

LinkTrust Merchant and Network Partners Can Now Track Calls Like Clicks™!

For years, affiliate marketing has faced a simple but substantial challenge: What happens when people shop online, but then purchase offline by calling the phone number on the merchant's landing page?

In today's world of online and offline advertising, consumers still make millions of purchases over the phone, and advertisers spend more than \$200 billion dollars a year in offline marketing. The new LinkTrust Pay-Per-Call service creates a great opportunity to bridge the gap between pay-for-performance programs and offline sales. Now affiliates can get credit for any lead they generate, whether it's a call or a click.

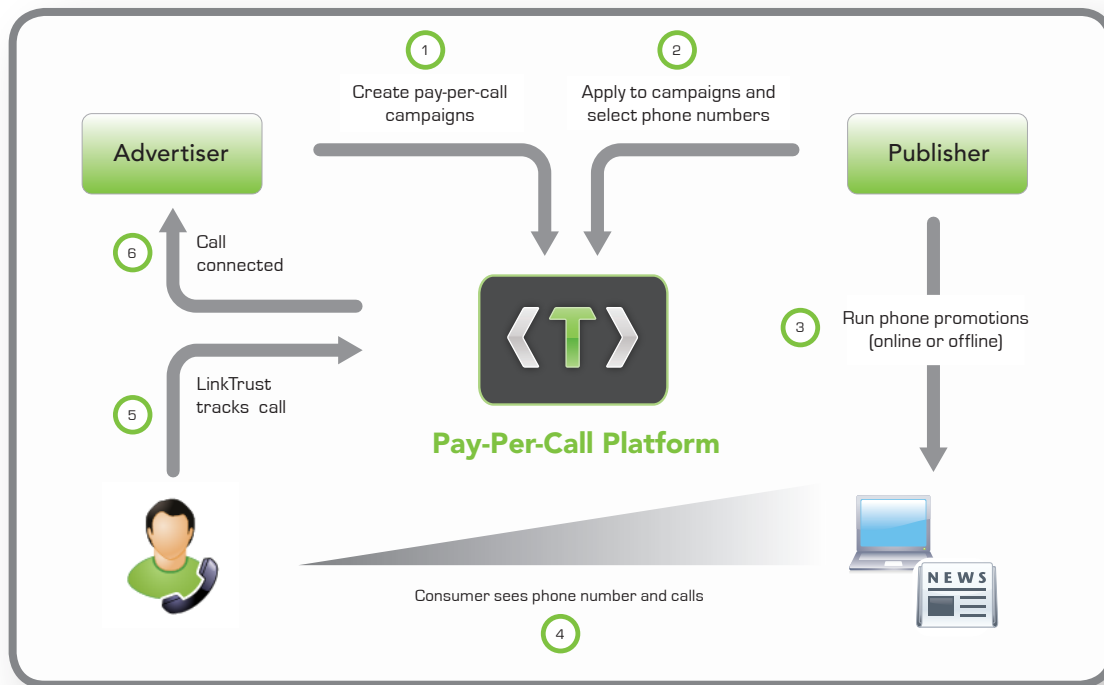
Merchants want measurable, performance-based ways to spend their media budgets. LinkTrust Pay-Per-Call enables you to offer them more of what they want and opens up the opportunity for you to expand your reach both online and offline.

NETWORK/MERCHANT BENEFITS

- Increase sales while reducing customer acquisition costs.
- Expand your customer base and reach new audiences.
- Seamlessly integrate with your existing affiliate program.
- Get real-time ROI reporting on your campaigns.
- Offer a greater variety of high-end products and services.
- Learn more about customers through richer data.
- Attract more affiliates – both online and offline.
- Promote your campaigns through multiple networks.
- Precisely track the source of your best customers.

AFFILIATE BENEFITS

- Expand into new online and offline promotional methods.
- Receive credit for every phone lead you generate.
- Increase your conversion rates, even upstream.
- Add lift to online campaigns by including toll-free numbers.
- Reap rewards selling higher-ticket products and services.
- Earn higher commissions.



