

Practical DevSecOps Affiliate Program - User Guide

Step 1: Sign Up for Affiliate Account

To create your affiliate account:

1. Link to sign up to the affiliate account - <https://practical-devsecops.firstpromoter.com>
2. Sign up with Google OR fill in your details manually (First Name, Last Name, Country, Email, Password)
3. Tick both checkboxes to agree to email notifications and terms & conditions
4. Click "Sign Up" button

Already have an account? Click "Sign In" at the bottom.

The screenshot shows the sign-up page for the Practical DevSecOps Affiliate Program. The page has a light blue background with a logo in the top left. The main heading is "Welcome to Practical DevSecOps Affiliate Program". Below it, there is a paragraph of text: "Refer your friends and colleagues to the most comprehensive DevSecOps, AI Security, and AppSec Training and Certifications, and earn yourself an Incentive." The sign-up form is on the right, titled "Sign Up". It features a "Continue with Google" button at the top, followed by an "OR" separator. Below this, there are input fields for "First Name" (with "John" as a placeholder), "Last Name" (with "Doe" as a placeholder), "Country" (with a dropdown menu showing "Please select a country"), "Email" (with "Enter your email" as a placeholder), and "Password" (with "Enter your password" as a placeholder). At the bottom of the form, there are two checkboxes: "I agree to receive email notifications (like when I earn a commission) and other important emails regarding the affiliate program" and "I agree to affiliate terms & conditions". A blue "Sign Up" button is at the bottom right of the form. Below the button, there is a link: "Already have an account? Sign In".

