**LinkPrice** — Affiliate Marketing Leader

# MERCHANT SETUP GUIDE

**LinkPrice** System Development Team

# Document Revision History

| Version | Update Date | Revised Contents | Writer |
|---|---|---|---|
| 1.0 | 04-25-2010 | Writing Prototype | Ryu, Myung Seong |
| 2.0 | 04-25-2010 | Added page related to mobile setup (P56 ~ P59) | Lee, Myung Jin |
| 2.1 | 06-25-2013 | [CPA Setup] Modified Performance Transmission URL<br>    service.linkprice.com -> service.point.linkprice.com | Lee, Myung Jin |
| 2.2 | 11-19-2013 | P48. Mobile Setup – Added ASP sample for classifying USERAGENT | Lee, Myung Jin |
| 2.3 | 07-07-2014 | P50. Mobile Setup – Added JSP sample for classifying USERAGENT | Lee, Myung Jin |
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## ● Affiliate Marketing is..

Affiliate Marketing is one of internet marketing method originated by Amazon.com in 1996, in which Merchant sites serving ecommerce increase traffic and revenue by gathering affiliates who wants to get money by advertising other sites. Especially, it is characterized that it pays advertisement fees only when real performances that merchants want occurred.
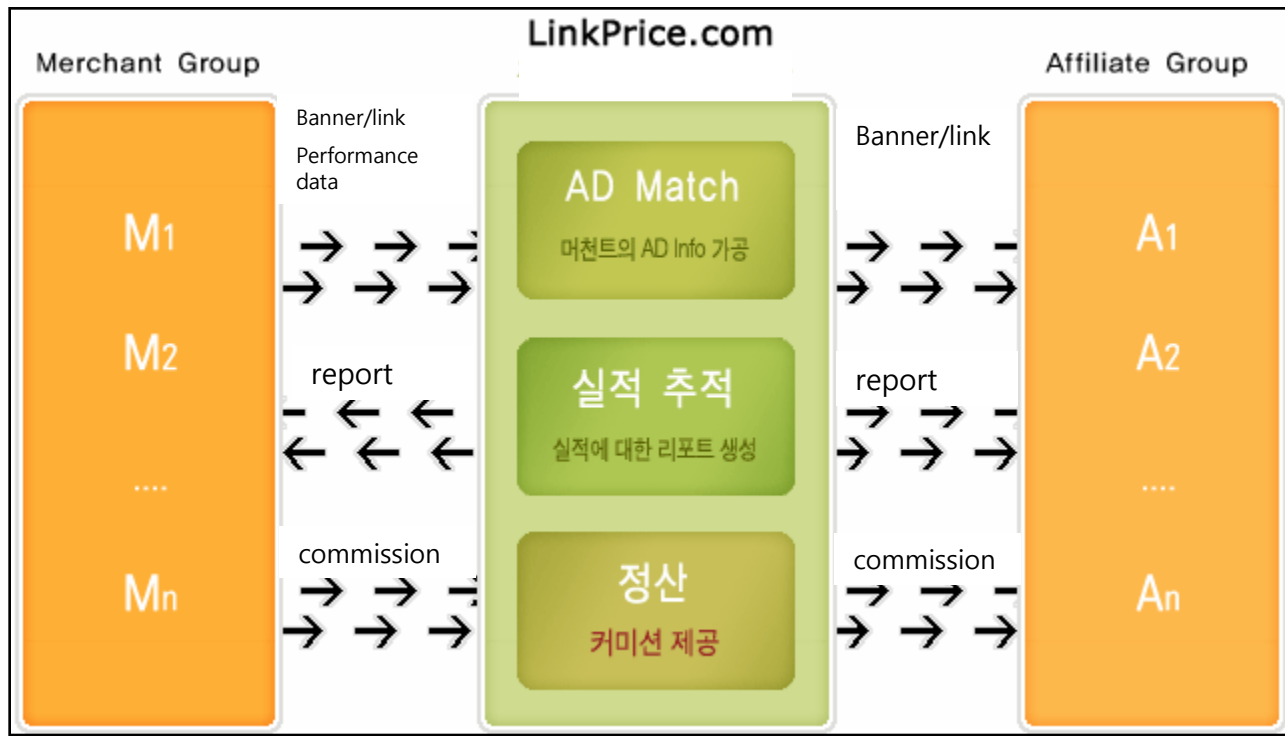
## ● What is Affiliate ?

It means the sites which desire to make profits through online advertisement. In other words, every site, page, or SNS who wants to make profit in return for causing specific actions (purchasing products, enlisting membership, etc.) by advertising other sites can be affiliate.

## ● What is Merchant?

It means any sites that want to sell products/service by online or to get members for marketing purpose.
In other words, every site who wants to gather traffic into its own site and make revenue through those traffic can be merchant.

● **Services / Process**



Please refer to LinkPrice homepage (www.linkprice.com) for more information

# Importance of Setup

## ● Setup Center

http://setup.linkprice.com/setupCenter/
Please visit here to get help for setup related issues.

## ● What is Setup?

After a user clicks merchant's banner/link at an affiliate site and move to merchant site,  we need a system to track this user's performance (purchasing or membership registration etc.).
Setup process (or system) is to prepare this tracing system between merchant's system and LinkPrice system.
It is a precondition for affiliate marketing.

## ● What if setup process does not work?

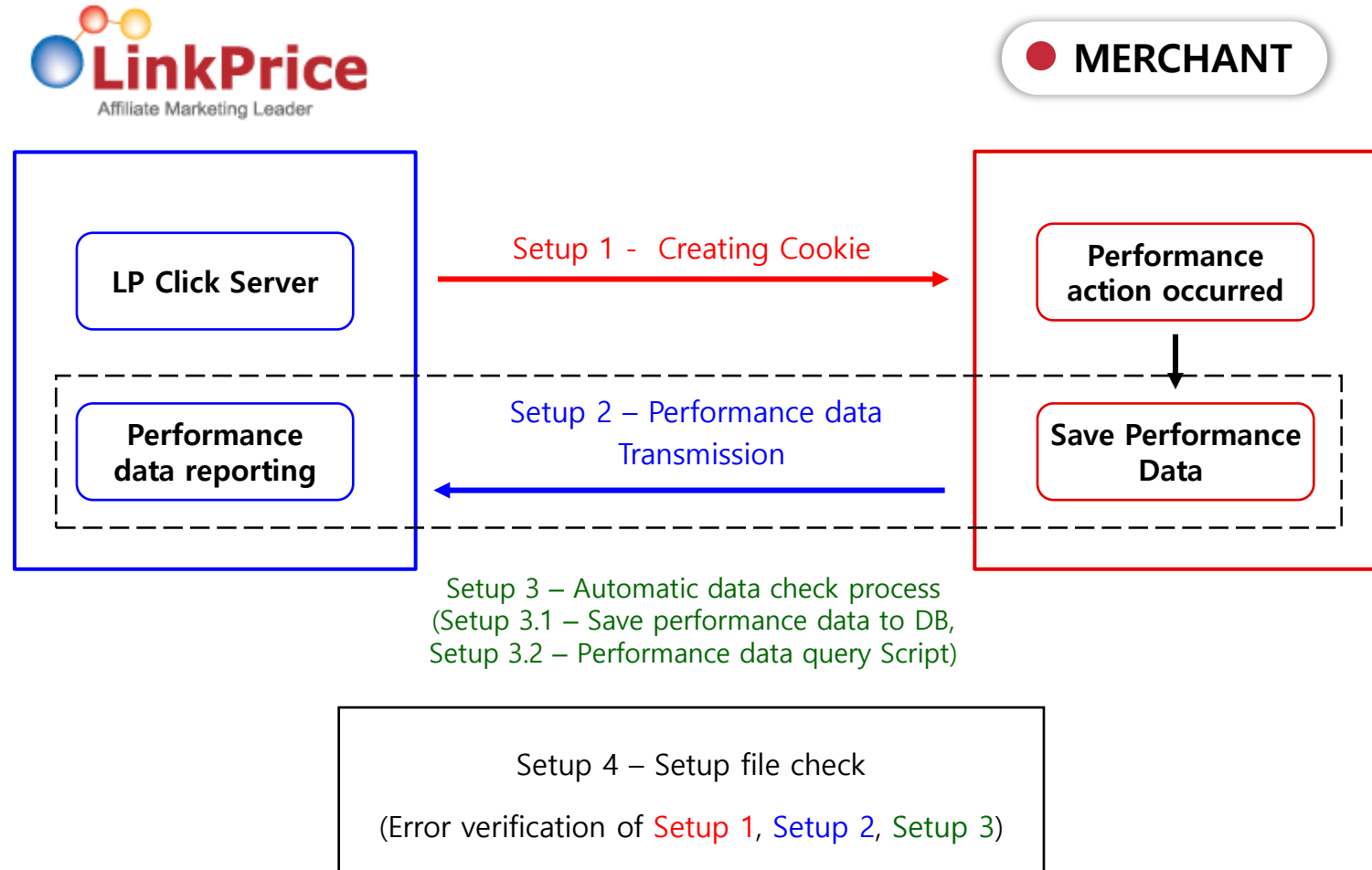Without setup process, we can not start affiliate marketing.
If setup process does not work during promotion, LinkPrice cannot check affiliate's performance and will lose commission.
This will make merchant lose trust from affiliates.

