



TRACK user activity and get DETAILED REPORTS with LINKSHARE SIGNATURE

AT A GLANCE

- Tracks and generates a detailed report on transaction by individual, organization, or sub-site.
- Ideal for reward, cash back, fundraising, charity, and member sites.
- Assign your own unique identifier for each member, organization or sub-site, up to 72 characters.

LinkShare Signature allows you to track and generate detailed reports on the commerce activity generated on your site down to the transaction level of each individual member, organization, or sub-site. Using Signature makes tracking, managing, and optimizing internal programs efficient and cost-effective for publishers.

LinkShare Signature is Ideal for Loyalty Publishers

Based on your site and business model, there are a number of ways publishers use LinkShare Signature technology, including:

- Reward and Cash Back Sites – Publishers may offer points/cash back to visitors for purchases made through their sites.
- Fundraising and Charity Sites – Publishers allow visitors to donate a portion of a purchase to specific organizations.
- Tracking Campaigns, Ad Placement and Sub-Sites - Both publishers and advertisers can use Signature to track the success of various online campaigns or multiple sites.

How Signature Works

LinkShare Signature tracks commerce to the transaction level of each individual member, organization, or sub-site through the use of the Member ID field. The MemberID field is denoted by a "&u1=" that you must append to your link codes. The value following the "=" sign represents the specific member, organization, or sub-site ID that you assign.

How to Use the Member ID Field

When using Signature, you must place "&u1=" plus an identifier at the end of the first href string in your LinkShare links. If you only have a few Member IDs, it may be easier to manually edit the code. You may want to use a placeholder such as "&u1=defaultmemberid." If you are using a login for your site's services, a unique identifier can be passed to the link code, or swapped out in place of "defaultmemberid" through a variety of methods, including JavaScript.

Signature Accounting

If you participate in LinkShare Signature, you are responsible for all accounting with respect to your members or organizations. LinkShare will provide you with reports that will help you determine how to divide and distribute aggregate commissions among your members, organizations, or sub-sites. The two Signature reports in the LinkShare Interface include:

- The Member ID Click Report records all click-throughs.
- The Member ID Field Report itemizes transactions made by each member, organization, or sub-site.

Join LinkShare Today

<http://www.linkshare.com/publishers/join/>