You can sign up with Google or fill in the details and sign up

Tick both the boxes

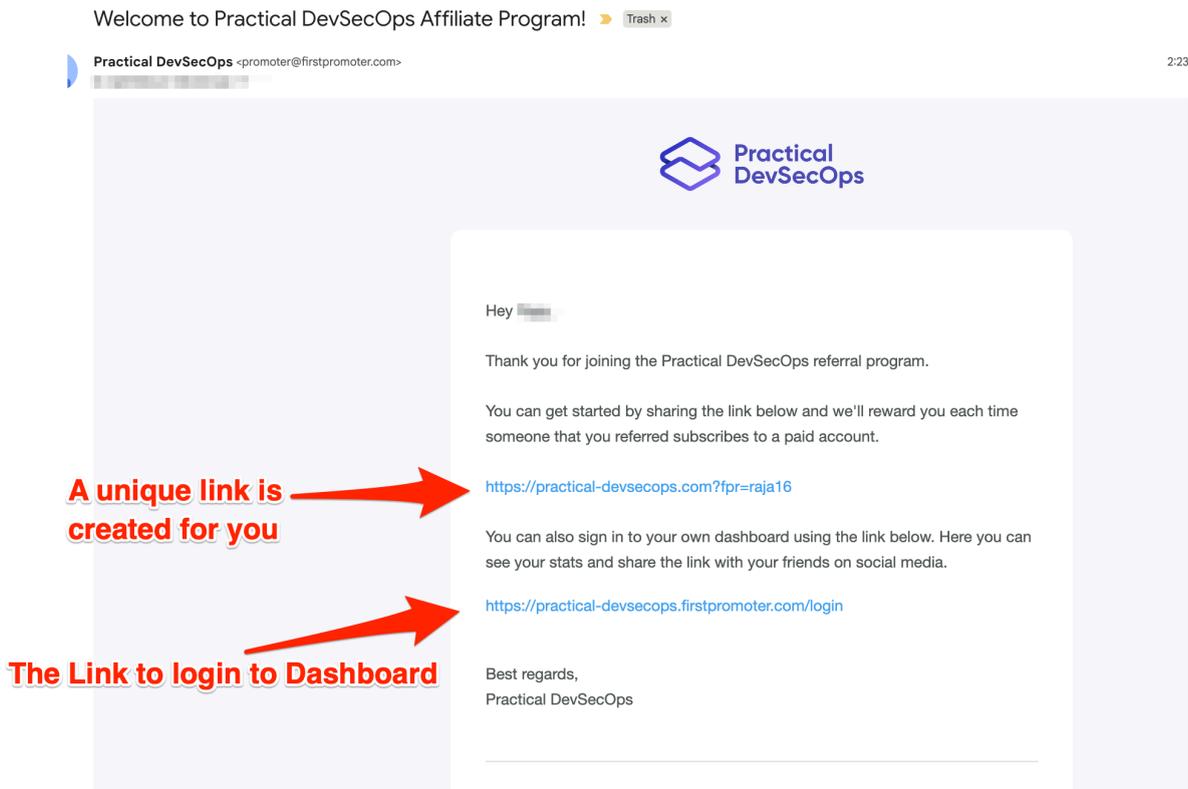
Click to sign up

Step 2: Check Your Email for Affiliate Links

After signing up, you'll receive a welcome email containing:

1. **Your unique referral link** - Share this link to earn commissions when someone subscribes to a paid account
2. **Dashboard login link** - Access your affiliate dashboard to track stats and share links on social media

Save both links for easy access!



Step 3: Understanding Your Affiliate Dashboard

Dashboard elements explained:

- 1.1 - Due in 17 Days:** Shows commissions that will be paid out in 17 days
- 1.2 - Total Unpaid:** Your total earned commissions not yet paid
- 1.3 - Total Paid:** Total commissions you've received to date
- 1.4 - Select Payout Method:** Click here to set up how you want to receive payments (PayPal, bank transfer, etc.)
- 1.5 - Clicks:** Number of people who clicked your referral links
- 1.6 - Referrals:** Number of people who signed up using your link
- 1.7 - Customers:** Number of referrals who became paying customers
- 1.8 - Rewards:** Your commission structure (10% Affiliate Incentive)

1.9 - Referral Links: Your unique tracking links for different certifications:

- Default link (general)
- AI Security certification link
- You can customize tokens or create new links for specific campaigns

1.10 - FAQs: Quick answers to common affiliate questions

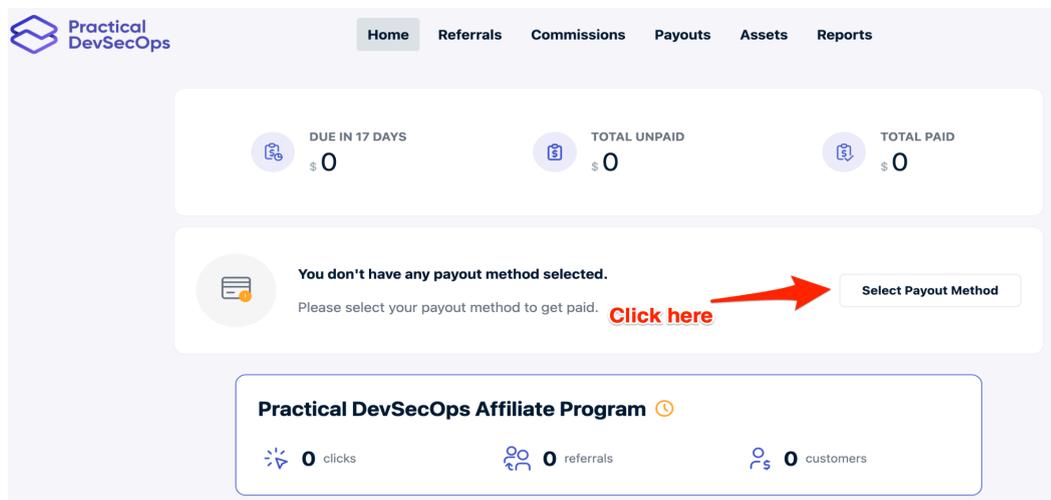
The screenshot shows an affiliate dashboard with a navigation menu at the top: Home, Referrals, Commissions, Payouts, Assets, Reports. The dashboard is divided into several sections:

