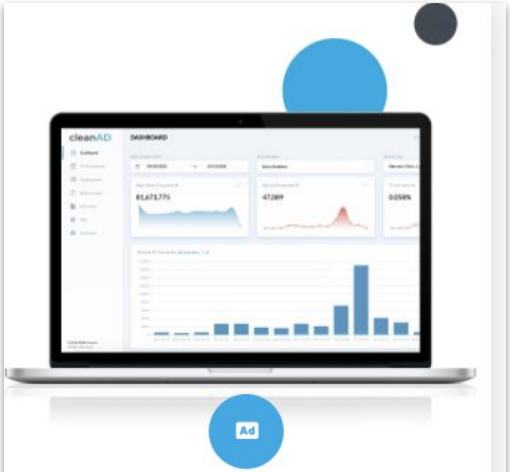
cleanCART

Your Engagement
Security Solution

Affiliate Fraud Protection



cleanAD

Publisher or Platform dealing with frustrated users and redirect complaints?

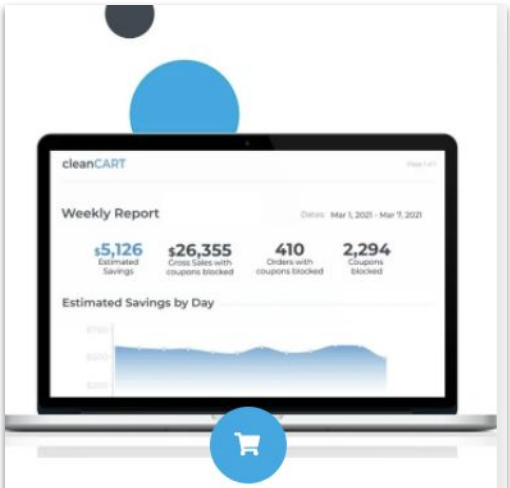
We've got you covered.

Detect and stop malvertising in real-time, on client-side (and still make the bad guys pay for their impressions).

clean.io

A Digital Engagement Security Platform

powerful technology enabling brands to control the third party code that executes on their websites to protect user experience, website integrity and revenue



cleanCART

Wondering if coupon extensions are gouging your ecommerce profits?

No problem.

Stop coupon extensions from eating into your revenue by preventing them from giving your users access to unauthorized discounts.

What is Affiliate Hijacking?

Affiliate Hijacking refers to any false or illegitimate activity conducted to generate commissions or profit from an affiliate marketing program. Fueled by profits, Affiliate partners and well known extensions (like Honey), design ways to circumvent the system to falsely claim conversions that they did not generate.

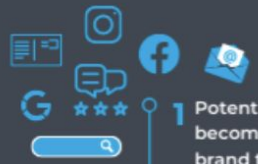
How does Affiliate Hijacking Impact Me?

- Ever sent a loyalty email to your customers to drive conversions?
- Ever run a paid acquisition campaign?
- Ever have SEO or direct traffic customers?

We have seen **ALL** of these fall prey to Affiliate Hijacking, costing you **TONS** of **$$$** on commissions for sales **YOU** drove.

clean.io

HOW HONEY CAUSES FALSE AFFILIATE ATTRIBUTION



1 Potential buyer becomes aware of your brand through your marketing activity and visits your website.

2 Buyer shops around and adds items to cart.

honey

3 Honey extension is activated.

honey

SHAREASALE

pepperjam

4 User interacts with the Honey extension, which triggers an affiliate platform (if in use) to mark the user as "referred to merchant by Honey," overwriting the original visitor source.

cleanCART

This is where cleanCART would stop the process in its tracks, protecting your revenue and attribution. With cleanCART, nothing after this point will happen on your site.

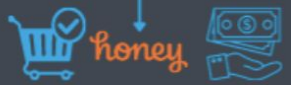
Honey attempts to find a coupon.

Honey does not find a coupon.

5 The buyer does not receive a discount.

Honey finds a coupon.

5 Honey successfully applies a coupon and the buyer receives a discount on their order.



6 Honey is given credit for the sale, and you p affiliate fee, regardless of whether they rece discount or not.

clean.io

HOW AFFILIATE ATTRIBUTION WORKS

SHAREASALE

pepperjam

1 User visits site in affiliate network.

2 A 1st party cookie is dropped on the user's browser by the affiliate site with SSCID=1.

3 User visits product page on merchant's website.

4 User arrives at checkout page on merchant website.

5 During the processing of the sale, the 3rd party cookie dropped by the affiliate site in the user's browser is recognized.

