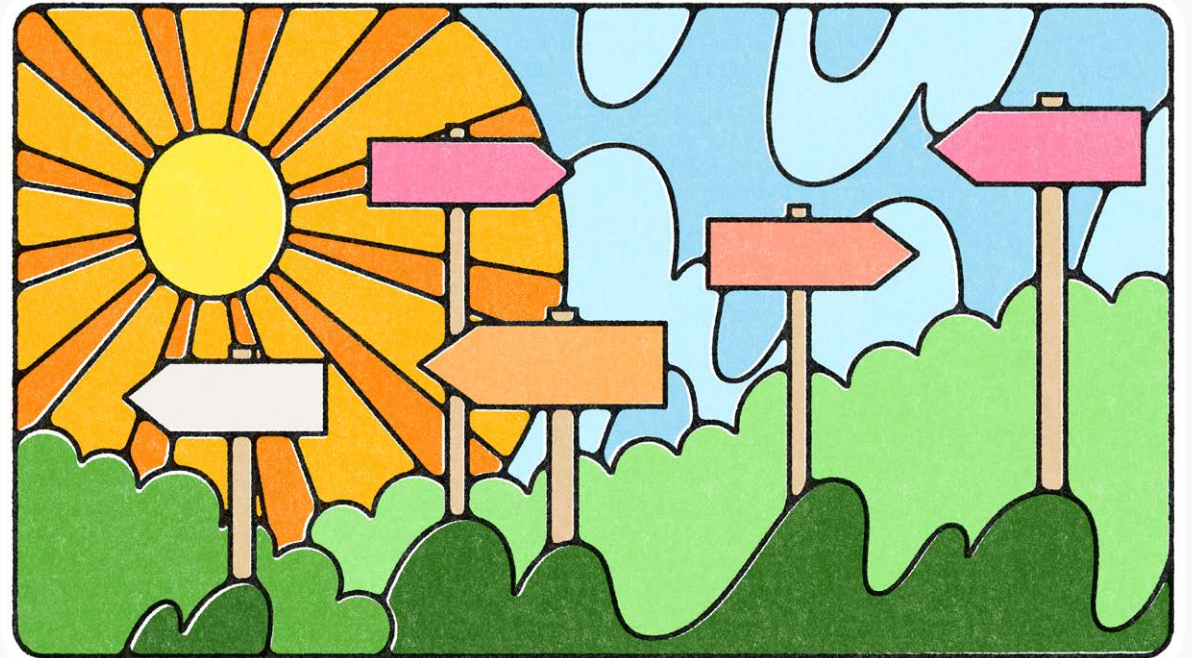


What is a SubID / link extension?

What is a SubID / link extension?

It's an addition to the original tracking link that allows you to personalise the link as many times as you like.

This means you can create extra links for team members, specific marketing platforms, or social media channels.



Benefits of using Sub IDs

Here's why you can use Sub IDs in your tracking links:

Detailed Tracking

Identify the source of each customer to understand which marketing efforts are most effective.

