

View Income (Net Income)

This article applies to:

There are several order reports (**E-Commerce > Reports**) that will tell you how much money you are making after paying commissions. Note: These numbers are based on sales rep and partner commissions tracked through the Max Classic Referral Partner component.

Net Income by Invoice

The Net Income by Invoice report shows the amount of income generated per invoice, after paying commissions. This report displays the order date, invoice ID, customer name, affiliate name, invoice total (TotalInvestment), unpaid balance, total of payments received (InvestmentReceived), lead & sale commission, and net income (income minus commissions). Use this report to monitor affiliate commission programs. You can filter this report by order date, customer name, affiliate name, and invoice total.

Net Income by Product

The Net Income by Product report shows the amount of income generated per product, after paying commissions. This report displays the order date, product description, total amount of revenue generated, total of payments received, total of potential commissions, actual commission earned (based on payments received), net sales amount (payments received minus earned commissions), and net sales percentage (earned commissions divided by payments received). Use this report to monitor commission amounts for each product so you can maintain a reasonable per-product profit margin. You can filter this report by order date, customer name, affiliate name, and invoice total.

Leadsources Income

The Leadsources Income report shows the total contacts, orders, and income generated by each lead source, as well as average income per order. You can use it to identify your most profitable lead sources. This report can be filtered by lead source, date range, and sales totals.

Customer Lifetime Value Report

The Customer Lifetime Value Report shows a summary purchase history by customer. It displays the total purchased, total paid, number of order invoices, average transaction size, lead source, and more. Use this report to identify your most loyal customers, evaluate company health (repeat business), and monitor efforts to increase average transaction size. You can filter this report by invoice date range, average transaction range, location, Tags, products, date created, and more.
