

Naked Coupon Technology



Tracking Without A Click Is Possible

LinkConnector's platform provides merchants with many **Adaptive Attribution** capabilities. One that is increasingly sought out by affiliates is Coupon Code Attribution, which allows merchants to attribute credit based on private, unique coupon codes.

LinkConnector goes a step beyond Coupon Code Attribution to enable its merchant customers to attribute affiliate transactions across multiple marketing channels (e.g. social media, radio ads, direct mail, etc.) with only a private coupon code and without the need for a click or cookie—this is the beauty of LC's **Naked Coupon** technology.

Expand Promotion Beyond Coupon Partners:

- For merchants looking to increase their social media presence, Naked Coupons empower affiliates to showcase merchant promotions without a click—giving the social post (and/or pin) a much better chance of reaching audiences.
- Naked Coupons also allow for online crediting of offline affiliate or partner promotion. Imagine the reach an influential speaker could have at a conference by including a branded coupon code in their presentation, or a blogger touting your coupon code during a television appearance?

Why Affiliates Love Naked Coupons:

- Affiliates are now empowered to reach potential customers for a merchant in ways never before possible in the affiliate marketing channel—and in a way that specifically adds incremental value.
- Naked Coupon technology protects affiliates' private coupons. Even if competitors steal their hard earned coupon codes, the original affiliate owner always receives credit as the code uniquely belongs to them.



Naked Coupon Enabled?

Merchants
Contact merchants@linkconnector.com for assistance with offering naked coupons.

Affiliates
Contact affiliates@linkconnector.com to find out which LC merchants offer Naked Coupons.