## ● Precautions for Merchant   (You must inform to LinkPrice in following cases.)

1. When user's access to your site is impossible or limited due to any reasons. (site repair work, DDOS attact, hacking, etc.)
2. In case of site renewal works.
3. When paths of files related to LinkPrice be changed.
4. When file contents are changed like modification on source code of setup file.

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● **MERCHANT**

| LP Click Server | Setup 1 - Creating Cookie → | Performance action occurred |
|---|---|---|

↓

| Performance data reporting | Setup 2 – Performance data Transmission ← | Save Performance Data |
|---|---|---|

Setup 3 – Automatic data check process
(Setup 3.1 – Save performance data to DB,
Setup 3.2 – Performance data query Script)

Setup 4 – Setup file check

(Error verification of Setup 1, Setup 2, Setup 3)

## ● CPS Setup 1    What is lpfront.[PHP, ASP, JSP] file?

→ When a user visit merchant site through an affiliate site, merchant system needs to memorize that this user comes from LinkPrice's affiliate. To do that, merchant system issues 'Cookie' to user's terminal (PC, Tablet, or smartphone). lpfront.*** file is to do cookie issue work.

→ The name of Cookie is 'LPINFO' and the format and value of LPINFO are sent from LinkPrice server.

→ What you (merchant) should do is just put lpfront.*** file, which is provided by LinkPrice, to your own system server. LinkPrice provides with PHP, ASP, and JSP type files according to your language.

### ●How to install lpfront.[PHP, ASP, JSP] file?

You can download lpfront.*** file from LinkPrice Setup center.
All you have to do is put this file at some location in your site system that is accessible by internet.

### ● lpront.[PHP, ASP, JSP] Setup example

**Ex) If your site's url is http://www.merchant.com and your site's root path is c:/merchant,**
then make a new folder named "linkprice" as a sub folder of root, like c:/merchant/linkprice, and put lpfront.
*** file to this folder.
The file is supposed to be located as c:/mechant/linkprice/lpfront.[PHP, ASP, JSP], and it is accessible
hrough http://www.merchant.com/linkprice/lpfront.[PHP, ASP, JSP].
That's it. Finished.

### ● Precaution for merchant     (You must inform to LinkPrice in following cases.)

1.  Do not modify lpfront.[PHP, ASP, JSP]  file. It should be used as the same you downloaded from LinkPrice.
2.  Do not locate lpfront.[PHP, ASP, JSP] at some point which users cannot access via internet.
3.  Please inform LinkPrice in advance in case you should do something to lpfront.**** file.

# Performance data transmission

## ● Performance data transmission

→ When a pre-defined performance (sales, registration etc.) occurs by an user who visited merchant site through a LinkPrice affiliate site, merchant should send this performance data to LinkPrice system in realtime (highly recommended) or daily batch.
→ Performance data is essential for LinkPrice to calculate and pay affiliate's commission accurately.
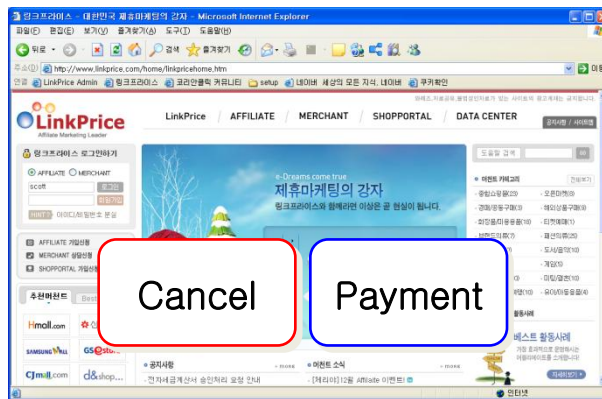
## ● How to transmit performance data?

→ To transmit performance data, merchant should add 'performance data transmission script' (we will call it as 'performance script' from now) into the source code of the page where performance action occurs.
→ Please refer to LinkPrice setup center to get sample 'performance script' (3 version of scripts according to programming language. [PHP, ASP, JSP])
→ Please copy the sample 'performance script' and modify some part for your site. Please refer to the remark part of the script to modify which part. (Please consult with LinkPrice system team when you have some problem!)

## ● Precaution for merchant

1. Performance data transmission process must be done as promised between merchant and LinkPrice.
2. Value of o_code parameter (order number) should be unique. 2 or more order records with same order number should not be occurred.
3. Value of sales parameter (sales amount) never be negative. When it is negative for some reason, merchant should change it to 0 before sending that data.
4. You are highly recommended to save the copy of performance data transmitted to
5. LinkPrice in your system database for backup and check purpose.

● **Where you should insert 'performance script' ?**

→ Performance script should work when a user finished predefined action, such as purchasing (and payment),
    registration, download etc.
→ In case of CPS program. You should insert 'performance script to the page that showing completion of an order
    and payment. If your site have several order completion pages according to payment type
    (credit card, internet banking, smartphone etc.), you should insert performance script into each page.



**Click Payment**

Cancel    Payment

Product purchase order made
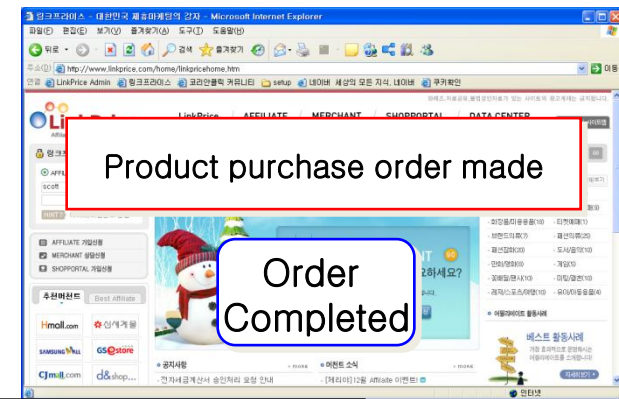
Order
Completed

**Generally, insert 'performance script' into this page.**

● **What 'performance script' transmit to LinkPrice?**

→ When performance script works, it sends order data to LinkPrice's server.
  You should modify sample 'performance script' downloaded from LinkPrice setup center to work properly.
→ For an order, 'performance script' should send following data as parameters
→ Postback URL to transmit the performance data is   //service.linkprice.com/lppurchase.php
  (Merchant must provide http and https both. If you provide only http, please contack Linkprice)

| Parameter | Data to transmit |
|---|---|
| a_id | LPINFO cookie value which is stored in user's terminal. |
| m_id | Your Merchant ID, which is given by Link Price |
| mbr_id | Member ID. It is ID of the user in your site. |
| o_cd | Oder Code. In other words Order number that your site gives to identify the order. The value of o_cd parameter should be unique. There should be no 2 or more orders that have the same o_cd value. |
| p_cd | Product code. It is the code of product the user purchased in your site. |
| it_cnt | Item count. Number of products user purchased. |
| sales | Sales amount. Sales amount of the product. LinkPrice will calculate the unit price of the product by dividing sales into it_cnt (Product unit price ＊ it_cnt = sales) Sales is net amount excluding any kind of discount. LinkPrice calculate commission based on sales value. Sales value should be 0 or more. If the price of the product is negative for any reason, you should change it to 0 before sending to LinkPrice. |
| c_cd | Category Code. The category code of the product that your site use. It is important when your site applies different commission rate according to category. |
| p_nm | Product Name. The name of product your site uses. It is used when we check orders. |

● **Example of performance data sent to LinkPrice**

→ Post back URL to send performance data => //service.linkprice.com/lppurchase.php

→ Example data set is as follows.

| a_id | A100000131\|0000\|0001\|1\|1 | m_id | Merchant |
|------|------------------------------|------|----------|
| mbr_id | Hong(Hong, Gil Dong) | o_cd | 123 |
| p_cd | PC | it_cnt | 1 |
| sales | 3000 | c_cd | COM |
| p_nm | Computer A | | |

Then 'performance script' of your site will send the performance data like following format.

```
<script src="//service.linkprice.com/lppurchase.php?
          a_id=A100000131|0000|0001|1|1&m_id=merchant&mbr_id=hong(Hong, Gil Dong)
          &o_cd=123&p_cd=PC&it_cnt=1&sales=3000&c_cd=COM&p_nm=Computer A">
</script>
```

* Actual transmission data would not seen like above because of encryption

## ● How to deal with multiple products order?

→ In case a user purchases multiple products in an order, the whole data should be sent together (there should be only one record for an order)
→ You can use the delimiter "||" to identify each product in the same order. Parameters needed to use the delimiter would be product code(p_cd), item count(it_cnt), sales amount(sales), and product name (p_nm).
→ If sales data for multiple products are not transmitted together within one record, LinkPrice may deal with the second order data as a duplication or wrong data.

