

FLEX LINKS

AT A GLANCE

- Provide publishers with tracking links that contain rich media to enhance and extend your marketing message
- Leverage your investment in rich media including Flash, video, and JavaScript by distributing richer content to publishers
- Present product information within Flash widgets and use Flex Link technology to track conversion rates

Leading advertisers are always on the lookout for new ways to stand out among the crowd with creative content that captures an audience while generating higher rates of interaction and conversion to sale. Increasingly, advertisers are using rich media to engage their customers with product information widgets, video, and Flash. LinkShare FLEX LINKS enables advertisers to track revenue through rich content that can be placed on a publisher site with a simple copy and paste.

Flash Video Content

Many affiliate marketing programs cannot support the distribution of advertiser links that contain rich content because links need to meet certain requirements in order to successfully track a sale or action. As a LinkShare advertiser, however, you can now use Flex Links to enable your rich content with tracking capability. When customers click on rich content the underlying code can be programmed in a way to send the user to a landing page or another area of your Web site to continue the purchase or lead capture process. For example, to enable Flash video content for tracking, a Flex Link is created by slightly modifying the underlying code with a few simple changes that include a parameter called LSNTRACK.

The code for your Flash segment which includes the Flex Link parameter would then be made available to your publishers through the LinkShare network. Publishers looking for new or additional links to place on their site will see Flex Links as an additional link type available in your program. They can then pick FLEX LINKS just as they would any other type of links.

Flash Widgets

Flash Widgets are small pieces of code on Web sites that drive interactivity with consumers or target audience. Widgets can not only make a Web site more interesting but more importantly they engage the user for longer periods of time and lead to higher sales or conversion rates. In fact, a SellPoint, Inc. study conducted by Coremetrics found a **35% increase in the sales conversion rate** among shoppers who viewed product tours compared to those that did not.

If you're an advertiser with existing rich content (or considering a marketing investment in the production of rich content) such as Flash product tours, product information widgets, or video, you can leverage that investment within your affiliate marketing program to help drive higher sales and conversion rates.

For more information about LinkShare's innovative online marketing solutions or to join the LinkShare Network contact us at 888-742-7389 or visit www.linkshare.com.

ShopNBC implements LinkShare Flex Links to help drive higher conversion rates



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- Make rich content available to your publishers to help drive higher conversion rates
- Leverage your investment in Flash video, widgets, and your existing Javascript advertising units
- Simple modifications to underlying code makes implementation easy