6 A request is sent to the affiliate network to confirm the SSCID=1 and matches the user.

7 The affiliate is given credit for the sale and commission is sent.

clean.io

HOW HONEY CAUSES FALSE AFFILIATE ATTRIBUTION

1 Potential buyer becomes aware of your brand through your marketing activity and visits your website.

2 User visits product page on merchant's website.

3 Buyer shops around and adds items to cart. The buyer's utm_source will be recorded as the original source they came from.

honey

4 User arrives at checkout page on merchant website, and in the process clicks on "Try Coupon" from the Honey Extension.

honey

5 Honey creates a hidden tab and recreates the affiliate flow, opening the affiliate site and overwriting the utm_source to "honey".

SHAREASALE

pepperjam

cleanCART

This is where cleanCART would stop the process in its tracks, protecting your revenue and attribution. With cleanCART, nothing after this point will happen on your site.

6 A request is sent to the affiliate network stating the that the source of the sale was Honey.

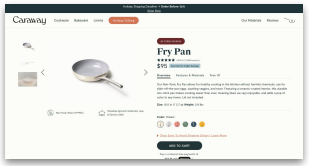
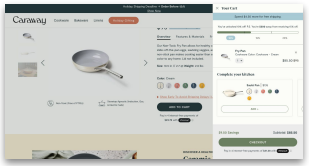
7 Honey is given credit for the sale and commission is sent to both the affiliate network and Honey.

clean.io

Where is the money going?

Normal Affiliate Attribution

USER FLOW

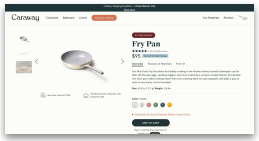
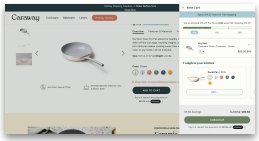
Affiliate.com	Merch.com	Merch.com	Merch.com	Merch.com
Affiliate Site	Product Page	Checkout Page	Processing Page	Thank You Page
ShareASale Part of Awin pepperjam				
1st Party Cookie Dropped; SSCID=1			**3rd Party Cookie Recognized; SSCID=1**	**Legitimate affiliate credit & commision**

Request sent to Affiliate with SSCID to Match

cleanCART

Honey's Affiliate Attribution

ACTUAL USER FLOW

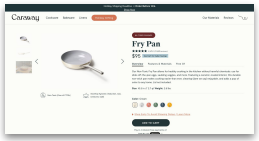
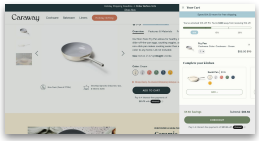
Affiliate.com	Merch.com	Merch.com	Merch.com / Honey	Merch.com	Merch.com
Affiliate Site	Product Page	Checkout Page	Checkout Page	Processing Page	Thank You Page
ShareASale Part of Awin pepperjam					
Affiliate.com drives traffic to merch.com	***utm_source=legit*** & adds product	User clicks "Try Coupon"	Honey recreates affiliate flow in hidden tab	Informs affiliate.com ***utm_source=honey***	Honey falsely claims credit & commision

Redirects to affiliate.com & overwrites with ***utm_source=honey***

cleanCART

Honey's Affiliate Attribution

ACTUAL USER FLOW

Affiliate.com	Merch.com	Merch.com	Merch.com Honey	Merch.com	Merch.com
Affiliate Site	Product Page	Checkout Page	Checkout Page	Processing Page	Thank You Page
ShareASale Part of Awin pepperjam					
Affiliate.com drives traffic to merch.com	***utm_source=legit*** & adds product	User clicks "Try Coupon"	Honey recreates affiliate flow in hidden tab	Tries to inform affiliate.com ***utm_source=honey***	Honey does not get attribution credit

clean observes the broken user flow - illegitimate request to affiliate.com for sale is **blocked**

cleanCART

Features & Benefits

ROI Positive User Experience & Brand Reputation Protection

- ➢ Ensure a clear path to eliminating extensions from hijacking conversions and commissions!
- ➢ Eliminate the “hassle factor” of manually monitoring your affiliate partners
- ➢ Gain the ability to accurately monitor marketing efficacy and affiliate fee misattribution.

Boost eCommerce Profit Margins

- ➢ Recover 5-15% in commission fees you would have had to pay
- ➢ Better understand your true Affiliate costs and fee structures
- ➢ Maximize your conversion funnel by focusing on legitimate, high performing channels

Real-time Reporting & 24/7, World Class Customer Support

- ➢ Total Recovered Revenue $’s, cleanCART prevented to affiliate hijackers
- ➢ Gross Sales and orders protected
- ➢ On-demand forensic documentation to expose the malicious behavior

clean.io