### <Sample configuration of parameter transmission in case of multiple products order>

**Products in the order**

Product Code PC, "Computer A" 1 – ₩3,000
Product Code HP, "Cell Phone B" 1 – ₩2,000

**Performance generated**

**Transmission parameter**

| c_cd | p_cd | p_nm | it_cnt | sales |
|---|---|---|---|---|
| COM | A | Computer A | 1 | 3000 |
| PHON | B | Cell phone B | 1 | 2000 |

**Parameter transmitted**

| c_cd | p_cd | p_nm | it_cnt | sales |
|---|---|---|---|---|
| COM||PHON | PC||HP | Computer A||Cell Phone B | 1||1 | 3000||2000 |

**Performance Transmission**

**Example performance script for multiple products sales**

→ Post back URL to send performance data => //service.linkprice.com/lppurchase.php

→ Example data set is as follows.

| a_id | A100000131\|0000\|0001\|1\|1 | m_id | Merchant |
|---|---|---|---|
| mbr_id | Hong(Hong, Gil Dong) | o_cd | 123 |
| p_cd | PC\|\|HP | it_cnt | 1\|\|1 |
| sales | 3000\|\|2000 | c_cd | COM\|\|PHON |
| p_nm | Computer A\|\|Cell Phone B | | |

Then 'performance script' of your site will send the performance data like following format.

```
<script src="http(s)://service.linkprice.com/lppurchase.php?
a_id=A100000131|0000|0001|1|1&m_id=merchant&mbr_id=hong(Hong, Gil Dong)
&o_cd=123&p_cd=PC||HP&it_cnt=1||1&sales=3000||2000&c_cd=COM||PHON&p_nm=Computer A||Cell Phone B">
</script>
```

* Actual transmission data would not seen like above because of encryption

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**CPS Setup 2 – Performance transmission test**
www.linkprice.com

● **Test log**

→ To check your 'performance script' works normally, you can try test purchase and check the result at LinkPrice setup center.

● **How to check result of test  purchase**

→ If the parameter value was transmitted successfully. the values transmitted shall be seen at LinkPrice setup center like as follow.

| 전송 시간 | a_id | mbr_id | o_cd | p_cd | it_cnt | sales | c_cd | p_nm | REFERER |
|---|---|---|---|---|---|---|---|---|---|
| 16:15:13 | A100TEST\|0000\|0000\|1\|1 | linkprice(링크프라이스) | 20061213170 | 20061106567 | 1 | 10000 | com | 동물 키보드 손목보호대1290... | http://merchant.com/linkprice/ok.php |
| 16:15:13 | A100TEST\|0000\|0000\|1\|1 | linkprice(링크프라이스) | 20061213170 | 20061103486 | 1 | 5000 | com | 캐릭터 라디오 | http://merchant.com/linkprice/ok.php |
| 16:11:35 | A100TEST\|0000\|0000\|1\|1 | linkprice(링크프라이스) | 20061213169 | 2006101248 | 3 | 4500 | com | 소녀얼굴손거울 | http://merchant.com/linkprice/ok.php |

→ If the data was not transmitted successfully, the non-transmitted part of data shall be displayed in red

| 16:11:35 | A100TEST\|0000\|0000\|1\|1 | linkprice(링크프라이스) | 20061213169 | | 3 | 4500 | com | 소녀얼굴손거울 | http://merchant.com/linkprice/ok.php |
|---|---|---|---|---|---|---|---|---|---|

→ Multiple products purchases in one order will be sent as one record using delimiter (‖). Then LinkPrice system identifies each products and stores data for each product to individual record. When you check result of transmission at LinkPrice system, you can see the background color change white or sky blue. Records of the same order have the same background color in a row. So you can easily know these records are from one order with multiple products.

| 전송 시간 | a_id | mbr_id | o_cd | p_cd | it_cnt | sales | c_cd | p_nm | REFERER |
|---|---|---|---|---|---|---|---|---|---|
| 16:15:13 | A100TEST\|0000\|0000\|1\|1 | linkprice(링크프라이스) | 20061213170 | 20061106567 | 1 | 10000 | com | 동물 키보드 손목보호대1290... | http://merchant.com/linkprice/ok.php |
| 16:15:13 | A100TEST\|0000\|0000\|1\|1 | linkprice(링크프라이스) | 20061213170 | 20061103486 | 1 | 5000 | com | 캐릭터 라디오 | http://merchant.com/linkprice/ok.php |
| 16:11:35 | A100TEST\|0000\|0000\|1\|1 | linkprice(링크프라이스) | 20061213169 | 2006101248 | 3 | 4500 | com | 소녀얼굴손거울 | http://merchant.com/linkprice/ok.php |

You can see that these two records are from one order.

● **Backup save of performance data**

→ Although all performance data are transmitted and saved in LinkPrice system, merchant is also highly recommended to those data into its own system for backup and cross-check purpose.
→ When you (merchant) save backup data, you should save the value of date, time, and LPINFO cookie with those values related with the order.
  The length of LPINFO value should be set as varchar2(300).
  Date and time (24hour format) should be saved only in numeric types.

  ex) If the performance generated on 3:15:30 PM, December 13th, 2006
    Date – 20061213,  Time – 151530

**<Example table structure for your backup DB>**

| Date | Time | LPINFO | Purchaser | Order Code | Cetegory | Product Code | Qty | Sales | Product Name |
|------|------|--------|-----------|------------|----------|--------------|-----|-------|--------------|
| 20061213 | 072930 | A10000131\|0000\|0001\|1\|0 | hong1(Hong, Gil Dong) | 123 | COM | A | 1 | 3000 | Computer A |
| 20061213 | 130545 | A10000131\|0000\|0001\|1\|0 | lee(Lee, Sun Sin) | 124 | PHON | B | 1 | 2000 | Cell Phone B |

* Please consult with LinkPrice system team when you need help

## ● Performance data call script

→ Backup performance data in merchant system should be called by LinkPrice when it is needed.
    If merchant make call page and insert performance data call script into that page, LinkPrice will call that page
    and get backup data to compare performance data of merchant to that of LinkPrice.
→ Please make the file name of performance data call script as daily_fix.[php,asp,jsp] according to your language.
→ The daily_fix.*** file should include the client IP of the user's terminal(parameter name REMOTE_ADDR)
    which is stored at merchant server as one of return parameter.

## ● How the daily_fix.*** file should work?

→ When LinkPrice server call performance data script (daily_fix.*** file), a certain date will be given as parameter

    Example) The page URL in which performance data call script is located is
                    http://www.merchant.com/linkprice/daily_fix.php,
                    then LinkPrice server will call that script like
                    http://www.merchant.com/linkprice/daily_fix.php?yyyymmdd=20061213
→ Then daily_fix.*** file in merchant system should return all performance data of that date following below format.

Time[**Tab**]LPINFO Cookie[**Tab**]Member ID[**Tab**]Order Number[**Tab**]Product Code[**Tab**] Item count (sales quantity) Qty[**Tab**] Unit Price of product[**Tab**], Category Code[**Tab**][**Tab**]Product Name[**Tab**]REMOTE_ADDR[[**Carriage return character**]]

* There can be multiple records with the same order number in case of multiple products purchase.
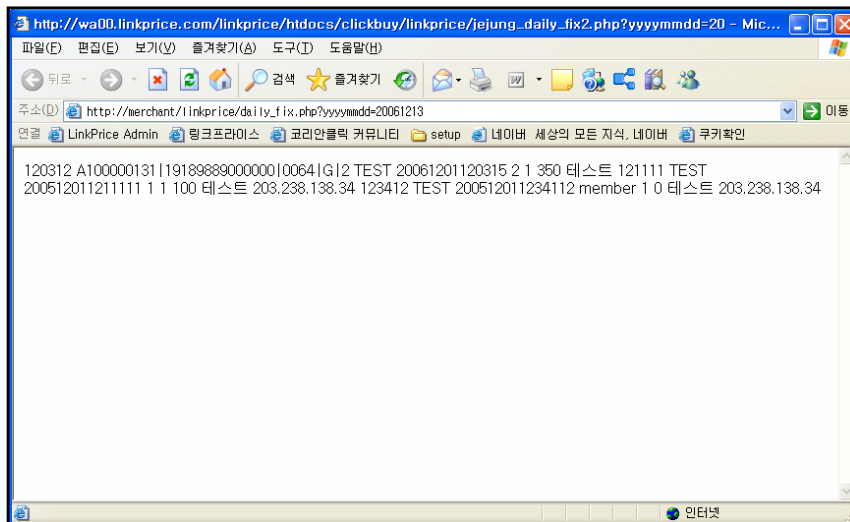* There should be 2 [Tab] between category code and Product name. Don't miss it.

## ● Precautions

→ Use a Tab character(₩t) as data field delimiter, a carriage return(₩n) as data record delimiter.

→ Return result for performance data call script should include only text. No <HTML> tag nor javascript allowed.

Example:



Call the page of performance data call script.
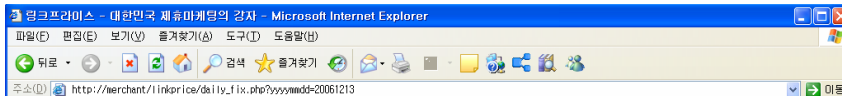
http://merchant/linkprice/daily_fix.php?yyyymmdd=20061213



Then the result would be like this screen. Each data field is separated by Tab character and each record is separated by carriage return character (₩n)

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# MERCHANT
## CPA SETUP

## ● What is lpfront.[PHP, ASP, JSP] file?

→ When a user visit merchant site through an affiliate site, merchant system needs to memorize that this user comes from LinkPrice's affiliate.
To do that, merchant system issues 'Cookie' to user's terminal
(PC, Tablet, or smartphone). lpfront.*** file is to do cookie issue work.

