

Link Tracking Campaign Creation

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To create a link tracking campaign in Nanacast go to the left menu and click [Affiliate Promotion > Link Campaigns](#) and click the link to create a new campaign.

To view the stats of an existing campaign just go to the left menu and click [Affiliate Promotion > Link Campaigns](#).

Link tracking campaigns allow you to create several different affiliate links for promoting the same offer so that you can track conversion rates on different advertising methods. They are very handy in this way. Link tracking campaigns also provide you a little more detail in your stats.

To set up a link tracking campaign simply join the affiliate programs you want to promote in the Nanacast affiliate network (you are an affiliate of Nanacast by default if you have an account). Then in the left menu go to [Affiliate Promotion > Link Campaigns](#) and add a new link campaign selecting the offer you want to promote. After you save your link campaign you can get your link from the page that is displayed or just go back to [Affiliate Promotion > Link Campaigns](#) click on the "promote" link for the campaign and get your link from that page.

Link campaigns also allow you, the affiliate, to add third party tracking code and tracking pixels.

If you are the owner of an affiliate program in Nanacast you can also use link tracking campaigns to track your own promotions of your own products and services. This is handy if you are doing paid advertising or other promotions you want to track the individual results on. Just join your own affiliate program (use your current username/email address when registering for your own affiliate program). If you want to avoid the system recording commissions on referred sales to your own products and services you can use the coupon system to set up a "forced" coupons and adjust your commission rate to \$0 on your own products and services.

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