

## NAKED LINK IMPLEMENTATION

### INTRODUCTION

Naked Link Technology (NLT) is patented by LinkConnector and exclusively available to LinkConnector merchants in providing an alternative linking method to their affiliate partners. This linking method allows for users to link directly from an affiliate site (e.g., blogger site) to the merchant site without any redirect through the network; therein creating a link void of any parameters—a clear, naked link directly to the merchant site. This direct linking helps to compliment a merchant's SEO efforts while also providing affiliates with transparent linking capability.

### TECHNICAL IMPLEMENTATION

The technical requirements for deploying NLT require the merchant to place a snippet of javascript code within each of their landing pages where affiliates will be directing their traffic. This is a referrer-based tracking solution—each time a user clicks through to the respective merchant landing page, the NLT code will communicate with LC to determine from where the traffic came; it will look for the referring affiliate site (e.g. www.bloggersite.com). The NLT script will then write a cookie associating that click with the referring affiliate site.

LinkConnector provides a server-side and client-side scripting option for implementation. Given the ease of execution, the client-side scripting option is commonly preferred by merchants.

Client-side scripting requires merchants to place javascript near the header of merchant landing pages. LinkConnector utilizes extensive caching to reduce the time it takes for an NLT call to be processed by our servers.

Below is an example of this client-side code:

```
<script type="text/javascript"  
src="http://www.linkconnector.com/member/JS/traffic_link_client.php?mid=11111&cid=1111"></sc  
ript>
```

Server-side scripting would require implementation on the merchant's server; no code would be needed on merchant landing pages (would be completely transparent). This doesn't have the ease of execution as our client-side option and would require more integration. We keep an up-to-date PHP solution that our clients can implement. Although this is in PHP, it can be used as guide for merchants to code something equivalent in ASP.

### MERCHANT AND AFFILIATE BENEFITS

LinkConnector's patented Naked Link technology offers merchants the ability to run an affiliate program transparently in a manner that compliments their search engine optimization efforts. NLT eliminates affiliate coding errors given that the affiliate link no longer depends on the affiliate copying their code properly into the query string.

Naked Links enable affiliates to promote merchants in a more editorial, transparent manner, aligning nicely with content, blogger and influencer sites. Armed with query-free outbound links, a Naked Link campaign provides a seamless mechanism for affiliates to monetize their content without the need for what may commonly be perceived as intimidating tracking links.

Merchants are strongly encouraged to reward affiliates with a higher payout (versus that of their Standard campaign) to offset any tracking limitations as a result of the referrer-based tracking and also in reward of any added SEO value.