→ The name of Cookie is 'LPINFO' and the format and value of LPINFO are sent from LinkPrice server.

→ What you (merchant) should do is just put lpfront.*** file, which is provided by LinkPrice, to your own system server.
LinkPrice provides with PHP, ASP, and JSP type files according to your language.

● **How to install lpfront.[PHP, ASP, JSP] file?**

→ You can download lpfront.*** file from LinkPrice Setup center.
   All you have to do is put this file at some location in your site system that is accessible by internet.

● **lpfront.[PHP, ASP, JSP] Setup example**

Ex) If your site's url is http://www.merchant.com and your site's root path is c:/merchant,
    then make a new folder named "linkprice" as a sub folder of root, like c:/merchant/linkprice, and put lpfront.
    *** file to this folder.
    The file is supposed to be located as c:/mechant/linkprice/lpfront.[PHP, ASP, JSP], and it is accessible through

    http://www.merchant.com/linkprice/lpfront.[PHP, ASP, JSP].

    That's it. Finished.

● **Precaution for merchant** (You must inform to LinkPrice in following cases.)

1. Do not modify lpfront.[PHP, ASP, JSP]  file. It should be used as the same you downloaded from LinkPrice.
2. Do not locate lpfront.[PHP, ASP, JSP] at some point which users cannot access via internet.
3. Please inform LinkPrice in advance in case you should do something to lpfront.**** file.

## ● Performance data transmission

→ When a pre-defined performance (membership registration, event join etc.) occurs by an user who visited merchant site through a LinkPrice affiliate site, merchant should send this performance data to LinkPrice system in realtime (highly recommended) or daily batch.

→ Performance data is essential for LinkPrice to calculate and pay affiliate's commission accurately.

## ● How to transmit performance data

→ To transmit performance data, merchant should add 'performance data transmission script' (we will call it as 'performance script' from now) into the source code of the page where performance action occurs.

→ Please refer to LinkPrice setup center to get sample 'performance script' (3 version of scripts according to programming language. [PHP, ASP, JSP])

→ Please copy the sample 'performance script' and modify some part for your site. Please refer to the remark part of the script to modify which part. (Please consult with LinkPrice system team when you have some problem)

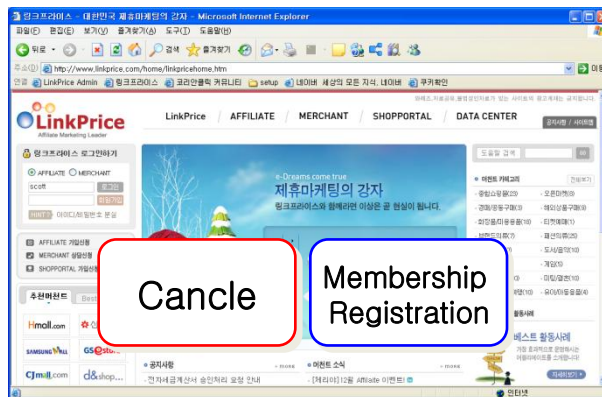## ● Precaution for merchant

1. Performance data transmission process must be done as promised between merchant and LinkPrice.
2. Value of o_code parameter (order number) should be unique. 2 or more order records with same order number should not be occurred.
3. You are highly recommended to save the copy of performance data transmitted to LinkPrice in your system database for backup and check purpose.

●**Where you should insert 'performance script' ?**

→ Performance script should work when a user finished predefined action, such as membership registration, event join, free program download etc.
→ In case of CPA program. You should insert 'performance script to the page that showing completion of registration or download. If your site have several completion pages according to campaign type, you should insert performance script into each page.



**Click Payment**

Membership Registration Information

Cancle

Membership Registration

Registration Completion

**Generally, insert 'performance script' into this page.**

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**CPA Setup 2 – Performance data transmission**
www.linkprice.com

● **What 'performance script' transmit to LinkPrice?**

→ When performance script works, it sends order data to LinkPrice's server.
  You should modify sample 'performance script' downloaded from LinkPrice setup center to work properly.

→ For an order, 'performance script' should send following data as parameters

→ Postback URL to transmit the performance data is  //service.point.linkprice.com/lppurchase_ipcheck.php
  (Merchant must provide http and https both. If you provide only http, please contack Linkprice)

| Parameter | Data to transmit |
|---|---|
| a_id | LPINFO cookie value which is stored in user's terminal. |
| m_id | Your Merchant ID, which is given by Link Price |
| mbr_id | Member ID. It is ID of the user in your site |
| o_cd | Oder Code. In other words Order number that your site gives to identify the order.<br>The value of o_cd parameter should be unique. There should be no 2 or more orders that have the same o_cd value. |
| p_cd | Put "member" in case of membership registration, please contact to LinkPrice for other type campaign. |
| it_cnt | Item count. Please put '1' for membership registration |
| sales | Sales amount. For CPA, just put '0' |
| c_cd | Category Code. The category code of the program that your site use. It is important when your site applies different commission rate according to category. |
| p_nm | Put "Free Membership' in case of membership registration,<br>please contact to LinkPrice for other type campaign. |

LinkPrice

**CPA Setup 2 – Performance data transmission**

www.linkprice.com

🔵 **Example of performance data sent to LinkPrice**

→ Post back URL to send performance data => //service.linkprice.com/lppurchase_ipcheck.php

→ Example data set is as follows.

| a_id | A100000131\|0000\|0001\|1\|1 | m_id | Merchant |
|---|---|---|---|
| mbr_id | Hong(Hong,Gil Dong) | o_cd | 123 |
| p_cd | Member | it_cnt | 1 |
| sales | 0 | c_cd | FREE |
| p_nm | Free Membership Registration | | |

Then 'performance script' of your site will send the performance data like following format.

<script src="http(s)://service.point.linkprice.com/lppurchase_ipcheck.php?
a_id=A100000131|0000|0001|1|1&m_id=merchant&mbr_id=hong(Hong, Gil Dong)
&o_cd=123&p_cd=member&it_cnt=1&sales=0&c_cd=FREE&p_nm=Free Membership Registration">
</script>

( Actual transmission parameter cannot be checked as above because of encryption.)

---

⬤**How to deal with multiple campaign registration ?**

→ In case a user participates multiple CPA campaigns with one order, the whole data should be sent together (there should be only one record for an order)

→ You can use the delimiter "||" to identify each product in the same order. Parameters needed to use the delimiter would be product code(p_cd), item count(it_cnt), sales amount(sales), and product name (p_nm).

→ If sales data for multiple products are not transmitted together within one record, LinkPrice may deal with the second order data as a duplication or wrong data.

ex) Sample configuration of parameter transmission in case of multiple products order

| a_id | A100000131\|0000\|0001\|1\|1 | m_id | Merchant |
|---|---|---|---|
| mbr_id | Hong(Hong, Gil Dong) | o_cd | 123 |
| p_cd | member1\|\|member2 | it_cnt | 1\|\|1 |
| sales | 0\|\|0 | c_cd | member1\|\|member2 |
| p_nm | Product1\|\|Product2 | | |

Then 'performance script' of your site will send the performance data like following format.

```
<script src="//service.point.linkprice.com/lppurchase_ipcheck.php?
a_id=A100000131|0000|0001|1|1&m_id=merchant&mbr_id=hong(Hong, Gil Dong)
&o_cd=123&p_cd=member1||member2&it_cnt=1||1&sales=0||0&c_cd=member1||member2
&p_nm=Product1||Product2"></script>
```

( Actual transmission parameter cannot be checked as above because of encryption.)

# CPA Setup 2 – Performance transmission test

● **Test log**

→ To check your 'performance script' works normally, you can try test purchase and check the result at LinkPrice setup center.

● **How to check result of test purchase**

→ If the parameter value was transmitted successfully. the values transmitted shall be seen at LinkPrice setup center like as follow.

| 전송 시간 | a_id | mbr_id | o_cd | p_cd | it_cnt | sales | c_cd | p_nm | REFERER |
|---|---|---|---|---|---|---|---|---|---|
| 16:15:13 | A100TEST\|0000\|0000\|1\|1 | linkprice(링크프라이스) | 20061213170 | member | 1 | 0 | FREE | 무료회원가입 | http://merchant.com/member_ok.php |
| 16:15:13 | A100TEST\|0000\|0000\|1\|1 | linkprice(링크프라이스) | 20061213170 | member | 1 | 0 | FREE | 무료회원가입 | http://merchant.com/member_ok.php |
| 16:11:35 | A100TEST\|0000\|0000\|1\|1 | linkprice(링크프라이스) | 20061213169 | member | 1 | 0 | FREE | 무료회원가입 | http://merchant.com/member_ok.php |

→ If the data was not transmitted successfully, non-transmitted part of data shall be displayed in red.

| 16:11:35 | A100TEST\|0000\|0000\|1\|1 | linkprice(링크프라이스) | 20061213169 | | 1 | 0 | FREE | 무료회원가입 | http://merchant.com/member_ok.php |
|---|---|---|---|---|---|---|---|---|---|

→ Multiple campaign registration (or download etc) in one order will be sent as one record using delimiter (||). Then LinkPrice system identifies each registration and stores each data to separate record. When you check result of transmission at LinkPrice system, you can see the background color change white or sky blue. Records of the same order have the same background color in a row. So you can easily know these records are from one order with multiple registration.

| 전송 시간 | a_id | mbr_id | o_cd | p_cd | it_cnt | sales | c_cd | p_nm | REFERER |
|---|---|---|---|---|---|---|---|---|---|
| 16:15:13 | A100TEST\|0000\|0000\|1\|1 | linkprice(링크프라이스) | 20061213170 | member | 1 | 0 | FREE | 무료회원가입 | http://merchant.com/member_ok.php |
| 16:15:13 | A100TEST\|0000\|0000\|1\|1 | linkprice(링크프라이스) | 20061213170 | member | 1 | 0 | FREE | 무료회원가입 | http://merchant.com/member_ok.php |
| 16:11:35 | A100TEST\|0000\|0000\|1\|1 | linkprice(링크프라이스) | 20061213169 | member | 1 | 0 | FREE | 무료회원가입 | http://merchant.com/member_ok.php |

You can see that these two records are from one order.