- Summary Cards:** Three cards at the top showing "DUE IN 17 DAYS \$0", "TOTAL UNPAID \$0", and "TOTAL PAID \$0". Red arrows labeled 1.1, 1.2, and 1.3 point to these cards.
- Payout Method:** A message "You don't have any payout method selected. Please select your payout method to get paid." with a "Select Payout Method" button. A red arrow labeled 1.4 points to the button.
- Program Overview:** A section for "Practical DevSecOps Affiliate Program" showing "0 clicks", "0 referrals", and "0 customers". Red arrows labeled 1.5, 1.6, and 1.7 point to these metrics.
- Rewards:** A section showing "10% Affiliate Incentive". A red arrow labeled 1.8 points to this section.
- Referral links:** A section with "Customize Token" and "+ New Link" buttons. It lists two links: "Default" (https://practical-devsecops.com?fp=raja16) and "AI Security" (https://www.practical-devsecops.com/certified-ai-security-professional/?fp=raja16). Red arrows labeled 1.8 and 1.9 point to the links.
- FAQs:** A section with a question "Q: How do I track my referrals and earnings?" and an answer "A: Your affiliate portal dashboard provides real-time tracking of clicks, conversions, and commission". A red arrow labeled 1.10 points to the "Show more" link.

Step 4: Setting Up Your Payout Method

To receive your commissions, you need to set up a payout method:

Click on "Select Payout Method" button on your dashboard

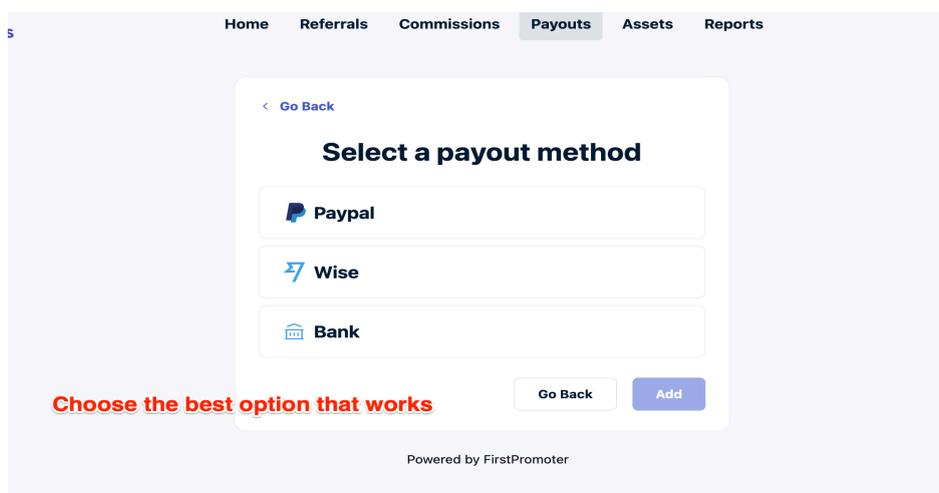


[Payout Options]

Choose from the available payment options:

- **PayPal** - Receive payments directly to your PayPal account
- **Wise** - International money transfer service
- **Bank** - Direct bank transfer

Select the option that works best for you and click "Add" to set it up.



Step 5: Creating Custom Referral Links

You can create custom tokens for different course URLs or campaigns:

Click the "+ New Link" button in the Referral links section

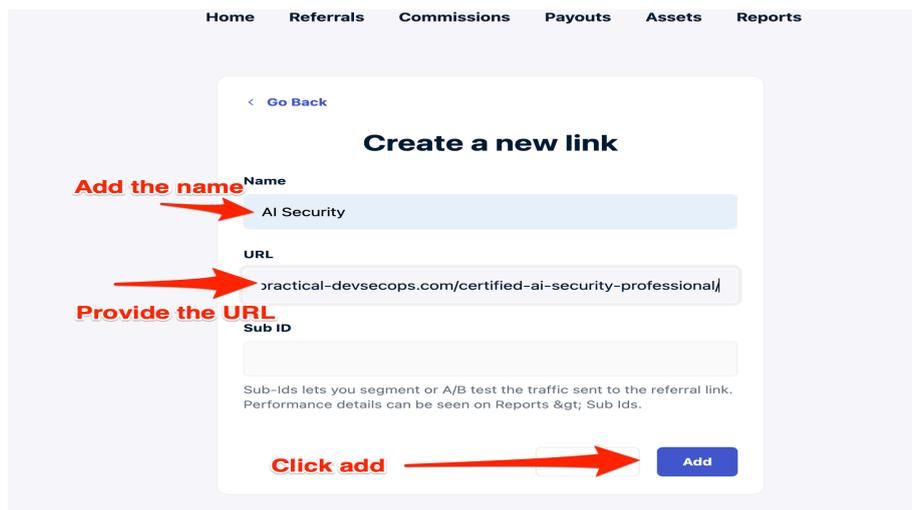


[Create New Link]

