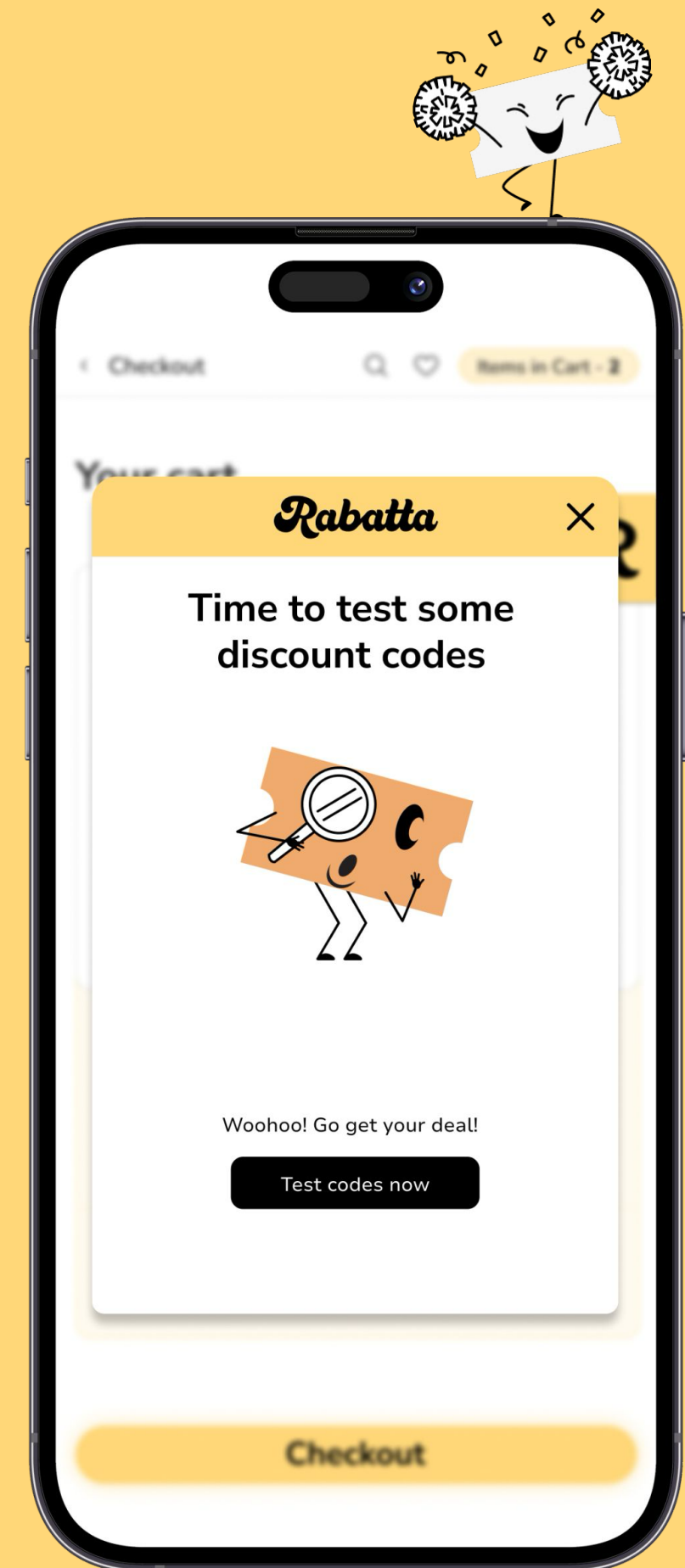


Rabatta

2025 Affiliate Link Activations

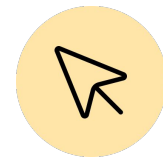


Introduction

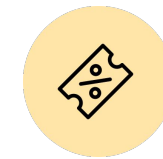
The Rabatta browser extension is designed to enhance online shopping experiences by seamlessly integrating discount codes into the shopping flow to avoid abandoned carts to search for discounts elsewhere.

For doing this, we activate affiliate links, and we believe in being honest about when and how we activate the links to ensure that our partners know exactly what benefits we bring with each activation.

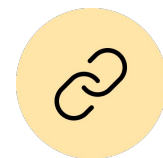
In the following sections, we outline the criteria for our affiliate link activations, the types of links we use, and the steps we take to maintain transparency and integrity in our operations.



