

| | 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) |