⬤ **Backup save of performance data**

→ Although all performance data are transmitted and saved in LinkPrice system, merchant is also highly recommended to those data into its own system for backup and cross-check purpose.
.
→ When you (merchant) save backup data, you should save the value of date, time, and LPINFO cookie with those values related with the order.
The length of LPINFO value should be set as varchar2(300).
Date and time (24hour format) should be saved only in numeric types.

ex) If the performance generated on 3:15:30 PM, December 13th, 2006
Date – 20061213,  Time – 151530

<Example table structure for your backup DB>

| Date | Time | LPINFO | Purchaser | Order Code | Category | Product Code | Qty | Sales | Product Name |
|------|------|--------|-----------|------------|----------|--------------|-----|-------|--------------|
| 20061213 | 072930 | A10000131\|0000\|0001\|1\|0 | hong1(Hong, Gil Dong) | 123 | FREE | member | 1 | 0 | Free Membership Registration |
| 20061213 | 130545 | A10000131\|0000\|0001\|1\|0 | lee(Lee, Sun Sin) | 124 | CHARGE | member | 1 | 0 | A Pay Membership Registration |

* Please consult with LinkPrice system team when you need help

● **Performance data call script**

→ Backup performance data in merchant system should be called by LinkPrice when it is needed.
  If merchant make call page and insert performance data call script into that page, LinkPrice will call that page and get backup data to compare performance data of merchant to that of LinkPrice.

→ Please make the file name of performance data call script as daily_fix.[php,asp,jsp] according to your language.

→ The daily_fix.*** file should include the client IP of the user's terminal(parameter name REMOTE_ADDR) which is stored at merchant server as one of return parameter.

● **How the daily_fix.*** file should work?**

→ When LinkPrice server call performance data script (daily_fix.*** file), a certain date will be given as
      parameter
      Example) The page URL in which performance data call script is located is
              http://www.merchant.com/linkprice/daily_fix.php,
              then LinkPrice server will call that script like
              http://www.merchant.com/linkprice/daily_fix.php?yyyymmdd=20061213

→  Then daily_fix.*** file in merchant system should return all performance data of that date following below format.

---

Time[**Tab**]LPINFO Cookie[**Tab**]Member ID[**Tab**]Order Number[**Tab**]Product Code[**Tab**] Item count (sales quantity) Qty[**Tab**]
Unit Price of product[**Tab**], Category Code[**Tab**][**Tab**]Product Name[**Tab**]REMOTE_ADDR[[**Carriage return character**]]

---

* There can be multiple records with the same order number in case of multiple performance.
* There should be 2 [Tab] between category code and Product name. Don't miss it.

**LinkPrice** Affiliate Marketing Leader
**CPS Setup 3.2 Performance data call script**
www.linkprice.com

## ● Precautions

→ Use a Tab character(₩t) as data field delimiter, a carriage return(₩n) as data record delimiter.

→ Return result for performance data call script should include only text. No <HTML> tag nor javascript allowed.

Example)
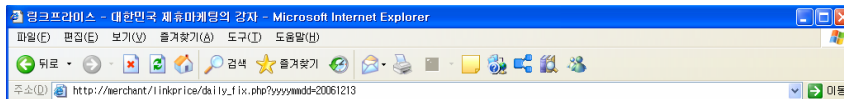


Call the page of performance data call script.

http://merchant/linkprice/daily_fix.php?yyyymmdd=20061213

Then the result would be like this screen. Each data field is separated by Tab character and each record is separated by carriage return character (₩n)

AFFILIATE MARKETING LEADER

# Automatic
# Cancellation Setup

**LinkPrice**
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● **Performance Cancellation**

→ Merchant can cancel some performance when these are proved to be abnormal or revoked by purchaser or event participant.

→ Merchant should inform LinkPrice for cancelled performance during valid period.

● **Valid period of performance cancellation**

→ Although Merchant can cancel some performance, it should be done before due date that LinkPrice and merchant admit. Merchant should visit merchant center page of LinkPrice, query it's performance data and check cancelled data.
→ Normal cancellation due date for a certain month's performance is the 20th of next month.
 Merchant can cancel abnormal performance during this period with reasonable reason for each cancelled order.
 If merchant want to set different cancellation period, you should consult with LinkPrice before setup.
→ After due date, remaining performance data become confirmed and LinkPrice will issue invoice for these performance at the end of month.

| 1/1 | 1/31 | 2/20 | 3/1 |
|---|---|---|---|
| ← Performance generated → | | ← Confirm and Apply → | |

← Valid period of performance cancellation →

# Automatic Cancellation Setup
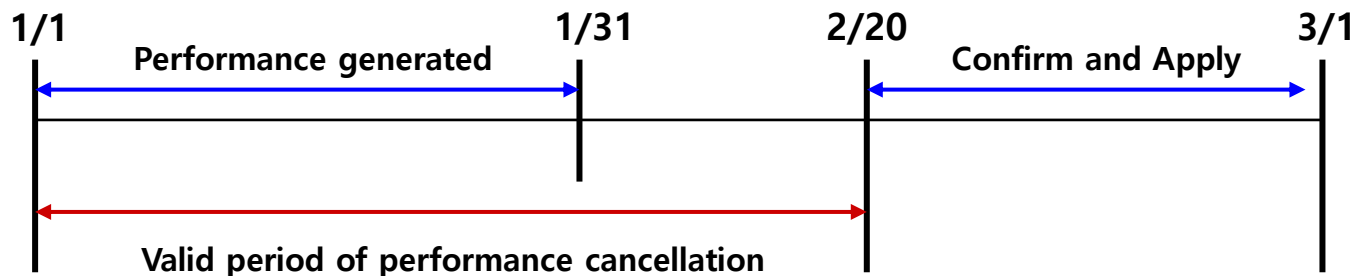
## ● Automatic Cancellation

→ Basically merchant should do cancellation work manually in LinkPrice's merchant page.

→ For merchant's convenience, LinkPrice provides with "automatic cancellation process" setup.
  With automatic cancellation process, LinkPrice can check each performace order's final status through server to server communication.

**<Automatic Cancellation Process>**

**LinkPrice**
Affiliate Marketing Leader

● **MERCHANT**

Query the status of an order with order number and product code

| The performance saved In Link Price | 1. Check the final status of the order |
| --- | --- |
| Cancel performance for cancelled order | 2. Print out result code and comment for the order |

Print-out result code and comment for queried order
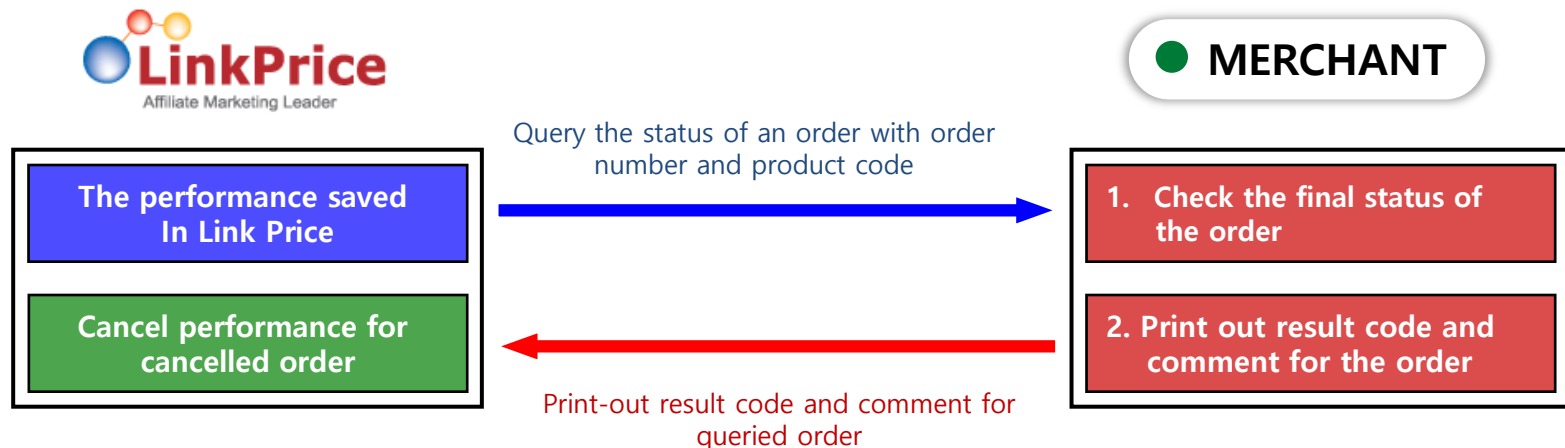
## ● Setup for Automatic Cancellation – 1

→ After valid cancellation period, LinkPrice system queries the final status of orders of a month to merchant system. LinkPrice system will call a certain page of merchant with order number(o_cd) and product code(p_cd) for each order.

