

# Link Wrapper implementation guide

## Affiliating links in mobile-friendly content formats

With US consumers spending an estimated 5 hours per day on their mobile devices<sup>1</sup>, it is increasingly important that publishers present a good, fast mobile experience for their content. To help deliver the mobile experiences consumers expect, several of the large distribution platforms have created their own, proprietary mobile formats designed to accelerate page downloads. These format includes:

- Google Accelerated Mobile Pages (AMP)
- Facebook Instant Articles (IA), and
- Apple News

The intent of these formats is to enhance consumers' experience, but this can be frustrating to publishers because of the overriding focus on download speed.

The focus on speed can disrupt publishers' measurement of audience volumes and efforts to monetize their content through channels such as link affiliation since many of these format limit the link redirects affiliate platforms need to match merchants and publishers.

### Using Skimlinks in proprietary mobile formats

While there is not an existing "plug and play" link-affiliate solution for these mobile formats, Skimlinks has engaged all of the major platforms, and has submitted a Google AMP module for approval.

In the meantime, here are the steps you can use to monetize links using Skimlinks' Link API:

- 1.** We recommend publishers set up a dedicated Domain ID in Skimlinks' Publisher Hub so they can easily distinguish traffic and revenue in their Publisher Hub.
- 2.** As part of the content development process, a publisher should use the [Skimlinks Merchant API](#) to determine whether the links they are publishing are part of a Skimlinks' merchant program. Alternatively, publishers can choose to ignore this step, and route all links through Skimlinks' servers with minimal impact on performance.
- 3.** Publisher can then use the [Skimlinks Link Wrapper](#) to take the links they are publishing and route them via our servers for monetisation.

**NOTE:** The ideal implementation of the Link Wrapper is a programmatic one. This requires software development to turn regular links editors add to their content, into wrapped links. Publisher can also manually link wrap, but this is not recommended for scale.

<sup>1</sup>Source: [Techcrunch, March 2017](#)



An example of what a wrapped link from [Wayfair.com](http://Wayfair.com) is below. It includes:

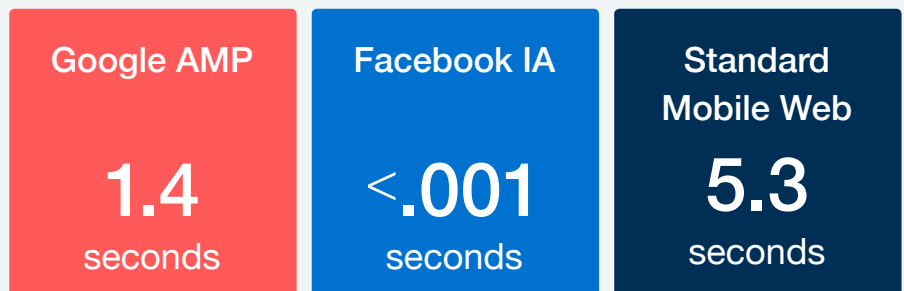
- Where the post came from. Skimlinks uses the HTTP referer determine the origin of a click. If this is not present then the SREF ([SREF](#) parameter below) is used.
- SubID tracking, to pass through to a publisher's own internal reporting (using the Skimlinks XCUST parameters)
  - [XCUST](#) is an optional parameter you set to pass your own, internal tracking through Skimlinks' monetization engine. The [XCUST](#) should be <=50 characters and only contain upper and lowercase characters, numbers, underscores and pipes. For more details, read this [article](#) on our Developer site.
- Note that the [PublisherIDxDomainID](#) relate to Step 1, above, to track mobile framework.

<http://go.redirectingat.com/?id=123X456&url=http%3A%2F%2Fwayfair.com%2F&xcust=postid|123456|author|amyb&sref=http%3A%2F%2Fwww.myblog.com%2Ffashion-shoes-post>

For more details, or technical help, implementing the Link Wrapper API to for link monetization in mobile-friendly content frameworks, contact your Skimlinks account manager.

## Do mobile-friendly formats matter?

The theory is that faster-loading content will result in better engagement from mobile consumers. Early results seem to prove this out, leading the tech platforms to invest heavily in these formats.



**3x**

greater, daily traffic volume from AMP over FB Instant Articles, primarily due to traffic from search

**+50%**

greater "engagement actions" such as clicks, calls or form fills

**+35%**

more consumer time spent with AMP content than mobile web pages

**15%**

average amount of monthly content publishers already using AMP and IA are pushing into these formats

Source: [Marketing Land, June 2017](#)

## What is the difference between Google AMP, Facebook Instant Articles, and Apple News formats?

Facebook Instant Articles and Apple News are articles from publishers that appear in their app's newsfeeds. Both formats are tightly controlled by Facebook and Apple and only available to users of those apps. They are not discoverable through web search or other third-party sites or apps. Google AMP is an open source approach that is discoverable through search.