To create a course-specific referral link:

1. **Name** - Add a descriptive name (e.g., "AI Security")
2. **URL** - Provide the specific course URL (e.g., practical-devsecops.com/certified-ai-security-professional/)
3. **Sub ID** (Optional) - Use this to segment or A/B test traffic sent to the referral link
4. Click "Add" to create your custom tracking link

This allows you to track which courses or campaigns generate the most conversions!



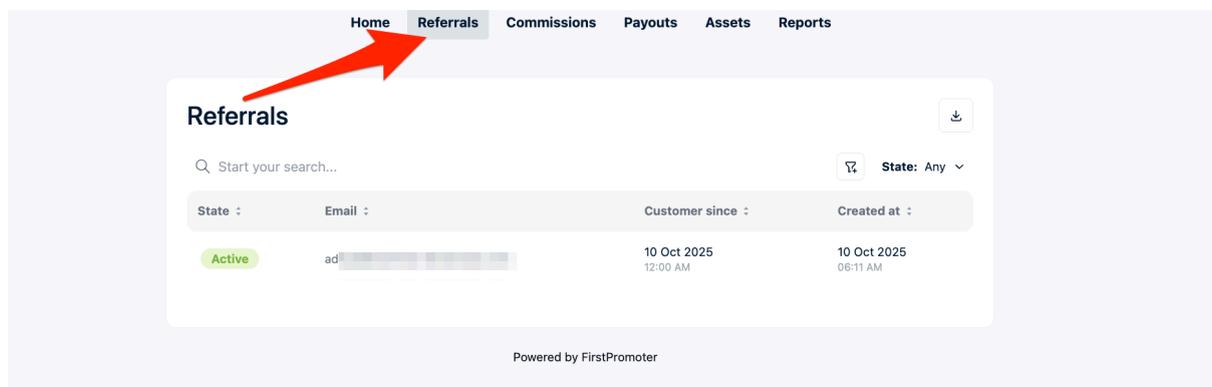
Step 6: Tracking Your Referrals

To view all your referrals, click on the "Referrals" tab in the navigation menu.

Here you'll see a complete list of everyone you've referred with details:

- **State** - Status of the referral (Active, Pending, etc.)
- **Email** - The referral's email address
- **Customer since** - When they became a paying customer
- **Created at** - When they signed up using your link

You can search for specific referrals and filter by state to track your conversions!



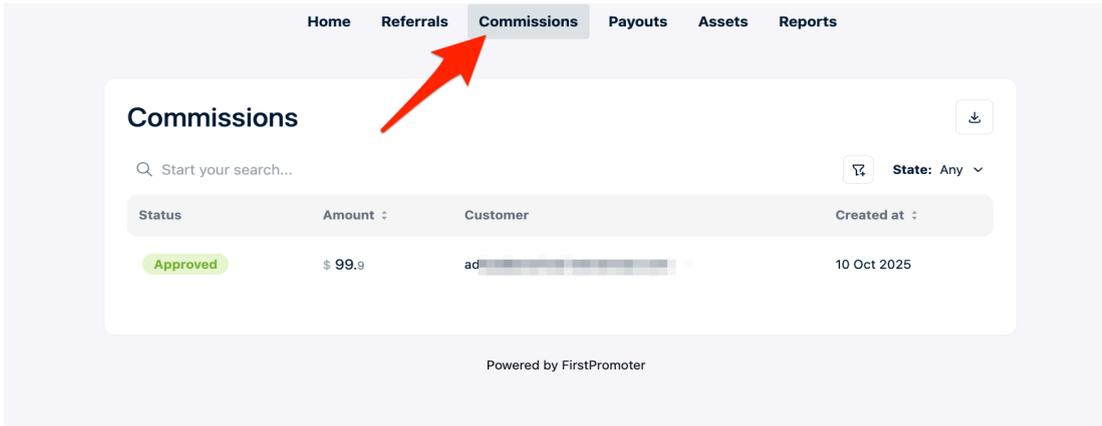
Step 7: Viewing Your Commissions

Click on the "Commissions" tab to see all your earned commissions.

