

## **Business Addendum**

LettuceLinks has a unique business model in comparison to some of its competitors. The “commission fee model” in the industry is more of a profit sharing model: all links on a publisher’s website are linked to company X’s affiliate information and then company X pays a percentage of commission to the publisher.

LettuceLinks avoided this model because it took the relationship management away from the experts, the affiliate networks and merchants, and into a third party’s hands. The LettuceLinks model focuses on being as non-disruptive to the current affiliate ecosystem as possible while still redefining the affiliate marketing process for publishers.

LettuceLinks also believes that there is a sufficiently large population of existing publishers who don’t want to relinquish control of their affiliate accounts. The LettuceLinks system allows them to securely aggregate and analyze relationships across their networks, and over time build out the feature set to give publishers more of what they want. “Managing multiple affiliate accounts in multiple locations is just, well, unmanageable, and we aim to fix that.” said Sean.

The company co-founders themselves used their product to discover more affiliate potential on their site. “The data reports shown in the LettuceLinks dashboard were eye-opening. Our merchant coverage percent initially was only 50%,” said Brendyn Alexander, Co-Founder. “We were missing out on over 1,500 click thrus a month. That’s when we became convinced that this was going to make life far easier and better for publishers than we previously imagined.”