Multiple Users

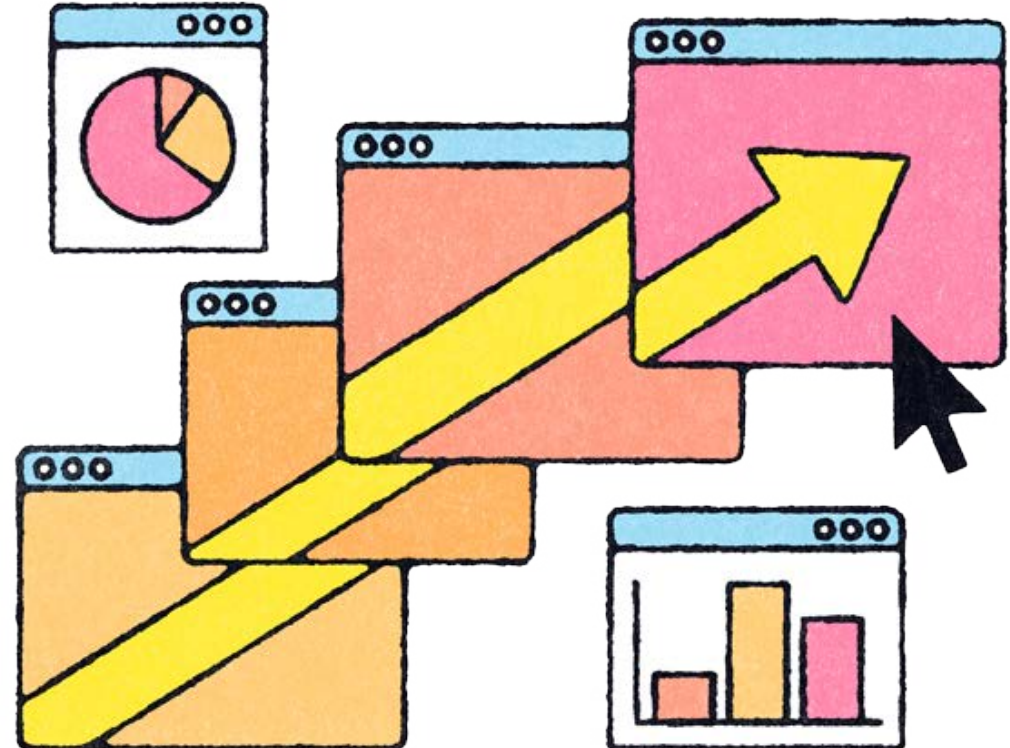
Distinguish conversions for different users within the same account.

Performance Analysis

Compare traffic sources to see which bring in the most subscriptions and maximise earnings.

Optimisation

Use data to improve marketing strategies and increase conversions.



Anatomy of a link

Partner tracking link

Pre click:

Tracking domain

Our choice – defined in Everflow

⋮

Partner ID

Everflow generated

⋮

Source ID

eg. Website,
email, facebook

⋮

[https:www.checkmyfile.partners] / [28KL6] / [2CTPL] / ? [source_id=email] & [sub1=test]

⋮

Offer ID

Everflow generated

⋮

Sub ID

Partner choice
– eg. Broker,
team member

Anatomy of a link

Partner tracking link

Post click:

Landing page URL

Our choice – defined in Everflow

⋮

[<https://www.checkmyfile.com/know-your-file?>]

Partner ID and unique transaction ID

Everflow generated

⋮

[partner=1&transaction=79ae277cb1e640ce912e2e9ce769da29]

UTM parameter

Our choice – reported to Google Analytics

⋮

[&utm_source=everflow&utm_medium=referral&utm_campaign=1]

Technical breakdown

Here's a look at how tracking links work.

Test link example:

https://www.checkmyfile.partners/28KL6/2CTPL/?source_id=test&sub1=example

Breakdown of Technical Elements:

- 1. Base URL:**
<https://www.checkmyfile.partners>
This is the main domain where the tracking occurs.
- 2. Affiliate ID (28KL6):** [28KL6](#)
This segment identifies the affiliate partner. In this case, 28KL6 is the unique ID assigned to the partner.
- 3. Offer ID (2CTPL):** [2CTPL](#)
This segment identifies the specific offer being promoted. Here, 2CTPL represents the unique ID for the offer.
- 4. Source ID (source_id=test):** [source_id=test](#)
This parameter can be used to track the source of the traffic. In this example, 'test' could represent a specific traffic source or campaign.
- 5. Sub ID (sub1=example):** [sub1=example](#)
This parameter is used to distinguish between different users or campaigns. Here, 'example' could represent a specific user within the partner's account or a particular campaign.

The screenshot shows a web interface for configuring tracking links. At the top, there is a dropdown menu with the text "(1) Checkmyfile customer". Below this, there is a section labeled "Creative (Optional)" containing a dropdown menu with the text "Select Creative (Optional)...". Further down, there is a section titled "Additional Parameters" with a downward arrow. This section contains five input fields, each with a label to its left: "source_id", "sub1", "sub2", "sub3", and "sub4". The "sub5" label is also present but its corresponding input field is partially cut off at the bottom of the image.



Set up for success

Need support? Get in touch – we're here to help.

Our partnerships team is available Monday – Friday, 8am – 4pm

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Email: partnerships@checkmyfile.com

We look forward to working with you.

<https://partners.checkmyfile.com>