

Affiliate Insights Platform

Whether you're an Affiliate using our Easy Earn DID or our advanced Earn API integration type, our [Affiliate Insights Platform](#) helps unlock the potential of your pay per call campaigns. Get comprehensive insights into every call, analyze payouts, and use intuitive filters to refine your strategies and boost your earnings.

Health Dashboard

Upon login, the **Affiliate Insights Platform** shows the **Health Dashboard** page by default.

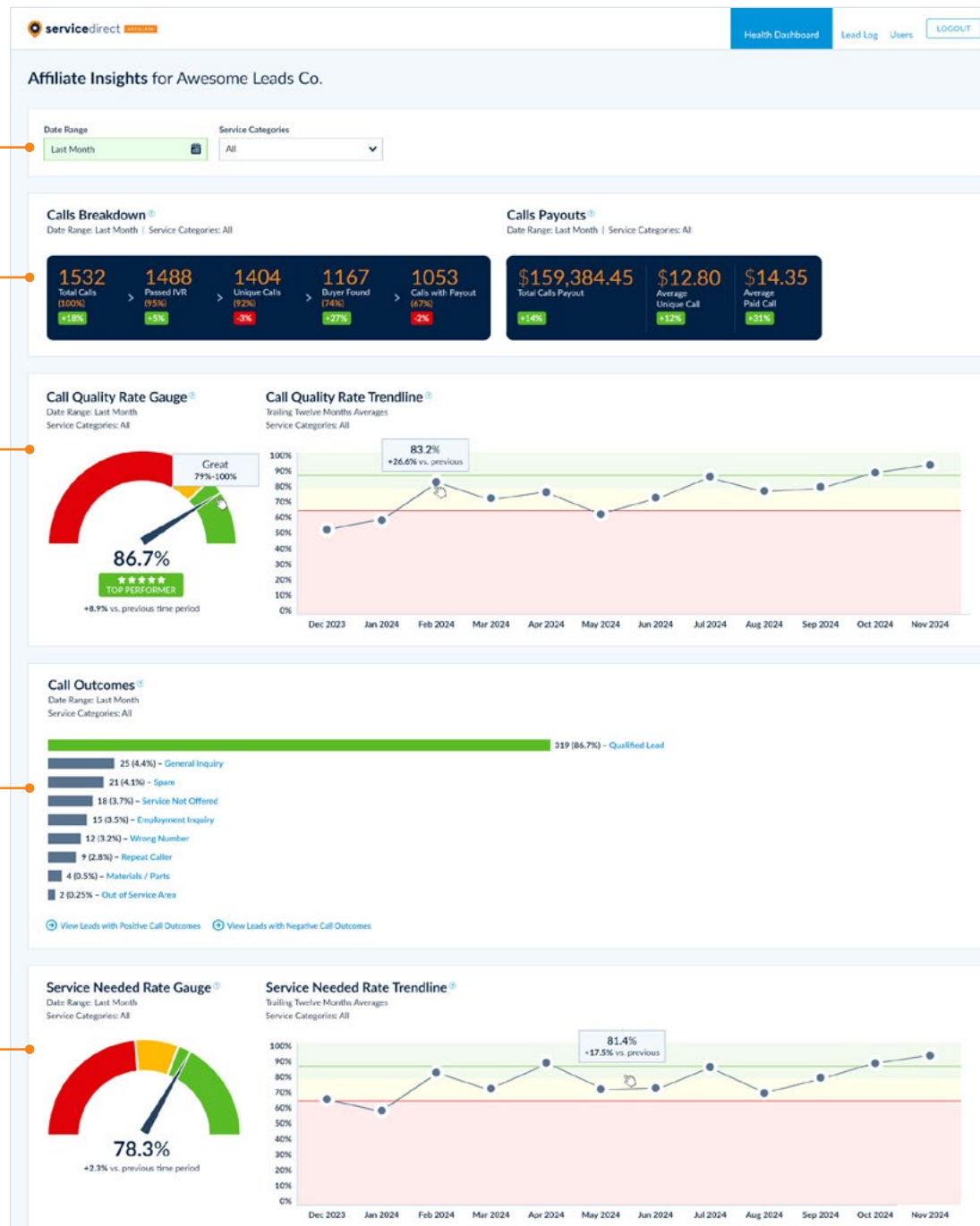
Adjust **Filters** to set the **Date Range** and **Service Categories** for the data displayed on this page.

Calls Breakdown and **Calls Payouts** show how many calls match your page Filters and the dollar amounts associated with them.

The **Call Quality Rate** section displays calls matching our proprietary definition of a Quality Call (see platform for details). Both the **Gauge** and the **Trendline** match your Service Category Filters but the Gauge matches the Date Range Filter whereas the Trendline always shows monthly data. Ideally, the Quality Rate consistently stays in the Great range or even achieves Top Performer status.

The **Call Outcomes** section shows a breakdown of the calls matching your page Filters, including the positive outcome of Qualified Lead or negative outcomes like Spam, Service Not Offered, Wrong Number, and more. Clicking an outcome link shows those calls in the Lead Log.

The **Service Needed Rate** focuses on calls where a service need was able to be determined. This **Gauge** and **Trendline** match your Service Category Filter but the Gauge matches the Date Range whereas the Trendline always shows monthly data.



