

How are the rewards for promoters calculated?



The following points should be noted when settling rewards for promoters:

1. The actual rewards for promoters are calculated based on the actual payment amount of customers and according to the reward ratio set in the merchant's backend or the reward ratio automatically adjusted by the system.
2. elink order splitting depends on WeChat Pay. Due to the limitations of WeChat Pay, when the actual payment amount of an order is > 200 yuan, the splitting party (i.e., the account where the order revenue arrives) must receive at least 40% of the splitting amount.
3. The order of splitting for a single order is as follows (the actual revenue of each party needs to deduct the WeChat Pay handling fee additionally):

Ordinary products (i.e., products produced and sold by the content producer):

Direct promoter > Superior promoter > Content producer

4. There may be situations where the sum of the promotion reward ratio and the invitation reward ratio for promoters set in the management console exceeds the splittable ratio of the splitting

party (merchant) (the splittable ratio refers to the remaining ratio of the splitting party after deducting the self - retained part restricted by WeChat Pay). For example, if the promoter and their superior promoter are not in the same group, the system cannot determine the over - limit situation when setting the ratio.

When the above over - limit situation occurs, during order settlement, the system will split the funds step by step according to the splitting order until the funds are fully split.

** For example, when the product amount is greater than or equal to 200 yuan or the product is a physical product, the splittable ratio of the splitting party (merchant) is 60%. Then the promotion reward ratio for the promoter is 40%, and the invitation reward ratio for the superior promoter is 30%. According to the splitting priority, the splittable ratio of the splitting party (merchant) can meet the promotion reward for the promoter, but the superior promoter can only receive the invitation reward at a ratio of 20%.

Revision #2

Created 2026-06-08 04:38:58 UTC by Admin

Updated 2026-06-08 08:42:48 UTC by Admin