

Near Real-Time Reporting for Advertisers

AT A GLANCE

- Provide your partners a near real-time snapshot of transactions prior to the submission of final transaction data via LSTrans or Web Services
- Easy browser-based installation
- NO FEE upgrade for current LinkShare advertisers

Online marketers know that access to near real-time information can help them be more effective. At LinkShare we continually look for ways to help advertisers and publishers gain access to information that will help them fine-tune their online marketing strategies. LinkShare's Near Real-Time Reporting upgrade does just that.

Drive Results with Near Real-Time Data

Until now reporting in the LinkShare interface has displayed only those transactions as reported through the advertiser's chosen tracking methodology such as LinkShare LSTrans or LinkShare Web Services. If an advertiser prefers to wait until the completion of a fulfillment cycle before reporting a commissionable event, there can be a lag between the date of checkout and when the transaction is displayed in reporting. Now, with LinkShare Near Real-Time Reporting, advertisers can offer their publishers a "real-time snapshot" right away. Publishers can use this data to make more timely decisions related to their marketing investments, and be more effective in driving sales. Search Publishers, for example, can make adjustments to their campaigns more effectively.

Near Real-time Reporting vs. Tracking

LinkShare's Near Real-Time reporting provides a view into results without having to settle for a less accurate tracking technology. All the benefits of using LinkShare's industry leading tracking technology are maintained whether you have selected LinkShare LSTrans or LinkShare Web Services. This Near Real-Time reporting upgrade provides your partners with a near real-time, directional snapshot of clicks, impressions, products and estimated commissions in their reporting dashboard or via data feed. Your LinkShare tracking will continue to provide the final accounting of actual commissionable events, commissions earned, cancellations and returns.

Free Upgrade and Easy Installation

LinkShare Near Real-Time Reporting is a free upgrade and requires a simple pixel-based installation for advertisers. The skills required to implement Near Real-Time reporting include some basic knowledge of Web Services technology and XML. On average, it should take in total about 3 hours to install and test Near Real-Time reporting, and it does not require any interruption of service. Advertisers who want Near Real-Time reporting should speak with their LinkShare Representative to schedule a technical implementation.

Publishers and Near Real-time Reporting

"With consumer confidence down, consumers are more sensitive to change, and as we have seen in the last couple of months, will change their behavior instantly and unpredictably.

This makes it critical for Advertisers to track those behaviors in real time so they can react boldly and quickly to make sure they get the best return on every advertising dollar spent. Without it, a single day's results can cripple your efforts in achieving an entire month's targets and ripple through a year's.

The economy is now more "real time" than ever before, and that requires real time tracking and management. It's the only way to successfully invest your advertising dollars."

- *Michael L. from Clicks2Customers.com*

"I would dedicate more resources to LinkShare merchants if I had access to near real-time sales data."

- *M. Larsson, DefinitiveDeals*

"Advertisers with real-time reporting become a top priority for us."

- *Andrew Powell Partner 1ShopMall LLC*

For more information contact us at 646-943-8200 or visit www.linkshare.com.