



## Near Real-Time Reporting

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### 1. What is Near Real-Time Reporting?

- a. Near Real-Time reporting is a feature that allows you to provide your Publishers with a snapshot of transactions in close to real-time.

### 2. Why should I make this data available to my publishers?

- a. Publishers can use this data to make more timely decisions related to their marketing investments in order to become more effective in driving sales. Search Publishers, for example, can make adjustments to their campaigns more effectively.

### 3. Isn't my commission tracking data available in near real-time anyway?

- a. The transaction data you send to LinkShare for commission tracking purposes is not transmitted in real-time. By implementing Near Real-Time Reporting your Publishers will be able to optimize their media investments based on information that is close to real-time.

### 4. How is Near Real-Time Reporting data different from the data we send for commission tracking?

- a. Near Real-Time Reporting data includes clicks, impressions, products and estimated commissions. The purpose of Near Real-Time Reporting is to give publishers a snapshot of directional sales activity; it does not include returns or cancellations. Your LinkShare commission tracking data, on the other hand, will continue to provide the final accounting of actual commissionable events, commissions earned, cancellations and returns.

### 5. Why do you say "near" real-time?

- a. It will take up to an hour for LinkShare's systems to process the data and make it available to your Publishers, hence "near real-time."

### 6. Are there any fees associated with Near Real-Time Reporting?

- a. The Near Real-Time Reporting upgrade is free and does not entail any additional fees.

### 7. What do I have to do to enable Near Real-Time Reporting?

- a. Near Real-Time Reporting requires a simple pixel-based installation. Your technical team may already be familiar with pixel tags or web beacons as they are used frequently in web analytics applications; the Near Real-Time Reporting feature would require a similar installation. On average, it should take no more than a few hours to install and does not require any interruption of service.

### 8. Does this have any impact to the way our systems are transmitting transaction data?

- a. No, the Near Real-Time reporting installation is a completely separate feature. The way your systems are set up to send LinkShare transaction data for commission tracking purposes will remain unchanged.

## 9. Will every publisher in my network have access to this Near Real-Time Reporting?

- a. No, you must specify which individual Publishers in your program can access Near Real-Time Reporting data. Enabling certain Publishers for Near Real-Time Reporting is done simply by logging in to the Advertiser interface and navigating to the Media Optimization Report.

## 10. How do publishers view the Near Real-Time Reporting data?

- a. Publishers can obtain Near Real-Time Reporting data either by logging in to the Publisher Dashboard and running a Media Optimization Report, which is a new report type made available when the Advertiser enables the Publisher, or via a data feed that the Publisher can access by using Web Services.

## 11. How do I get started?

- a. Share the Implementation Guidelines associated with these FAQs with your in-house technical resource. You or a representative from your technology team should let us know once the pixel has been installed, or, if you prefer, we can set up a conference call with your technology team to review the implementation steps.

# 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

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