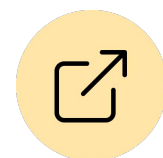
Clicking the SERP Link



Activating the Checkout Guard to Test Codes



Clicking External Links from Media Channels



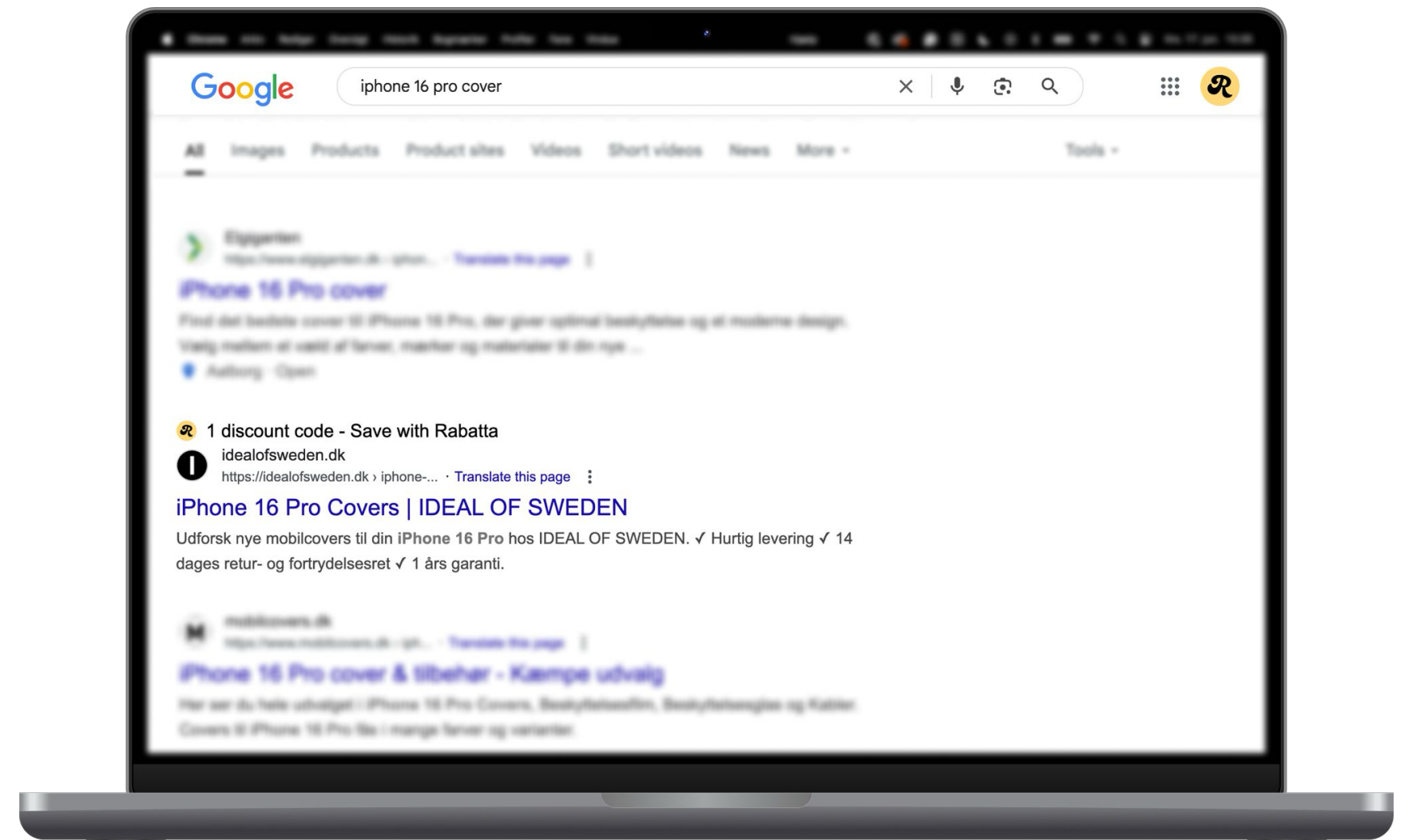
Opening the Rabatta Browser Extension

Clicking the SERP Link

When a user is searching for products in Safari and Edge browsers, we show the number of active discount codes along with the estimated savings on the webshop on the Search Engine Results Page (SERP).

