00	0	0.00	0.00	0.000	0.00
Range Totals :	730	0.11	23	530.95	3	3.15	0.73	0.004	81.05

Example screen capture of section 5

Section 6

In this section is a table of columns containing, eBay program name, clicks, EPC, commissions earned, and some advanced metrics discussed further down ... and is grouped by eBay program.

Total eBay Programs Clicks, EPC and Commission Earned from 2009-09-04 to 2009-09-06									
Shows your total clicks, EPC and commission earned (per program) for the given date range.									
eBay Program	Clicks	EPC	WB#	WRev	ACRU	WB#/Cl(%)	WRev/Cl	ACRU/Cl(%)	Comm
eBay AU	14	0.04	1	15.37	0	7.14	1.10	0.000	0.54
eBay CA	11	0.00	0	0.00	0	0.00	0.00	0.000	0.00
eBay US	640	0.12	13	456.19	2	2.03	0.71	0.313	77.92
eBay UK	65	0.04	9	59.39	1	13.85	0.91	1.538	2.59
eBay DE	0	0.00	0	0.00	0	-	-	-	0.00
Range Totals :	730	0.11	23	530.95	3	3.15	0.73	0.004	81.05

Example screen capture of section 6

Section 7

Here you will find your list of completed auctions.

This is a TRANSACTION by TRANSACTION account of all of your sales (and refunds), for the entire date range that you specified.

The following information is shown for each transaction -

1. Reported date : This is the date that the transaction is reported in your EPN dashboard. Usually 1 day later than the actual transaction date.
2. Campaign name : This is the campaign name that you gave to your new campaign when you created it in EPN interface. Used primarily for tracking purposes.
3. Custom ID : This is an optional field that can be passed to eBay, and is used for an additional level of tracking. Depending on what eBay script you are using to generate your auctions on your posts/pages, you may or may not be making use of this.
4. Program : This is the specific eBay program through which the sale was made. Ebay US, eBay UK, eBay Australia, and eBay Canada are several examples.
5. Sale amount : This is the closing value of the auction. If it is a refund then it will be a negative amount.

6. Ebay Item Code : If you are displaying images of each auction then they will appear in this column. Each image is clickable. If you are not showing images then this column will contain the auction item number, which is also clickable. When clicked on, you will be taken (in a new browser window) to the actual auction on eBay itself, so you can see exactly what it was that you sold. Very handy !!

Completed Auctions from 2009-09-04 to 2009-09-06
Shows every successfully completed auction (or refund) for the given date range.

<u>Date</u>	<u>Campaign Name</u>	<u>Custom ID</u>	<u>Program</u>	<u>Amount</u>	<u>eBay Item</u>
2009-09-04			eBay UK	5.99	260 967
2009-09-04	yc		eBay UK	7.97	350 976
2009-09-04	y		eBay UK	0.99	290 573
2009-09-04			eBay US	105.84	160 552
2009-09-04			eBay US	61.53	230 415
2009-09-04			eBay US	3.39	280 455
2009-09-04			eBay US	10.43	290 197
2009-09-04			eBay US	59.07	250 006
2009-09-04			eBay US	15.38	310 273
2009-09-05			eBay AU	15.37	270 251
2009-09-05			eBay UK	1.55	320 091
2009-09-05			eBay UK	0.40	270 041
2009-09-05			eBay US	25.71	370 148
2009-09-05			eBay US	121.50	400 835
2009-09-05			eBay US	12.88	220 106
2009-09-06	ktfs-littletikes	ktfs-littletikes	eBay UK	11.01	370253679518
2009-09-06			eBay UK	2.99	200 582
2009-09-06	m		eBay UK	2.99	190 216
2009-09-06			eBay UK	25.50	260 023
2009-09-06			eBay US	-12.84	350 097
2009-09-06			eBay US	15.45	370 859
2009-09-06	ktfs-littletikes	ktfs-littletikes	eBay US	11.01	300325637796
2009-09-06			eBay US	9.79	330 852
2009-09-06			eBay US	4.21	390 207
Range Totals :				518.11	

Example screen capture of section 7

Important Note : The numbers in the display are reflected in the currency in which your EPN account is held. For example, if your EPN account was opened with eBay UK and is denominated in GBP, then the figures (sales, commission, etc) will all be shown in GBP. If your account is in US\$ then all appropriate currency numbers are in US\$.

