Technological Addendum

Many people may want to know a little more about how LettuceLinks works technologically. The Harvester is a piece of JavaScript you paste into the footer of your site. This script recognizes all potential affiliate links in the LettuceLinks system and, whether affiliated with the user or not, sends those links through the engine. The Link Engine does the magic processing that is necessary to get the link—in its affiliated form—to the right place. The Link Engine analyzes a user's click thrus, and the results are in-depth metrics that publishers can use to determine how effective their affiliate marketing campaigns are. If there are links a publisher could be making money from, they are surfaced along with an easy way to establish the new relationship.

The LettuceLinks dashboard also comes stocked with useful reports about site click thru traffic. The data in the dashboard shows where the clicks originated, where they went, when they came through, who the top merchants and networks were and more. LettuceLinks is designed to handle a user's existing affiliate accounts and assists publishers in creating new ones when necessary. "We settled on the title affiliate aggregator," said Sean Kelley, Co-Founder. "It just fits best what we do."

An additional and legitimate concern for publishers is the robustness of the LettuceLinks service. The architectural design of the service means that visitors will never experience dead, out of date, or broken affiliate links. Since the service runs completely in JavaScript, the publisher's website is never modified. Instead, outgoing links are updated in real time as affiliate programs and links change. This means websites are never referring to out-of-date affiliate links and end users will always end up in the right place.