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Lead Log

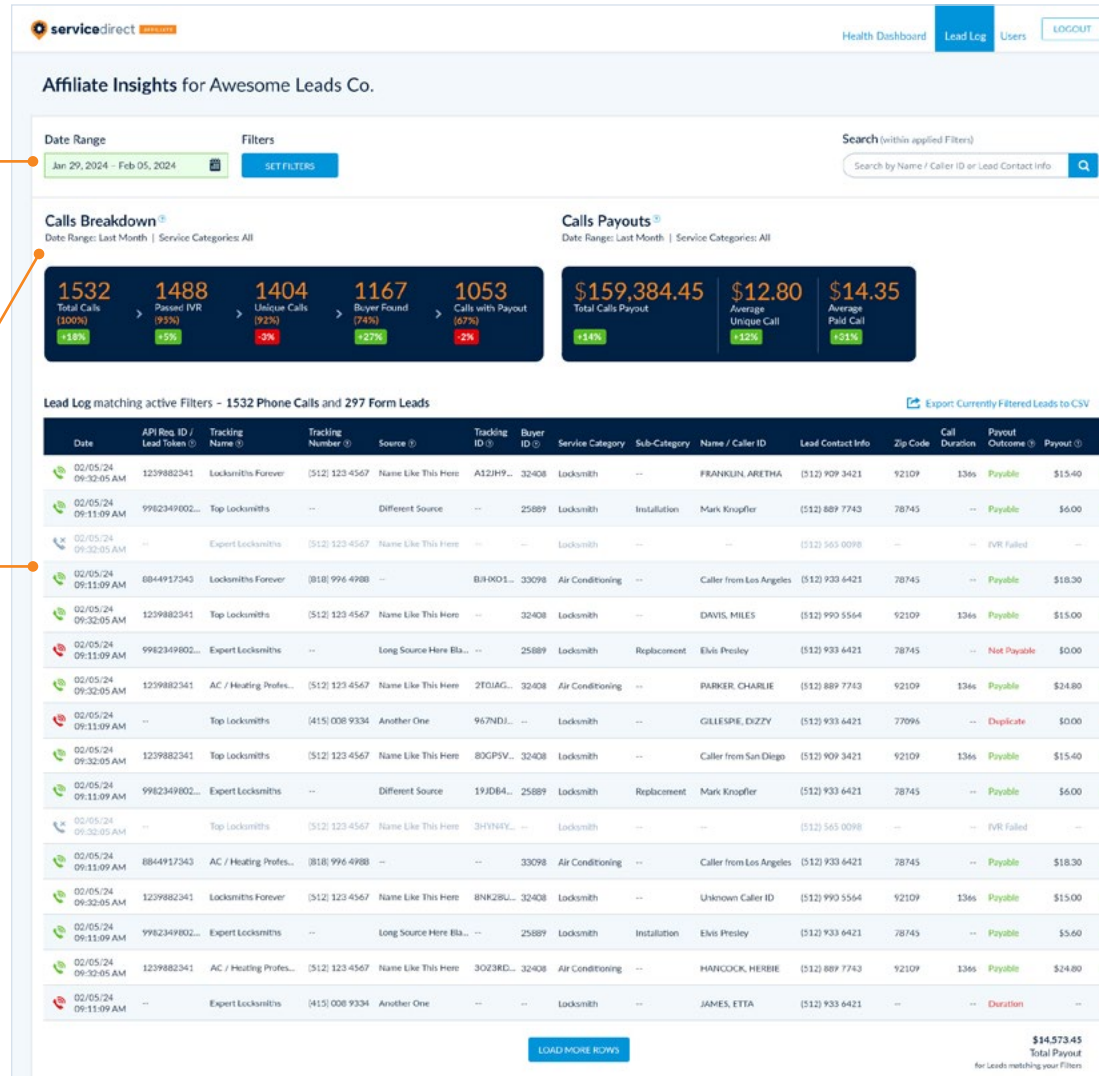
Use the main navigation or the Health Dashboard's Call Outcomes section links to go to the **Lead Log**.

Filter by Date Range, Service Categories, Integration Type (Earn API only), Payout Outcome, Call Outcome, as well as Service Need and Wrong Number Tags. **Search** by Caller ID Name and Lead Contact Info (Phone Number or Email).

Calls Breakdown and **Calls Payouts** show how many calls match your page Filters and the dollar amounts associated with them.

The **Lead Log** displays individual rows of detailed data about all your calls that match the Filters. These include campaign and caller info as well as Payout Outcome and dollar amount, Call Outcome, and Service Needed info.

Export your currently filtered Leads to a CSV file so you can use it in other applications or data science tools.



User Settings

Use the main navigation to access the **Users** page, where you can edit existing users or add new ones to log in to your Affiliate Insights Platform.

Account Users	Last Login	
Someone Awesome CEO someoneawesome@emailserver.com (512) 567 8901 Time Zone: CST - Central Standard Time	07/09/24	Edit
Another Greatperson Chief Ghost tupacshakur@emailserver.com (512) 808 1765 x101 Time Zone: CST - Central Standard Time	07/21/24	Edit
Neal DeGrasse Tyson Space Cadet jessieinshakespearin@emilserver.com	No Login Yet Resend Invite	Edit