Section 8

This is the bottom of the report. Here we list your ACRU's for the date range that you entered. Ebay no longer pays directly for ACRU's (since 1 October 2009), but it is still handy information to have as they include this automatically into your daily EPC now.

All ACRUs from 2009-09-04 to 2009-09-06
Shows every ACRU for the given date range.

<u>Date</u>	<u>Campaign Name</u>	<u>Custom ID</u>	<u>Program</u>	<u>eBay Item No.</u>
2009-09-04	████████████████████	████████████████████	eBay UK	261████████534
2009-09-05	ktfs-littletikes	ktfs-littletikes	eBay US	120465607043
2009-09-06	████████████████████	████████████████████	eBay US	160████████996

Example screen capture of section 8

Here you will find the following information -

1. Reported date : This is the date that EPN reports the sale, and is not necessarily the exact date on which the ACRU took place. Its usually 1 day later.
2. Campaign name : The name that you entered when you created the new campaign in the EPN interface.
3. Campaign ID : This is an optional field used for a lower level of tracking. Depending on which script you are using to generate your eBay auction listings on your posts/pages you may, or may not, be making use of this.
4. Program : The eBay program through which the sale went.
5. Ebay Item Code : If you are displaying images then you will see them here. Each image is clickable. If you are not displaying images then this is the unique eBay item code. Clicking on either opens a new browser window to the exact auction that your new user bid on.

The Advanced Metrics

On the Daily table, the Campaign table and the Program table you will see a set of columns containing some more advanced metrics.

According to a post on the EPN blog, made by eBay, they consider these metrics to be important to them. When you understand what these metrics measure then it is not a giant leap in imagination to expect them to be at the HEART of the EPN algorithm.

WB#

This is the total number of winning bids (completed auctions).

Wrev

This is the total revenue generated from the winning bids, ie. The closing prices of the auctions.

ACRU

This is the total number of ACRU's acquired.

WB#/Cl(%)

This is the Winning bid conversion ratio (express as percentage). It is calculated by (no. of winning bids / no. of clicks). It is a measure of the number of completed auction transactions you are receiving, per click. The higher the better.

For example, if you get 3 completed auctions with 50 clicks, then your winning bid conversion ratio is 6%.

Wrev/Cl

This is the Revenue per click, and is a measure of the amount of completed auction revenue that eBay is receiving, per click. It is calculated by (total winning bid revenue / total clicks). It is expressed in the currency of your account.

For example, if you generate \$2000 in completed auction revenue from 1000 clicks, then your Revenue per click is \$2.

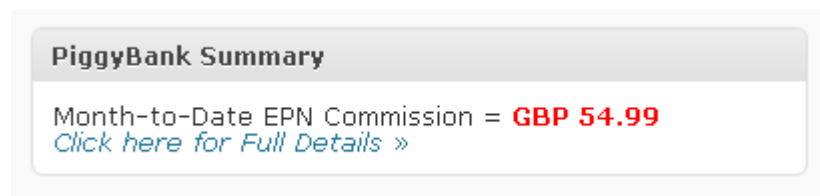
ACRU/CI(%)

This is the ACRU conversion rate (expressed as a percentage). It measures the number of ACRU's you get for eBay, per click. It is calculated by (no. of ACRU's / no. of clicks).

For example, if you get 5 ACRUS from 1000 clicks, then your ACRU conversion rate is 0.5%.

The Dashboard Widget

Piggybank plugin also automatically displays your current months earnings in your main Wordpress dashboard as a widget.



Example screen capture of Wordpress dashboard widget

The first time you go to the dashboard after installing Piggybank plugin, then the widget is usually right at the bottom of the page. You can drag this widget to any position you wish on the dashboard.

Uninstalling the Plugin

1. Click the “Uninstall” option in the Piggybank plugin top level menu. This will delete all data, and the Piggybank related data fields from your Wordpress database.
2. Deactivate the plugin in the “Plugins” screen.
3. Delete the /piggybank folder from your /wp-content/plugins folder.

Troubleshooting Guide

The plugin is exceptionally easy to install, configure and use.

If you should run into any trouble though, please see our FAQ page at <http://www.piggybankplugin.com/frequently-asked-questions> for a comprehensive list of questions and answers. If this does not solve your issue, then please email us to support@piggybankplugin.com

We hope you find this plugin useful.

If you have any problems, questions, or suggestions how we can improve the plugin then please do not hesitate to contact us on support@piggybankplugin.com