→ Merchant should make a page to receive LinkPrice's call and get the status of order from its own database and return result to LinkPrice server. The page should do followings:

   1. Page should be accessible through internet
   2. Take order number and product code value and queries the final status of that order from merchant database.
   3. Return the result of order status

< **Parameters transmitted from LinkPrice system** >

| Parameter | Data to transmit |
|-----------|------------------|
| o_cd | The order number(o_cd) of the order to check |
| p_cd | The product code(p_cd) of the order |

## ● Setup for Automatic Cancellation - 2

**Return value from merchant**

→ To return the status of queried order, merchant system should send result code and comment value for that order. The result code and comment should be one of followings.

| Result Code | Comment | Link Price's classification of the order |
|---|---|---|
| 0 | Not fixed yet | Waive. |
| 1 | Order confirmed | Performance fixed |
| 2 | Order cancelled | Performance Cancel |
| 3 | No matching order number | Performance Cancel |
| 9 | Need to check (exceptional case) | Process after checking by Link Price's staffs |

## ● Precautions

※ Every order cancelled, returned, or revoked should be returned with return code '2'
※ Not fixed yet (Code.0), which has not been confirmed until due date of cancellation, will may be classified to waive and will query again next month.
※ Performances cancellation SHOULD be done before the 20th of next month the performance occurred.
  After cancellation due date, merchant can not cancel any performance data.

● **Automatic cancellation works example**

When The page of merchant site that LinkPrice can access is for example,
http://aaaaa.com/merchant/auto_cancel.php
and LinkPrice system calls this page with parameters o_cd = 123 and p_cd = 12345.

http://aaaaa.com/merchant/auto_cancel.php?o_cd=123&p_cd=12345
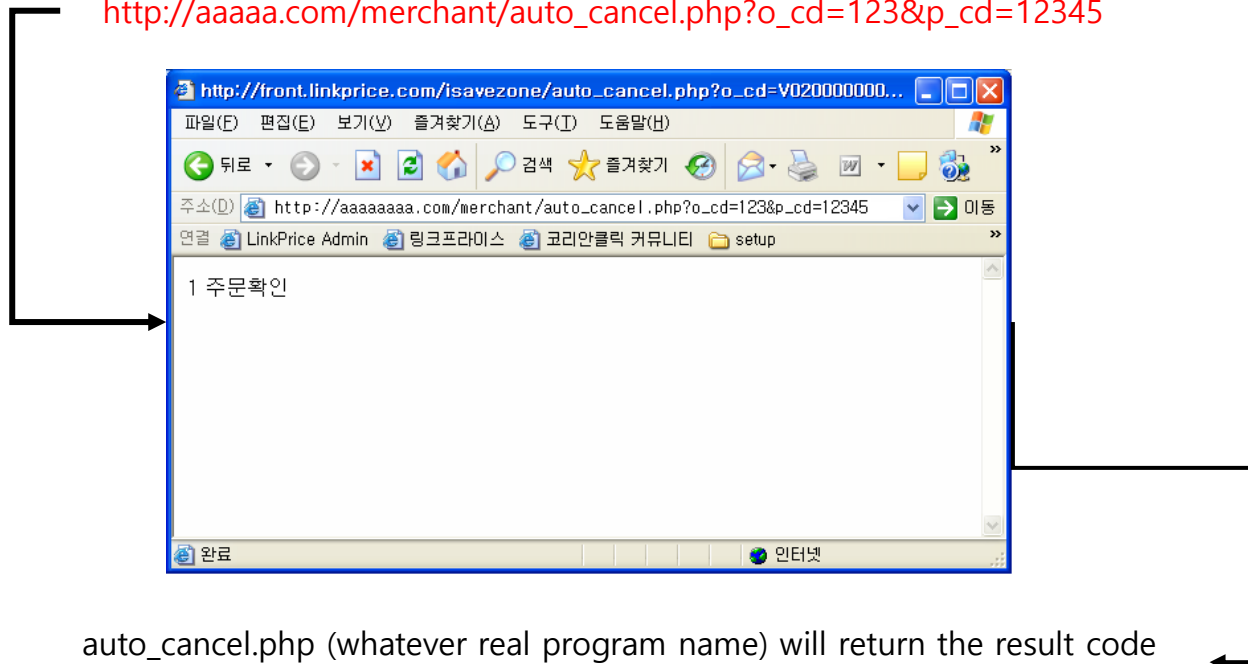


auto_cancel.php (whatever real program name) will return the result code
value and comment value for the order after querying merchant's database.

AFFILIATE MARKETING LEADER

**CPS**

## Sample Source

# LinkPrice
Affiliate Marketing Leader

## ● PHP (PHP Example)

```php
<?
        $LPINFO = $_COOKIE['LPINFO'];        //링크프라이스 어필리에이를 통해 들어왔을때 사용자 터미널에 저장되는 쿠키 값 (cookie saved
                                              in user's terminal. This cookie is issued by merchant system when a user visit via
                                              Linkprice's affiliate)

        $p_cd_ar[]   = $product_code;                   // 링크프라이스 전송태그 생성용 배열 (data array to send data to Linkprice)
        $it_cnt_ar[] = $item_count;
        $sales_ar[]  = $sales_amount;                   // 판매액. 상품단가는 판매액/판매수량으로 유추. (Sales amount. Unit price of product can be
                                                          inferred by $sales_amount/ $Item_count)

        $p_nm_ar[]   = $product_name;

        if(isset($LPINFO))                  // 링크프라이스 통해서 온 사용자일 경우 (in case the user visits via Linkprice's affiliate)
        $linkprice_url = "//service.linkprice.com/lppurchase.php";                    // 실적 전송 URL (postback URL)
                $linkprice_url.= "?a_id=".$LPINFO;                           // LPINFO 쿠키정보 (LPINFO Cookie)
                $linkprice_url.= "&m_id=merchant_ID";                                 // 머천트 ID (ID of merchant in Linkprice system)
                $linkprice_url.= "&mbr_id=".$id."(".$name.")";                        // 회원 ID (ID of purchaser in merchant system)
                $linkprice_url.= "&o_cd=".$order_code;                                // 주문코드 (order number)
                $linkprice_url.= "&p_cd=".implode("||", $p_cd_ar);        // 상품코드 (product code)
                $linkprice_url.= "&it_cnt=".implode("||", $it_cnt_ar);    // 상품개수 (number of products sales)
                $linkprice_url.= "&sales=".implode("||", $sales_ar);      // 판매액 (sales amount)
                $linkprice_url.= "&c_cd=".implode("||", $c_cd_ar);                    // 카테고리코드 (category code)
                $linkprice_url.= "&p_nm=".implode("||", $p_nm_ar);        // 상품이름 (name of product)

                require_once("lpbase64.php");
                $code = "00001";                        // 암호화 코드 값 (encryption code)
                $pad  = "YSM8cBuwl*r3nI9tqUNiE1KvD7fmXPFLTZO.4zjRVA06go52pbshQkGJCexHWyad";      // Encryption pad (will be
                                                                                                  delivered through email)

                $linkprice_url = lp_url_trt($linkprice_url, $code, $pad);             // 실적 암호화 (Encryption)
                $linkprice_tag = "<script src=₩"$linkprice_url₩"></script>";
        }
?>
<html><body>

<?=$linkprice_tag?>        // 링크프라이스로 실적 전송 (Transmission to Linkprice)

</body></html>
```

