



Choosing a LinkShare Tracking Solution

Tracking is a fundamental requirement of your affiliate marketing program. At LinkShare you have a choice between two different technology options: Pixel Tracking and Enterprise Tracking. Your business model, reporting needs and your technical capabilities will largely determine the tracking technology you choose.

Pixel Tracking

LinkShare Pixel Tracking is a simple, industry standard tracking solution that is easy to install yet does not provide certain capabilities available with LinkShare Enterprise Tracking. A key distinction between LinkShare Pixel Tracking and other pixel tracking solutions is the ability to commission at different rates on different products.

Enterprise Tracking

LinkShare Enterprise Tracking is an enterprise grade, full-featured tracking solution providing you with the highest level of protection against fraudulent transactions, the greatest reporting flexibility, and the greatest control over transaction data.

Which tracking solution is right for you?

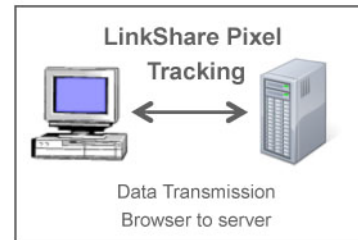
We will work with you to help select the right tracking technology for your business. Here are some things to keep in mind when considering which tracking technology solution is optimal for your needs:

Business Need	Pixel Tracking	Enterprise Tracking
Easiest to Implement	✓	
Near Real-Time Reporting	✓	✓
Product Level Commissions	✓	✓
Highest Fraud Protection		✓
Greatest Reporting Flexibility		✓
Control Over Transaction Data		✓
Automate Returns and Cancellations		✓

If you have additional questions about LinkShare tracking options please contact a LinkShare Representative at 646.943.8200.

LinkShare Pixel Tracking: How It Works

Pixel Tracking is a simple, industry standard, easy-to-install tracking solution. As a "browser-to-server" tracking method, transaction information is sent from the shopper's browser directly to the LinkShare Network unlike Enterprise Tracking where transaction information is sent to the Advertiser who then reports transactions to LinkShare. Pixel Tracking presents a potential for lost transaction data due to delay the loading the page and, therefore, the pixel image, or due to cookie/pixel blocking technologies. Compared to Enterprise Tracking, if a click fails to track there is also less the Advertiser can do to reconstruct the click and understand if and why a Publisher should be paid a commission on a transaction. The strength of Pixel Tracking is related to its relative ease of implementation and real-time tracking capabilities. A key difference between LinkShare Pixel Tracking and competitor pixel tracking solutions is the ability to apply different commission rates to different products. It should be kept in mind, however, that Near Real-Time Reporting is a feature installed with LinkShare Enterprise tracking.



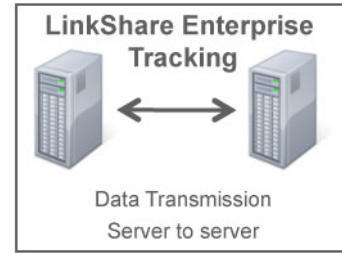
Implementing LinkShare Pixel Tracking

Step	Advertiser Activities
1	Implement a Script and the Pixel <ul style="list-style-type: none">• Requires server-side scripting. Very basic programming skills required.• Advertiser inserts one line of code in confirmation page
2	Returns Processing <ul style="list-style-type: none">• This is either done manually in the LinkShare Advertiser interface or a script can be written to extract returns and cancellations, format data, and transmit to LinkShare.

If you need to launch your Affiliate Marketing program fast and have limited technical resources available to you, then LinkShare Pixel Tracking may be the best option at launch time. Advertisers can always launch their Affiliate Marketing with LinkShare Pixel Tracking and then upgrade to LinkShare Enterprise Tracking at a later time when necessary.

LinkShare Enterprise Tracking: How It Works

LinkShare Enterprise Tracking is an industry-leading, enterprise grade, full-featured tracking solution. As a “server-to-server” tracking method, transaction data is sent directly from the Advertiser to the LinkShare Network in a more secure environment compared to pixel tracking. Unlike pixel tracking, LinkShare Enterprise Tracking is not vulnerable to common cookie and pixel blocking technologies. LinkShare Enterprise Tracking provides you with the greatest control over transaction data, reporting, and the ability to automate returns and cancellations. Compared to pixel tracking, it is more likely that you will be able to reconstruct a failed transaction with LinkShare Enterprise Tracking and understand if and why a Publisher should be paid a commission on a transaction.



Implementing LinkShare Enterprise Tracking

Step	Advertiser Activities
1	Build Gateway Page <ul style="list-style-type: none">Requires server-side scripting. (PHP, ASP, JAVA, .NET) to parse
2	Implement Tracking Scripts <ul style="list-style-type: none">Requires server-side scripting. (PHP, ASP, JAVA, .NET) to parseAdvertiser must modify database to capture LinkShare dataAdvertiser must write code to extract data from database, format it, and transmit to LinkShareAdvertiser writes code to obtain LinkShare's SiteID, Click data, Transaction data, to format the data, and to transmit it (POST, GET)
3	Setup Batch Reporting Infrastructure <ul style="list-style-type: none">Set up FTP processReview and QA test files for proper format
4	Returns Processing <ul style="list-style-type: none">Advertiser writes script to extract returns/cancellations from database, to format it, and to transmit data to LinkShareOr, done manually in Advertiser interface

If you need flexible reporting capabilities, strong protection against fraudulent transactions, and you have the right technical resources in place, then LinkShare Enterprise Tracking is the best fit for your business. If you need to launch your Affiliate Marketing program fast and have limited technical resources available to you, LinkShare Pixel Tracking may be the best option at launch. Advertisers can always launch their Affiliate Marketing with LinkShare Pixel Tracking and then upgrade to LinkShare Enterprise Tracking at a later time when necessary.