The commissions page displays:

- **Status** - Commission approval status (Approved, Pending, etc.)
- **Amount** - Commission amount earned
- **Customer** - The customer who generated the commission
- **Created at** - Date when the commission was created

Use the search and filter options to find specific commissions!

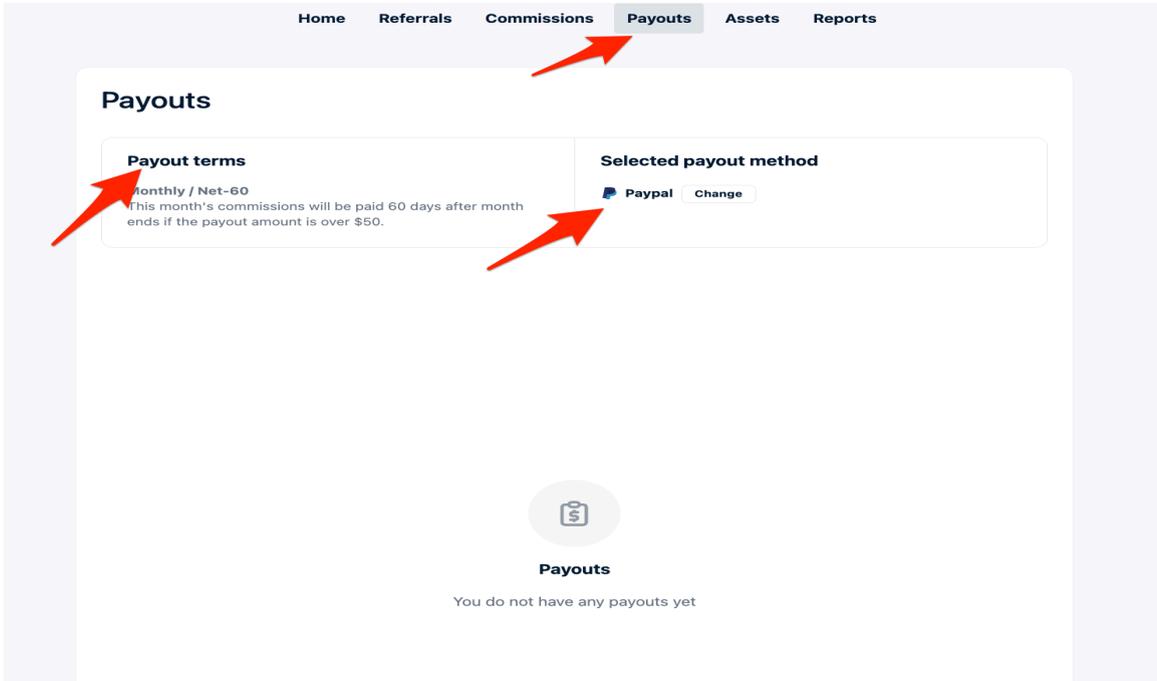


Step 8: Understanding Payouts

Click on the "Payouts" tab to see your payment details and history.

Key Information:

- **Payout Terms:** Monthly / Net-60 - Commissions are paid 60 days after month-end if the payout amount is over \$50
- **Selected Payout Method:** Your chosen payment method is displayed here (can be changed anytime)
- **Payout History:** All completed payouts will be listed here