# CPS Sample Source -ASP

www.linkprice.com

## ● ASP (ASP Example)

```
<!--#include file= "lpbase64.asp"-->
      <%
              lpinfo = Request.Cookies("LPINFO")
              p_cd_ar   = p_cd_ar   & "||" & product_code              ' 링크프라이스 전송태그 생성용 배열 (data array to send data to Linkprice)
              it_cnt_ar = it_cnt_ar & "||" & item_count
              sales_ar  = sales_ar  & "||" & price                     ' 판매액. 상품단가는 판매액/판매수량으로 유추. (Sales amount. Unit price of
                                                                                  product can be inferred by $sales_amount/ $Item_count)


              p_nm_ar   = p_nm_ar   & "||" & product_name

              if lpinfo <> "" Then                                     ' 링크프라이스 통해서 온 사용자일 경우 (in case the user visits via Linkprice's affiliate)
                      linkprice_url = "//service.linkprice.com/lppurchase.php"        ' 실적 전송 URL (postback URL)
                      linkprice_url = linkprice_url & "?a_id=" & lpinfo              ' LPINFO 쿠키정보 (LPINFO Cookie)
                      linkprice_url = linkprice_url & "&m_id=merchant_ID"            ' 머천트 ID (ID of merchant in Linkprice system)
                      linkprice_url = linkprice_url & "&mbr_id=" & id & "(" & name & ")"  ' 회원 ID (ID of purchaser in merchant system)
                      linkprice_url = linkprice_url & "&o_cd=" & order_code          ' 주문코드 (order number)
                      linkprice_url = linkprice_url & "&p_cd=" & mid(p_cd_ar, 3)      ' 상품코드 (product code)
                      linkprice_url = linkprice_url & "&it_cnt=" & mid(it_cnt_ar, 3)  ' 상품개수 (number of products sales)
                      linkprice_url = linkprice_url & "&sales=" & mid(sales_ar, 3)    ' 판매액 (sales amount)
                      linkprice_url = linkprice_url & "&c_cd=" & mid(c_cd_ar, 3)      ' 카테고리코드 (category code)
                      linkprice_url = linkprice_url & "&p_nm="& mid(p_nm_ar, 3)       ' 상품이름 (name of product)

              code = "00001"                      ' 암호화 코드 값 (encryption code)
              pad  = "YSM8cBuwl*r3nI9tqUNiE1KvD7fmXPFLTZO.4zjRVA06go52pbshQkGJCexHWyad"   ' Encryption pad (will be
                                                                                  delivered through email)
              linkprice_url = lp_url_trt(linkprice_url, code, pad)                  ' 실적 암호화 (Encryption)
              linkprice_tag = "<script src='" & linkprice_url & "'></script>"
                end if
      %>
      <html><body>
              <%=linkprice_tag%>                  ' 링크프라이스로 실적 전송 (Transmission to Linkprice)
      </body></html>
```

**JSP (JSP Example)**

```
<%@page    contentType="text/html;charset=EUC-KR"%>
    <%
                Cookie[] cookies = request.getCookies();
                lpinfo = cookies[].getValue();
                p_cd_ar += "||" + product_code;                    // 링크프라이스 전송태그 생성용 배열 (data array to send data to Linkprice)
                it_cnt_ar += "||" + item_count;
                sales_ar += "||" + price;                          // 판매액. 상품단가는 판매액/판매수량으로 유추. (Sales amount. Unit price of
                                                                       product can be inferred by $sales_amount/ $Item_count)
                n_nm_ar += "||" + product_name;
                if (lpinfo != "")                                  // 링크프라이스 통해서 온 사용자일 경우 (in case the user visits via
                                                                       Linkprice's affiliate)
                {
                        linkprice_url = "//service.linkprice.com/lppurchase.php";      // 실적 전송 URL (postback URL)
                        linkprice_url += "?a_id=" + lpinfo;                            // LPINFO 쿠키정보 (LPINFO Cookie)
                        linkprice_url += "&m_id=merchant_ID";                          // 머천트 ID (ID of merchant in Linkprice system)
                        linkprice_url += "&mbr_id=" + id + "(" + name + ")";                    // 회원 ID (ID of purchaser in
merchant system)
                        linkprice_url += "&o_cd=" + order_code;                        // 주문코드 (order number)
                        linkprice_url += "&p_cd=" + p_cd_ar.substring(2);              // 상품코드 (product code)
                        linkprice_url += "&it_cnt=" + it_cnt_ar.substring(2);          // 상품개수 (number of products sales)
                        linkprice_url += "&sales=" + sales_ar.substring(2);            // 판매액 (sales amount)
                        linkprice_url += "&c_cd=" + c_cd_ar.substring(2);              // 카테고리코드 (category code)
                        linkprice_url += "&p_nm=" + p_nm_ar.substring(2);              // 상품이름 (name of product)

                        include "lpbase64.jsp";
                        code = "00001";                    // 암호화 코드 값 (encryption code)
                        pad  = "YSM8cBuwl*r3nI9tqUNiE1KvD7fmXPFLTZO.4zjRVA06go52pbshQkGJCexHWyad";      // ' Encryption pad (will be
                                                                                                            delivered through email)
                        linkprice_url = lp_url_trt(linkprice_url, code, pad);          // 실적 암호화 (Encryption)
                        linkprice_tag = "<script src='" + linkprice_url + "'></script>";
                }
    %>
    <html><body>
            <%=linkprice_tag%>        // 링크프라이스로 실적 전송 (Transmission to Linkprice)
    </body></html>
```

AFFILIATE MARKETING LEADER

# CPA
# Sample Source

**LinkPrice**
Affiliate Marketing Leader

## PHP (PHP Example)

```php
<?
        $p_cd_ar[]   = $product_code;            // 링크프라이스 전송태그 생성용 배열 (data array to send data to Linkprice)
        $it_cnt_ar[] = $item_count;
        $sales_ar[]  = $price;                   // 판매금액. CPA 경우 대부분 0 (sales amount. Usually 0 in case of CPA)
        $p_nm_ar[]   = $product_name;

        if(isset($LPINFO))                       // 링크프라이스 통해서 온 사용자일 경우 (in case the user visits via Linkprice's affiliate)

        {
            $linkprice_url  = "//service.point.linkprice.com/lppurchase_ipcheck.php";    // 실적 전송 URL (postback URL)
            $linkprice_url.= "?a_id=".$LPINFO;                                           // LPINFO 쿠키정보 (LPINFO Cookie)
            $linkprice_url.= "&m_id=merchant_ID";                                        // 머천트 ID (ID of merchant in Linkprice system)
            $linkprice_url.= "&mbr_id=".$id."(".$name.")";                               // 회원 ID (ID of member in merchant system)
            $linkprice_url.= "&o_cd=".$id;                          // 주문번호 (order number)
            $linkprice_url.= "&p_cd=member";                                             // 'member', 'event', 'download' etc. fixed value
            $linkprice_url.= "&it_cnt=1";                                                // '1' 값으로 고정 (fixed value as '1')
            $linkprice_url.= "&sales=0";                                                 // '0' 값으로 고정 (fixed value as '0')
            $linkprice_url.= "&c_cd=".implode("||", $c_cd_ar);// 카테고리코드. 비워도 됨 (category code. Can be empty)
            $linkprice_url.= "&p_nm=무료회원가입";                                        // 상품이름 = '무료회원가입' (product name. fix to 'free membership')

            require_once("lpbase64.php");
             $code = "00001";                                  // 암호화 코드 값 (encryption code)
             $pad  = "YSM8cBuwl*r3nI9tqUNiE1KvD7fmXPFLTZO.4zjRVA06go52pbshQkGJCexHWyad";    // Encryption pad (will be
                                                                                            delivered through email)

            $linkprice_url = lp_url_trt($linkprice_url, $code, $pad);          // 실적 암호화 (Encryption)
            $linkprice_tag = "<script src=₩"$linkprice_url₩"></script>";
        }
?>
<html><body>

<?=$linkprice_tag?>        // 링크프라이스로 실적 전송 (Transmission to Linkprice)
</body></html>
```

## ● ASP (ASP Example)

```asp
<!--#include file= "lpbase64.asp"-->
<%
        lpinfo = Request.Cookies("LPINFO")
        p_cd_ar   = p_cd_ar   & "||" & product_code          ' 링크프라이스 전송태그 생성용 배열 (data array to send data to Linkprice)
        it_cnt_ar = it_cnt_ar & "||" & item_count
        sales_ar  = sales_ar  & "||" & price                 ' 판매금액. CPA 경우 대부분 0 (sales amount. Usually 0 in case of CPA)
        $p_nm_ar[]  = $product_name;

        p_nm_ar   = p_nm_ar   & "||" & product_name
        if lpinfo <> "" Then                                 ' 링크프라이스 통해서 온 사용자일 경우 (in case the user visits via
                                                                 Linkprice's affiliate)

          linkprice_url = "//service.point.linkprice.com/lppurchase_ipcheck.php"          ' 실적 전송 URL (postback URL)
          linkprice_url = linkprice_url & "?a_id=" & lpinfo                                ' LPINFO 쿠키정보 (LPINFO Cookie)
          linkprice_url = linkprice_url & "&m_id=merchant_ID"                              ' 머천트 ID (ID of merchant in Linkprice system)
          linkprice_url = linkprice_url & "&mbr_id=" & id & "(" & name & ")"               ' 회원 ID (ID of member in merchant system)
          linkprice_url = linkprice_url & "&o_cd=" & id                                    ' 주문번호 (order number)
          linkprice_url = linkprice_url & "&p_cd=member"                                   ' 'member', 'event', 'download' etc. fixed value
          linkprice_url = linkprice_url & "&it_cnt=1"                                      ' '1' 값으로 고정 (fixed value as '1')
          linkprice_url = linkprice_url & "&sales=0"                                       ' '0' 값으로 고정 (fixed value as '0')
          linkprice_url = linkprice_url & "&c_cd=free"                                     ' 카테고리코드. 비워도 됨 (category code.
                                                                                             Can be empty)
          linkprice_url = linkprice_url & "&p_nm=무료회원가입"          '상품이름 = '무료회원가입' (product name. fix to 'free membership')

         code = "00001"                        ' 암호화 코드 값 (encryption code)
         pad  = "YSM8cBuwl*r3nI9tqUNiE1KvD7fmXPFLTZO.4zjRVA06go52pbshQkGJCexHWyad"   ' Encryption pad (will be delivered through email)

         linkprice_url = lp_url_trt(linkprice_url, code, pad)                             ' 실적 암호화 (Encryption)
        linkprice_tag = "<script src='" & linkprice_url & "'></script>"
          end if
%>
<html><body>
        <%=linkprice_tag%>                 ' 링크프라이스로 실적 전송 (Transmission to Linkprice)
</body></html>
```

