
THE LINKCONNECTOR DIFFERENCE

WHAT MAKES LINKCONNECTOR DIFFERENT FROM OTHER NETWORKS?

For over sixteen years, LinkConnector (LC) has provided both mainstream solutions and out-of-the-box approaches for merchant and affiliate partners. Our customers have challenged us to push the Performance Marketing model to accommodate unique complexities while achieving long-term success with their programs.

Recognized as a top-tier network by industry surveys, LinkConnector represents leading online advertisers with such esteemed brands as eShakti.com, Hats.com, LAPoliceGear.com, PGATourSuperstore.com, Wondershare.com and more. We facilitate the extension of the merchant's online marketing efforts to reach a global base of strategic affiliate partners.

Below are technologies and services empowering growth for LinkConnector partners.

BRAND CONTROL

LinkConnector gives control of a merchant's brand back to the merchant. It is unacceptable for this to be a concern of merchants when dealing with Affiliate Networks. Our Source Checker technology allows merchants to approve each individual affiliate website versus the overly simplistic process of approving affiliates on an account level.

COUPON COMPLIANCE

Merchant coupon codes not intended for affiliate promotion ultimately may find their way into this channel resulting in erosion of profit margins. Through LinkConnector's Blacklist or Whitelist functionality, merchants can programmatically enforce prohibited use of coupons not approved for the Affiliate Marketing channel.

AFFILIATE REPRESENTATION

Our Affiliate Relations department is a significant differentiator. LC has a dedicated team to help affiliates manage and grow their promotions. Elsewhere, affiliates are not able to get this level of integration, which often leads to LC being the preferred network (as evidenced by its year-over-year Top 10 Network ranking in industry surveys).

COUPON CODE ATTRIBUTION

LC can attribute commissions based solely on a private coupon code, regardless of the source and while eliminating the need for a click. Only the assigned affiliate for the coupon code receives the commission. Naked Coupons, where a click or cookie isn't required for attribution, empower affiliates and influencers with promotion abilities in channels unfriendly to affiliate links (e.g., Instagram, Reddit, Twitter, Radio, etc.).

ZERO TOLERANCE OF FRAUD

Our technologies actively seek out any existing fraud and eliminate potential fraud long before the merchant is affected. Other networks do offer some level of fraud detection, but they largely rely on the merchant to find the fraud. When LC finds fraud, the affiliate is removed from the entire network—permanently!

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BLOGGER STRATEGY INTEGRATION

With patented Naked Link Technology (NLT), approved affiliates link directly to a merchant's landing page without redirecting through the network. By enabling affiliates to simply use your storefront link (e.g., www.merchant.com), merchants gain potential SEO value from affiliate links. Naked Link simplifies integration with bloggers and influencers converting existing links into affiliate links with no need for additional code.

REIMAGINED COUPONS

Coupon codes for an online store are constrained by a shopping cart and the need for the merchant to create coupons far ahead of a consumer's purchase decision. LC's Infinity Codes technology alleviates this constraint and gives affiliates on-demand control of coupon creation that transparently work in a merchant's shopping cart. Affiliates can programmatically customize codes to its users based on real-time circumstances.

ADAPTIVE ATTRIBUTION

LinkConnector easily adapts to meet custom attribution needs of merchants. Program performance can be optimized by rewarding promotional methods merchants want encouraged. Merchants may incentivize or limit particular affiliate segments, empowering almost anything imaginable when it comes to attribution crediting.

COMPREHENSIVE REPORTING

LinkConnector provides all of the standard reports you would find in any network while providing many reports you will only find in LC. Our reporting enables merchants to track transactions down to the product, coupon, browser type, operating system, device, region, and creative (in addition to tracking new versus existing customer purchases).

AFFILIATE COMMUNICATION

Merchants may email affiliates directly through the interface. Transparent communication is essential to achieving sustainable program success. Affiliates have the ability to email merchants via the interface as well. LC actively coordinates meetings with strong affiliates to explore the true nature of performance marketing partnerships.

AFFILIATE TECHNOLOGIES

Providing innovative technologies built around the needs of affiliates is essential. LC continually develops new technologies and enhances existing functionality to empower affiliates with the ability to generate more revenue for LC merchant partners. For example, LC affiliates can integrate their conversion pixel and populate merchant products within their site search results using LC's Product Feed Search API.

ARE YOU READY TO EXPLORE NEW OPPORTUNITIES?

Contact Tara McCommons, VP Sales and Marketing, by email at tara.mccommons@linkconnector.com or phone at 919-468-5150. You may also visit the LinkConnector website, linkconnector.com, for detailed information.