

# paid on results



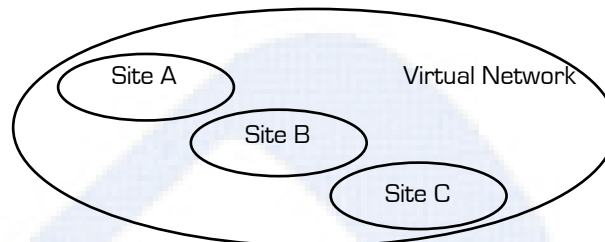
## An explanation of Network Cookies

### What are Network Cookies

'Network Cookie' is a term used by Paid On Results to describe how a network of sites are joined in a virtual network for tracking sales. Basically they all have independent links, tracking, cookies and so on but we can view and track sales across these independent links and cookies.

What this means for the Affiliate is that Merchants can link sites together in order that you make commission from sales for other sites they might own or promote. In short you make sales if someone leaves one of these sites and visits one of the others, also the cookie is set so that if they send direct mail to existing customers about the other sites in the network, the affiliate gets credited with any sales from this also.

### Network Cookie Grouping



It's important from an Affiliates perspective that when joining a site that belongs to a network that they also join the other sites within that network (giving them a chance of making Network Cookie sales). If you're not a member of these other sites we are unable to track the extra commission. Every program listed within our merchant directory should have a notice that tells you if they are a Network Cookie Program and which other sites belong to that virtual Network.

### A Network Cookie in Action

Here is an actual example of Network Cookies works.

The Merchant 'Date the UK' wanted to keep people who give the reason they where looking for a date as 'sex' on a different site from their main site. The reason for this is basically to keep like minded people together to increase the Affiliates overall chance of getting commission from the free sign-ups and from the subscriptions.

When you visit the Date the UK web site, if you select "Sex" as your main reason for a date.

one in the UK  
now!

Join for free...  
...create your profile now

I am a:

Looking for:

Who wants:

Date of birth:

Screenname:

Email:

I agree to the DTUK [terms](#) of membership

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You are presented with a screen informing you that 'based on your selection 'Sex in the UK' would be a more suitable site for you'.

When the user clicks to go to 'Sex in the UK', all the details previously entered at 'Date the UK' are transferred, leaving just a few fields required to complete to sign-up.

Now the beauty of this, for the Affiliate, is that because Paid On Results can offer Network Cookies, the Affiliate gets commission when the visitor moves from one site to the other. Not only does the Affiliate get the 'free sign up' commission but also any subscription money due within the cookie period.

This of course has delighted many of the top dating Affiliates who subsequently work with us on promoting these sites and is just one examples of how Paid On Results technology has benefited both Merchants and Affiliates. This smart technology can of course be applied to any other types of virtual networks.