The LinkTrust Pay-Per-Call service is easy to set up, easy to use and integrates seamlessly with your current LinkTrust campaigns. You can have pay-per-call campaigns running in just minutes.

GET STARTED TODAY!

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PAY-PER-CALL FOR LINKTRUST PARTNERS

The goal is simple: more sales through more high-quality leads. A phone lead allows your sales teams to cross-sell and upsell – frequently resulting in average orders of 1.5 to 2 times the value of online orders. And, as the calls come in, you can use the LinkTrust Pay-Per-Call real-time reporting to track customer details and phone lead quality. You can even track the ROI of specific media placements. Our service features data-rich reporting, enabling you to track ROI on each campaign. You can change a campaign on the fly based on results. You can even build new campaigns around what has performed best – all with the click of a mouse and with no complex technology integration.

“LinkTrust Pay-Per-Call lets our partners provide exactly what their customers need to scale their campaigns and drive higher transaction volume. The service works, and the setup is unbelievably simple.”

– *LinkTrust President Bret Grow*

With LinkTrust’s pay-per-call service, you can easily create and manage campaigns that drive qualified customers to your call center. You set the price. You determine the target profile of your new callers. And you get unprecedented control over your campaigns. Not only do your affiliates get the opportunity to drive clicks to you, but also high-value calls – all on your terms. And it’s from LinkTrust – a partner you already trust. There’s no need to set up new billing relationships or work with new account managers.

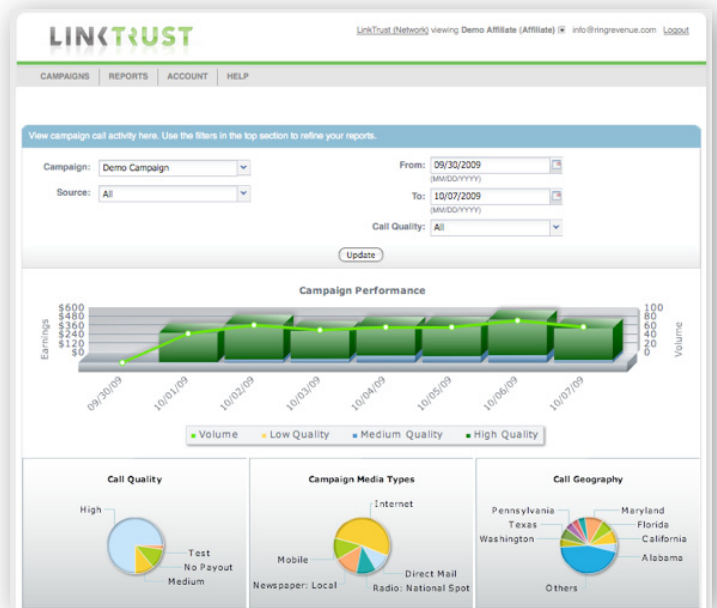
LINKTRUST PAY-PER-CALL FOR AFFILIATES

As an affiliate, you can now get credit for any lead you generate – whether it’s a call or a click. Because your leads are tracked with a unique phone number, you can now use all media types to generate leads – online or offline. Real-time reporting allows you to track your earnings in complete detail so you can optimize ROI and easily build on your best campaigns.

The LinkTrust Pay-Per-Call service is easy to set up, easy to use and integrates seamlessly with your current LinkTrust campaigns. You can have pay-per-call campaigns running in just minutes.

KEY FEATURES OF LINKTRUST’S NEW PAY-PER-CALL SERVICE

- Reliable & intuitive interface.
- Demographic & geographic targeting capabilities.
- Quality-based, customizable call pricing.
- Flexible campaign management.
- Real-time lead and revenue tracking.
- Instant access to as many toll-free numbers as you want.
- Flexible SMS-based promotions for mobile markets.
- Customizable and easy to use voice response (IVR) system.
- Built-in fraud prevention and call quality controls.
- Full campaign transparency.
- Real-time reporting for networks, merchants and affiliates.



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