

# EASY LINKS for PUBLISHERS

## AT A GLANCE

- A contextual product Ad that displays products relevant to a Publisher site
- A set it and forget it Javascript solution that's easy to use and requires little monitoring
- Utilizes LinkShare unique product data to predict product conversion likelihood

Product widgets are gaining popularity amongst Publishers who are looking for engaging content Ads to place on their site and earn revenue. LinkShare now offers you a "set it and forget it" solution to display relevant product ads on your site.

## Contextual Product Ads

Easy Links are contextual product Ads that use data from an advertiser's LinkShare Merchandiser file. When you place the code for Easy Links on your website, our contextual technology will determine keywords that identify your page. We then query an Advertisers Merchandiser file and display products relevant to those keywords and the page.

LinkShare offers 8 standard IAB (Internet Advertising Bureau) sizes for Easy Links so you have the right fit for your page. In addition you can customize the colors of the Easy Link to match the design of your site.

With Easy Links, LinkShare makes it simple for you to promote the right Advertiser products on your website. Instead of having to navigate through hundreds and sometimes thousands of product links, let Easy Links do the work for you. Simply copy and paste the Easy Link code onto your site and the LinkShare Easy Link will serve relevant product ads that match the content on the page.

## Predicting Conversion

After Easy Links determines the right keywords for your site, we use our knowledge of an Advertiser's product links to serve the product ad that is most likely to convert to sale. This is accomplished by giving each product a score. The score is based on the performance of an Advertisers product links in the LinkShare Network. Publishers no longer need to guess which products are most likely to convert. LinkShare Easy Links leverages the immense knowledge within the LinkShare Network to serve up the products that are most likely to convert.

If you are a Publisher already in the LinkShare Network Easy Links can be found as a new advertiser link type on the "Get Links" tab in the LinkShare Publisher Dashboard (for those advertisers that have Easy Links enabled).

Not in the LinkShare Network? There is no fee to join – sign-up today!  
[www.linkshare.com/publishers/join](http://www.linkshare.com/publishers/join).

[Grab This Ad](#)



**Black & Decker  
Hand Mixer**  
**\$21.51**  
[BUY NOW!](#)  
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**Spiegelau  
Red Wine Glasses**  
**\$54.99**  
[BUY NOW!](#)  
[at LinkShareAdvertiser.com](http://LinkShareAdvertiser.com)



**Panasonic  
Microwave Oven**  
**\$129.99**  
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