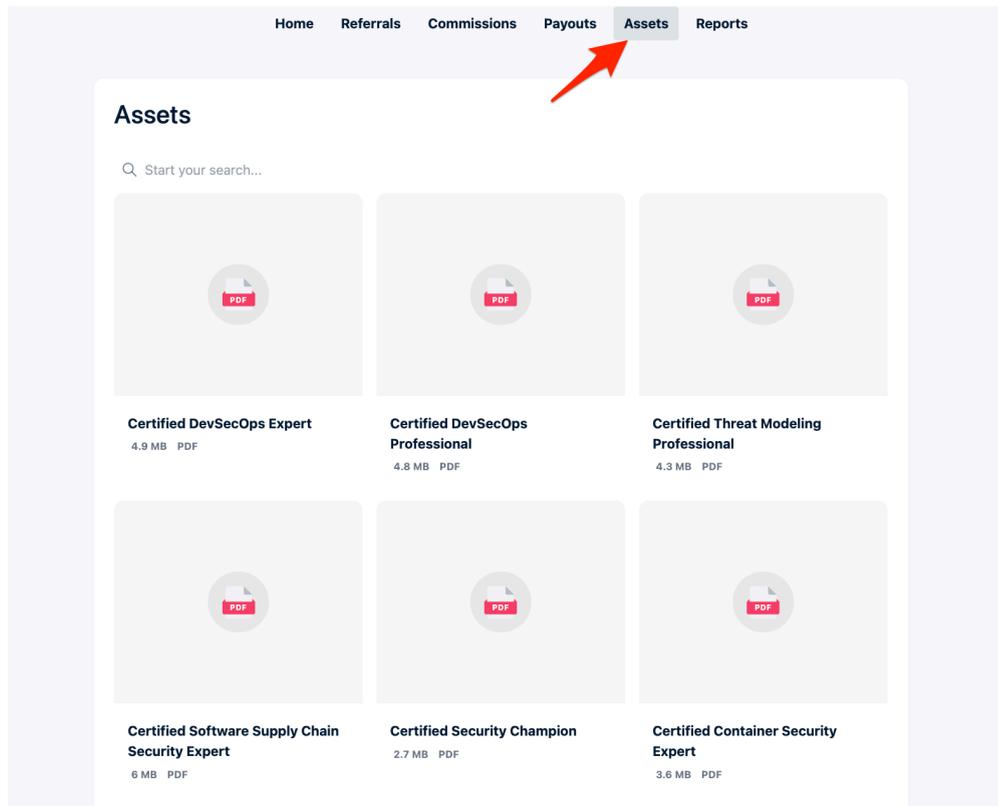
Step 9: Accessing Marketing Resources

Click on the "Assets" tab to access all marketing materials and course brochures.

Here you'll find downloadable PDFs for all certification programs:

- Certified DevSecOps Professional
- Certified DevSecOps Expert
- Certified AI Security Professional
- Certified Container Security Expert
- Certified Cloud-Native Security Expert
- Certified API Security Professional
- Certified Threat Modeling Professional
- Certified Software Supply Chain Security Expert
- Certified Security Champion
- Certified Container Security Expert

Use these resources to promote the courses to your prospects and network!

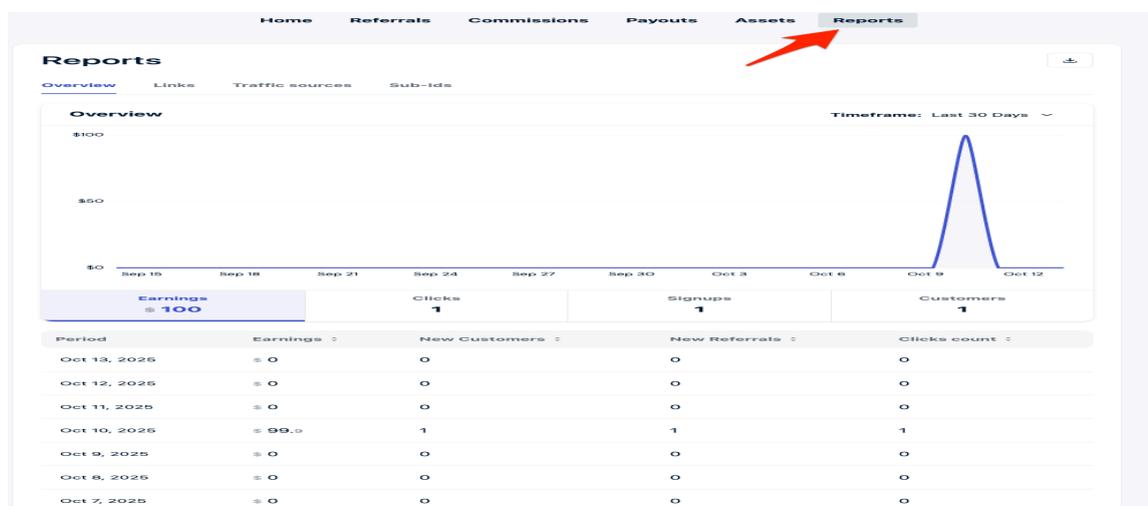


Step 10: Analyzing Your Performance with Reports

Click on the "Reports" tab to get a comprehensive 360-degree view of your affiliate performance.