## JSP (JSP Example)

```jsp
<%@page    contentType="text/html;charset=EUC-KR"%>
    <%
                Cookie[] cookies = request.getCookies();
                lpinfo = cookies[].getValue();
                p_cd_ar += "||" + product_code;                     // 링크프라이스 전송태그 생성용 배열 (data array to send data to Linkprice)
                it_cnt_ar += "||" + item_count;
                sales_ar += "||" + price;                           // 판매금액. CPA 경우 대부분 0 (sales amount. Usually 0 in case of CPA)
                n_nm_ar += "||" + product_name;
                if (lpinfo != "")                                    // 링크프라이스 통해서 온 사용자일 경우 (in case the user visits via
                                                                        Linkprice's affiliate)

                {
                        linkprice_url = "//service.point.linkprice.com/lppurchase_ipcheck.php";    // 실적 전송 URL (postback URL)
                        linkprice_url += "?a_id=" + lpinfo;                        // LPINFO 쿠키정보 (LPINFO Cookie)
                        linkprice_url += "&m_id=merchant_ID";                      // 머천트 ID (ID of merchant in Linkprice system)
                        linkprice_url += "&mbr_id=" + id + "(" + name + ")";       // 회원 ID (ID of member in merchant system)
                        linkprice_url += "&o_cd=" + id;                            // 주문번호 (order number)
                        linkprice_url += "&p_cd=member";                           // 'member', 'event', 'download' etc. fixed value
                        linkprice_url += "&it_cnt=1";                              // '1' 값으로 고정 (fixed value as '1')
                        linkprice_url += "&sales=0";                               // '0' 값으로 고정 (fixed value as '0')
                        linkprice_url += "&c_cd=free;                              // 카테고리코드. 비워도 됨 (category code.
                        linkprice_url += "&p_nm=무료회원가입";        // 상품이름 = '무료회원가입' (product name. fix to 'free membership')
                        include "lpbase64.jsp";
                        code = "00001";                            // 암호화 코드 값 (encryption code)
                        pad  = "YSM8cBuwl*r3nI9tqUNiE1KvD7fmXPFLTZO.4zjRVA06go52pbshQkGJCexHWyad";    // Encryption pad (will be delivered
                                                                                                         through email)
                        linkprice_url = lp_url_trt(linkprice_url, code, pad);              // 실적 암호화 (Encryption)
                        linkprice_tag = "<script src='" + linkprice_url + "'></script>";
                }
    %>
    <html><body>
            <%=linkprice_tag%>      // 링크프라이스로 실적 전송 (Transmission to Linkprice)
```

# One more thing for
## Mobile Setup

**LinkPrice**
Affiliate Marketing Leader

→ If a user access to merchant site with his/her mobile terminal (smart phone, tablet etc.) and make some performance, LinkPrice identify those performance as 'mobile performance' and deal with them separate from PC performance.

→ In case of mobile performance, merchant should send mobile identification value in c_cd parameter (category code parameter). For example, merchant can give 'Mobile' as return value of c_cd parameter for mobile performance.  Real mobile identification value can be admit between LinkPrice and Merchant during Setup.

→ For merchant system to identify an order is from mobile or not, please add a function script to check whether the user is using mobile terminal or not (using PC). Sample function script for each language is procided following 3 pages. Please refer to this sample script and add it to your performance  data transmission script.

● **PHP Example**

```php
function is_mobile_agent()
{
    $ua = $_SERVER['HTTP_USER_AGENT'];

    if (!preg_match('/(iPad)/i', $ua) && preg_match('/(iPhone|Mobile|UP.Browser|Android|BlackBerry|Windows CE|Nokia|webOS|Opera Mini|SonyEricsson|opera mobi|Windows Phone|IEMobile|POLARIS)/i', $ua))
    {
        return true;
    }
    else
    {
        return false;
    }
}
```

● **ASP Example**

```
Function is_mobile()

    Dim mobile, n, strAgent

    If(Len(Request.ServerVariables("HTTP_USER_AGENT"))=0) Then
        strAgent = "NONE"
    Else
        strAgent = Request.ServerVariables("HTTP_USER_AGENT")
    End if

    mobile = Array("iPhone", "ipad", "BlackBerry", "Android", "Windows CE", "LG", "MOT", "SAMSUNG", "SonyEricsson")

    Dim I
    i = 0
    For Each n In mobile
        If (InStr(LCase(strAgent), LCase(n)) > 0) Then
            i = i + 1
        End If
    Next
    If i <> 0 Then
        is_mobile = True
    Else
        is_mobile = False
    End If

End Function
```

● **JSP Example**

```jsp
private Boolean isMobileAgent () {

    String ua=request.getHeader("User-Agent").toLowerCase();

    if(ua.matches("(?i).*((android|bb￦d+|meego).+mobile|avantgo|bada￦/|blackberry|blazer|compal|elaine|fennec|hiptop|iemo
bile|ip(hone|od)|iris|kindle|lge |maemo|midp|mmp|mobile.+firefox|netfront|opera m(ob|in)i|palm(
os)?|phone|p(ixi|re)￦/|plucker|pocket|psp|series(4|6)0|symbian|treo|up￦.(browser|link)|vodafone|wap|windows
(ce|phone)|xda|xiino).*")||ua.substring(0,4).matches("(?i)1207|6310|6590|3gso|4thp|50[1-6]i|770s|802s|a wa|abac|ac(er|oo|s￦-
)|ai(ko|rn)|al(av|ca|co)|amoi|an(ex|ny|yw)|aptu|ar(ch|go)|as(te|us)|attw|au(di|￦-m|r |s
)|avan|be(ck|ll|nq)|bi(lb|rd)|bl(ac|az)|br(e|v)w|bumb|bw￦-(n|u)|c55￦/|capi|ccwa|cdm￦-|cell|chtm|cldc|cmd￦-
|co(mp|nd)|craw|da(it|ll|ng)|dbte|dc￦-s|devi|dica|dmob|do(c|p)o|ds(12|￦-d)|el(49|ai)|em(l2|ul)|er(ic|k0)|esl8|ez([4-
7]0|os|wa|ze)|fetc|fly(￦-|_)|g1 u|g560|gene|gf￦-5|g￦-mo|go(￦.w|od)|gr(ad|un)|haie|hcit|hd￦-(m|p|t)|hei￦-
|hi(pt|ta)|hp( i|ip)|hs￦-c|ht(c(￦-| |_|a|g|p|s|t)|tp)|hu(aw|tc)|i￦-(20|go|ma)|i230|iac( |￦-
|￦/)|ibro|idea|ig01|ikom|im1k|inno|ipaq|iris|ja(t|v)a|jbro|jemu|jigs|kddi|keji|kgt( |￦/)|klon|kpt |kwc￦-|kyo(c|k)|le(no|xi)|lg(
g|￦/(k|l|u)|50|54|￦-[a-w])|libw|lynx|m1￦-w|m3ga|m50￦/|ma(te|ui|xo)|mc(01|21|ca)|m￦-
cr|me(rc|ri)|mi(o8|oa|ts)|mmef|mo(01|02|bi|de|do|t(￦-| |o|v)|zz)|mt(50|p1|v )|mwbp|mywa|n10[0-2]|n20[2-
3]|n30(0|2)|n50(0|2|5)|n7(0(0|1)|10)|ne((c|m)￦-
|on|tf|wf|wg|wt)|nok(6|i)|nzph|o2im|op(ti|wv)|oran|owg1|p800|pan(a|d|t)|pdxg|pg(13|￦-([1-8]|c))|phil|pire|pl(ay|uc)|pn￦-
2|po(ck|rt|se)|prox|psio|pt￦-g|qa￦-a|qc(07|12|21|32|60|￦-[2-7]|i￦-
)|qtek|r380|r600|raks|rim9|ro(ve|zo)|s55￦/|sa(ge|ma|mm|ms|ny|va)|sc(01|h￦-|oo|p￦-)|sdk￦/|se(c(￦-
|0|1)|47|mc|nd|ri)|sgh￦-|shar|sie(￦-|m)|sk￦-0|sl(45|id)|sm(al|ar|b3|it|t5)|so(ft|ny)|sp(01|h￦-|v￦-|v
)|sy(01|mb)|t2(18|50)|t6(00|10|18)|ta(gt|lk)|tcl￦-|tdg￦-|tel(i|m)|tim￦-|t￦-mo|to(pl|sh)|ts(70|m￦-|m3|m5)|tx￦-
9|up(￦.b|g1|si)|utst|v400|v750|veri|vi(rg|te)|vk(40|5[0-3]|￦-v)|vm40|voda|vulc|vx(52|53|60|61|70|80|81|83|85|98)|w3c(￦-|
)|webc|whit|wi(g |nc|nw)|wmlb|wonu|x700|yas￦-|your|zeto|zte￦-")) {

        return true;
    } else {
        return false;
    }
}
```

# AFFILIATE MARKETING LEADER

# THANK YOU

여러분의 소중한 파트너가 되겠습니다.

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