

Infinity Codes™



What Would You Do With an **Infinite** Number of Coupon Codes?

What are Infinity Codes?

LinkConnector's patent pending Infinity Codes allow for the creation and deployment of an infinite number of codes for any merchant configured to take advantage of LC's proprietary technology.

In addition to the basic convenience of transferring control of code creation from merchants to affiliates (with existing merchant constraints), it provides for a significantly larger number of optimization possibilities and instant gratification for the user.

Deployed in a real-time code creation process, imagine that an affiliate might be able to increase conversion or AOV (globally or down to each individual user) based on A/B testing of various code and code property combinations.

For example, an affiliate could create unique codes to positively affect conversion or AOV that...

- ✓ Expire within an hour
- ✓ Contain a user's or affiliate's name
- ✓ Are category specific
- ✓ Are geographic specific
- ✓ Are specific to items in the shopping cart

Infinity Codes empower affiliates, who have access to their own member data, to significantly add value to their merchant relationships by driving more revenue through increasing KPIs like conversion and AOV. Infinity Codes can also be used to target merchant-specific KPIs like selling specific items where excess inventory exists.

