

LinkShare's **personal service** and **technology** are the keys to **growth** for **KEYCODE.COM.**

Overview

Coupon site bringing online shoppers the best of the web and bricks-and-mortar

Goals

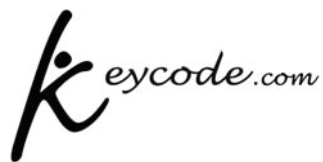
Use LinkShare technology and CRM to develop site into leading, online promotional network.

Success

Online comparison-shopping service generates business with over 600 advertisers, doubling year-to-year revenues.

Future

Expand LinkShare relationship and utilize technology to further grow business.



Keycode.com

Discover what LinkShare can do for your business at www.linkshare.com or call us at 646.943.8200, toll-free in the US at 800.875.5465 or outside the U.S call +1 646-943-8300

Keycode.com is prospering by giving both consumers and corporations exactly what they need. Established in 2000, the Fountain Valley, CA-based company began providing consumers with online, comparison-shopping data for some 30–35 brick and mortar advertisers. And while the company continues to empower consumers with its powerful comparison-shopping technology, Keycode.com has grown into one of the largest pay-for-sale promotional networks helping more than 600 online and offline advertisers generate significant sales via printable and online coupons.

Keycode.com's value proposition is based upon the firm's ability to provide a clear and impressive return on investment. The formula is as straightforward as it is effective: Keycode.com collects revenue from a corporate client only after a consumer makes a purchase by clicking on a link at Keycode.com or printing out a coupon and using it at a retail store. Unlike other types of marketing programs – like pay-per-click – the advertiser only pays for actual sales.

Ron Schaefer, COO and CTO of Keycode.com credits his firm's affiliation with LinkShare as a key catalyst fueling his company's rapid growth. Schaefer notes, that when Keycode.com's management team decided to grow the firm's business beyond coupons for brick-and-mortar companies and expand to e-commerce firms, back in 2004, the company registered with eight different affiliate-marketing networks to determine which was best. The results of their competitive analysis showed that LinkShare provided the greatest value and most promising opportunities for business growth and success.

"LinkShare's personal service and technology are absolutely the best," says Schaefer, noting that Keycode's e-commerce activities now represent some 85 percent of the company's business, compared with just 10 percent before its relationship with LinkShare. In fact, since registering as a LinkShare publisher, Keycode has seen its revenues double, on a year-to-year basis. He says LinkShare representatives have been able to cultivate supportive, profitable relationships between Keycode.com and the network's advertisers, helping secure the 'best' deals and offers available, enhancing everyone's respective bottom lines.

Schaefer goes on to say that LinkShare's reporting technology "allows us to quickly assess the effectiveness of critical programs, promotions and offers, ensuring that we always provide our customers with the best, most useful and valuable online retail opportunities."

In addition, he hails LinkShare's Signature technology, which enables affiliates to track critical e-commerce data down to the transaction level of each individual member, organization or sub-site. Keycode.com uses Signature to syndicate its own database of online transactional data for its growing roster of publishers and advertisers, providing the company with additional revenue streams.