Key Features:

- **Performance Graph:** Visual representation of your earnings over time (adjustable timeframe)
- **Summary Metrics:**
 - Total Earnings
 - Total Clicks
 - Total Signups
 - Total Customers
- **Detailed Daily Breakdown:**
 - Date-wise earnings
 - New customers per day
 - New referrals per day
 - Click counts per day
- **Additional Report Views:**
 - **Links:** Performance by individual referral links
 - **Traffic Sources:** Where your clicks are coming from
 - **Sub-Ids:** Performance tracking for different campaigns

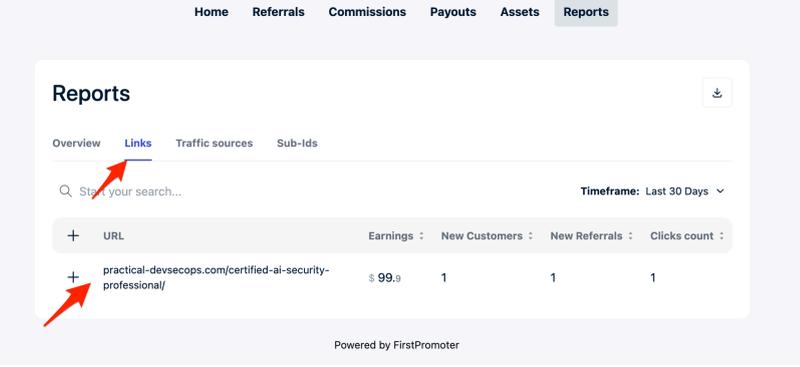


Links Tab - Track Performance by URL:

Click on the "Links" tab to see which specific referral URLs are generating results. For each link you'll see:

- Earnings generated
- New customers acquired
- New referrals signed up
- Total clicks received

Click the "+" icon next to any URL to expand and see more detailed breakdown. This helps you identify your best-performing links!



The screenshot shows a dashboard with a navigation bar at the top containing 'Home', 'Referrals', 'Commissions', 'Payouts', 'Assets', and 'Reports'. The 'Reports' section is active, with sub-tabs for 'Overview', 'Links', 'Traffic sources', and 'Sub-Ids'. The 'Links' tab is selected. Below the tabs is a search bar with the placeholder 'Stop your search...' and a 'Timeframe: Last 30 Days' dropdown. A table displays performance data for a specific URL. The table has a header row with columns: '+ URL', 'Earnings', 'New Customers', 'New Referrals', and 'Clicks count'. The first data row shows the URL 'practical-devsecops.com/certified-ai-security-professional/' with earnings of '\$ 99.9', 1 new customer, 1 new referral, and 1 click. Red arrows in the original image point to the '+' icon in the header and the '+' icon next to the URL.

+ URL	Earnings	New Customers	New Referrals	Clicks count
practical-devsecops.com/certified-ai-security-professional/	\$ 99.9	1	1	1

