

	Digidip	Skimlinks	Yieldkit	Sovrn Commerce	Admitad	Clickwork7	Shopping Links
1. Technology offered to publishers in order to automatically transform URLs in affiliate links	✓	✓	✓	✓	✗	✗	✗
2. Manual publisher vetting process	✓	✓	✓	✓	✓	✓	✓
3. Can blacklist publishers on behalf of advertiser	✓	✓	✓	✓	✓	✓	✓
4. Transparency of publisher traffic	✓	✓	✓	✓	✓	✓	✓
5. Shared IDs per publisher	✓	✓	✓	✓	✓	✓	✓
6. Separate account for content and incentive publishers	✓	✓	✓	✓	✗	✗	✗
7. Free service	✓	✓	✓	✓	✗	✓	✗
8. Provide free access to platform	✓	✓	✓	✓	✓	✓	✓
9. Automated performance reports	✗	✓	✓ (Only with top advertisers)	✓ (Only with top advertisers)	✓	✓ (Advertisers generating £10k p.m.)	✓
10. Dedicated Account Manager support	✓	✓ (Only managed advertisers)	✓	✓	✓	✓	✓ (Only managed advertisers)