

Title: GME Sponsoring thetopai.com, the full link tracking explained -> I don't think Rakuten let's anyone market campaigns for GameStop but GameStop

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Permalink: /r/GME/comments/rw7vkb/gme\_sponsoring\_thetopaicom\_the\_full\_link\_tracking/

Url:

[https://www.reddit.com/r/GME/comments/rw7vkb/gme\\_sponsoring\\_thetopaicom\\_the\\_full\\_link\\_tracking/](https://www.reddit.com/r/GME/comments/rw7vkb/gme_sponsoring_thetopaicom_the_full_link_tracking/)

Lots of trolls wanted the full explanation, so here you go:

[This is the url in question, is it real? I have chrome dev tools open and you can see the network requests loaded in order. Notice the redirects for the first 2](<https://preview.redd.it/45yal3so5r981.png?width=2420&format;=png&auto;=webp&s;=8010d3527ce7b918300d240517d682c2cddb9391>)

[thetopai.com redirects to click.linksynergy.com, if we just navigate to that url we are redirected to Rakuten ](<https://preview.redd.it/2a050siu5r981.png?width=2560&format;=png&auto;=webp&s;=5e4c3709428e39427115a162be7d79d3e110e133>)

[So the url redirect from thetopai.com is going through Rakuten's services to populate the information for the GameStop url ](<https://preview.redd.it/aklv9ejt5r981.png?width=2422&format;=png&auto;=webp&s;=3502b3bf1db10ada63dc01e6ed5ad1bf13dd5a1a>)

And if we go and look at [Rakuten's publisher requirements](<https://pubhelp.rakutenmarketing.com/hc/en-us/articles/115003865563-Requirements-and-Recommendations-for-New-Publishers>):

> \*\*There is a two-step process to using affiliate marketing in your business efforts:\*\*

>

>1. [Join Rakuten Advertising](<https://pubhelp.rakutenmarketing.com/hc/articles/200648838>).

>

>2. Apply and be approved into each advertiser's affiliate program. After you join Rakuten Advertising, you will then [apply to join the specific advertisers' affiliate programs](<https://pubhelp.rakutenmarketing.com/hc/articles/201250357>). Each advertiser has certain criteria that you need to meet in order to be approved into the program. Your website content must also be relevant to the advertiser's products and meet brand guidelines.

So the website content provided in the tracking url...

[...which is gamestop.com...](<https://preview.redd.it/04byh3ck7r981.png?width=1922&format;=png&auto;=webp&s;=8640a051471ae16e2f24ced195297624a32fbec4>)

isn't something that Rakuten just lets anyone put in there. There is an approval process and for this url marketing campaign to be fake, it would insinuate that:

1. GameStop wasn't already a registered publisher on Rakuten - this is highly unlikely as GameStop has been available on Rakuten's shopping app for years
2. [thetopai.com](<https://thetopai.com>) people were able to fraudulently open a publisher profile with Rakuten and use the GameStop branding (lol, no)

[So the final redirect url is generated by Rakuten and all of the campaign member information is populated in the URL for GameStop to track further down...](<https://preview.redd.it/dju93iie8r981.png?width=2430&format;=png&auto;=webp&s;=264004b5543024fe7ee8bb2681e2e6998f07bccd>)

[...like in google analytics...](<https://preview.redd.it/qxxwczpv8r981.png?width=2420&format;=png&auto;=webp&s;=d39a7b9a202f83207d7dc22c96f00ecc95d3e436>)

If you still think this is fake, then that's up to you. To me, as someone who has been in web development and tech for a while, this looks very legit and works exactly as intended.

Is this DD enough for you now?