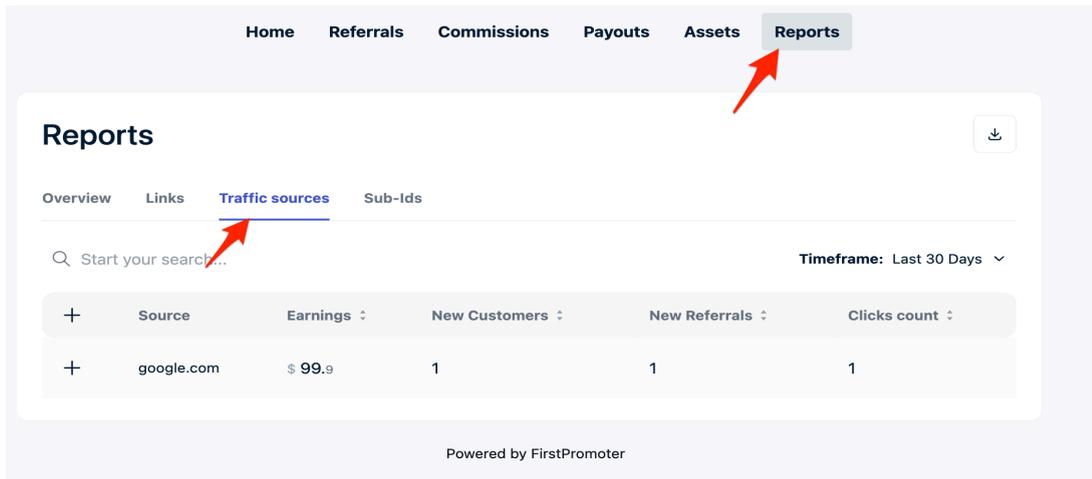
Powered by FirstPromoter

Traffic Sources Tab - Discover Where Your Traffic Comes From:

Click on the "Traffic sources" tab to see which platforms are driving the most conversions. Track performance by source:

- Google
- YouTube
- LinkedIn
- Reddit
- And other traffic sources

For each source, you'll see earnings, new customers, new referrals, and click counts. This helps you focus your promotional efforts on the most effective channels!



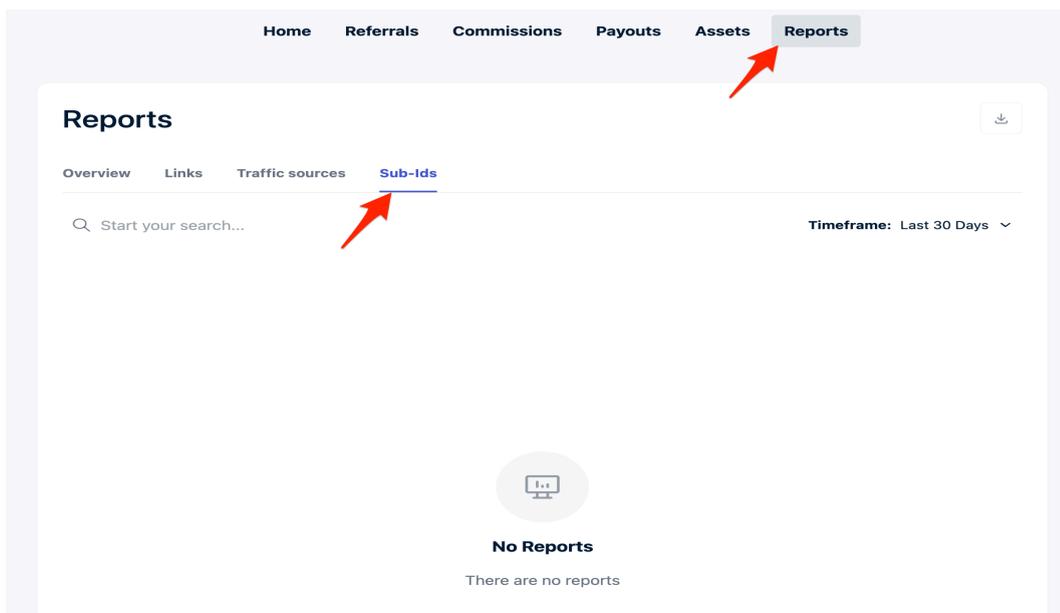
Sub-Ids Tab - Track Campaign Performance:

Click on the "Sub-Ids" tab to see performance by campaign identifiers. If you added Sub-Ids when creating custom referral links, they will appear here with their respective:

- Earnings
- New customers
- New referrals
- Click counts

This is useful for A/B testing different campaigns or tracking specific marketing initiatives!

Use these insights to optimize your marketing strategy and focus on what works best!



Congratulations! 🎉

You're now ready to start earning commissions through the Practical DevSecOps Affiliate Program. Share your referral links, promote the certifications, and track your success through the dashboard!

Need Help? Contact our @ registrations@practical-devsecops.com if you have any questions.