



WMS LINK CODE CONSTRUCTION

LINK BREAKOUT

The Link Code Wizard allows users to generate large amounts of link codes with many different parameters quickly and easily. A link code is an HTML snippet containing:

- A web beacon for tracking impressions (the HTML tag)
- A link to a CCBill redirect server for tracking clicks (the <a href> HTML tag)
- A placeholder comment that should be replaced by marketing material (the <!-- --> tag)
- Affiliate-specified parameters

Let's look at a sample link code generated by the Link Code Wizard:

```
<a href="http://wms.ccbill.com/wmsct/w_prp/2499/w_m/251/w_ru/www.home.com  
/w_cn/campaign+1/w_cs/www.home.com/w_cpi/somewhere/yours/1/theirs/2/">  
<!-- Place banner here --></a>
```

The parts in blue are Parameters. These parameters can all be deciphered by using the chart below. The “yours” and “theirs” parameters are Pass Thru parameters, parameters that you create yourself, identified by asterisks in the Parameter chart below. The peach colored items are the values for those parameters (they immediately follow their parameter definition but are delimited by a forward slash (/).

This Parameter Definition Chart shows the Parameter name, description, requirement status, restrictions, and what happens if the parameter data is invalid.

Parameter	Description	Required?	Restrictions	If Invalid?
w_prp	affiliate program participation	Yes	<ul style="list-style-type: none"> participation exists participation is active 	Error Page
w_m	sponsor marketing material	No	<ul style="list-style-type: none"> MM exists MM belongs to same sponsor as w_prp 	Parameter Ignored
w_am	affiliate marketing material	No	<ul style="list-style-type: none"> MM exists w_prp specified Belongs to same affiliate as w_prp 	Parameter Ignored
w_cn	affiliate campaign name	No	<ul style="list-style-type: none"> Up to 32 characters long Is URL encoded Does not contain reserved URL characters* 	Parameter Ignored
w_cs	affiliate campaign site	No	<ul style="list-style-type: none"> Up to 32 characters long Is URL encoded Does not contain reserved URL characters* 	Parameter Ignored
w_cpi	affiliate campaign placement info	No	<ul style="list-style-type: none"> Up to 32 characters long Is URL encoded Does not contain reserved URL characters * 	Parameter Ignored
w_ru	affiliate redirect url	No	<ul style="list-style-type: none"> Is URL encoded Does not contain reserved URL characters * 	Parameter Ignored
w_id	encrypted content	No	None	Error Page
****	passthrough parameter (not starting with "w_")	No	<ul style="list-style-type: none"> Does not contain reserved URL characters * Multiple allowed Cannot begin with w_ 	Parameter Ignored

*Reserved URL characters: \$ & + , / : ; = ? @ < >

TO BUILD YOUR OWN LINK CODE:

If you want to build your own link instead of using the wizard in the Affiliate Admin, follow these steps:

1. Start with `<a href="http://wms.ccbill.com/wmsct/`
2. Add the `w_prp` parameter, a forward slash, then the value for the parameter:
`w_prp/appropriatevalue/`
3. Add other parameters and values, separating everything with a forward slash.
`/parameter/value/parameter/value/parameter/value`

4. Add any Pass Thru parameters that you need.

`/passthruvalue1/passthruvalue1/ passthruvalue2/passthruvalue2/`

(Don't forget that last forward slash!)

*Note: The last row in the chart above reference pass thru parameters. Any pass thru parameters that you send cannot start with **w_**. That parameter schema is reserved and parameters that start with **w_** and are followed by characters other than those specified in the Parameters column above will be ignored. Any other schema may be used, except for URL reserved characters.*

5. Close the HTML with ">" and continue the next instruction with

```
<!-- Place banner here --></a><img src="http:// wms.ccbill.com/wmsi/
```

replacing the `<!-- Place banner here --` with the location of the banner.

6. Add the same `w_prp` parameter and value that you placed in step 2 above.
7. Add the `w_m` or `w_am` parameter and value that you added to the first link (only if you used them; they must be the same as the first set if used).
8. Close the tag with `</>`

Throughout the process ensure that there is one forward slash (/) between every entry and at the end of your string.