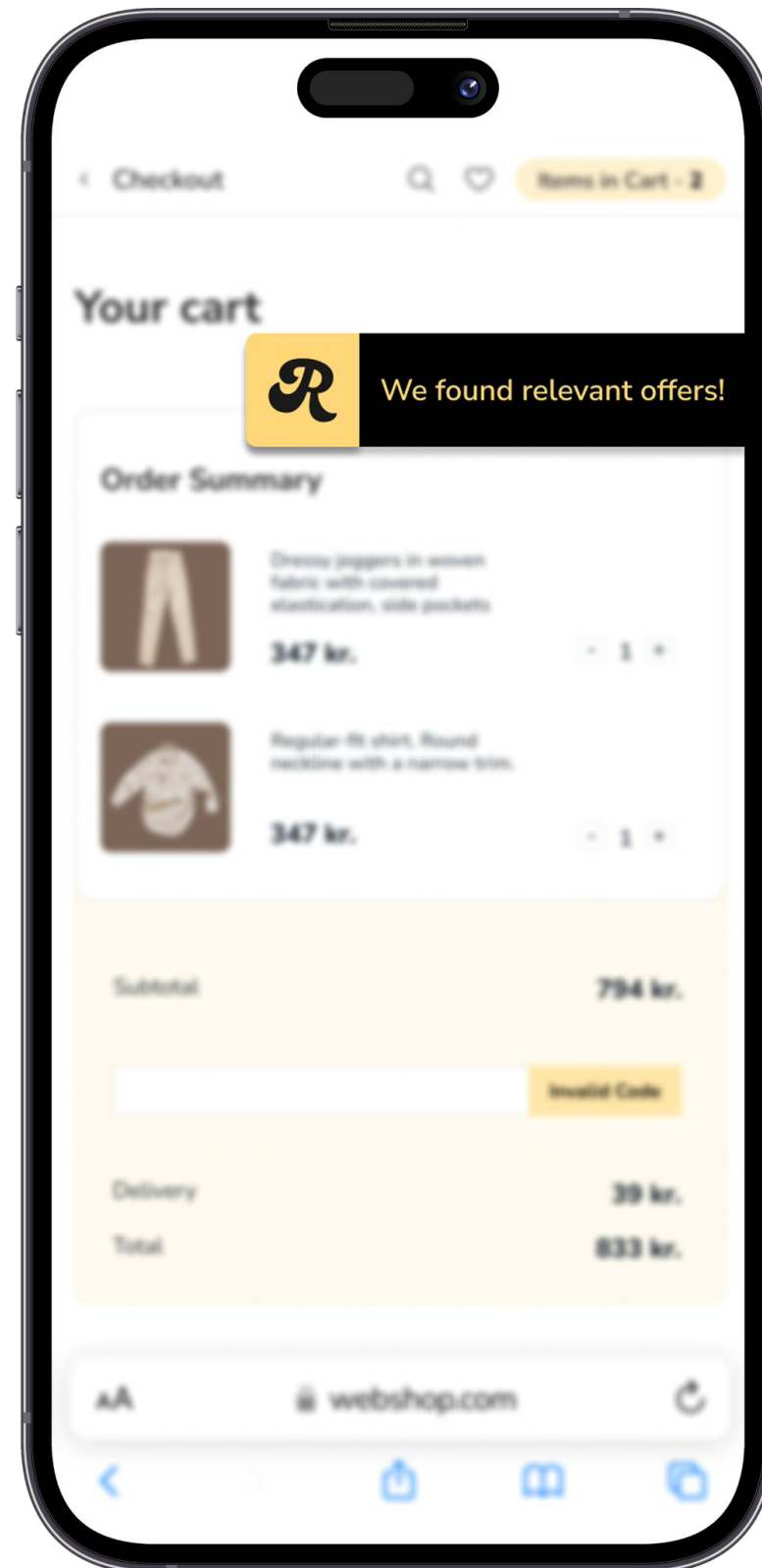
This activates an affiliate link when the users clicks it.

Our SERP feature is clickable, but the text is small compared to the actual link to the advertiser webshop – yet, the extra text and link benefits the advertiser by taking up more space on the SERP. Furthermore, by showing the user that there is a possible saving, we increase the chances that the user will proceed to the advertiser webshop instead of a competitors’.



External Links from Media Channels

We activate an affiliate link when a user enters an advertiser website through a link from our various media channels such as our app, our newsletter, our off-site feature in the browser extension, or our social media channels.



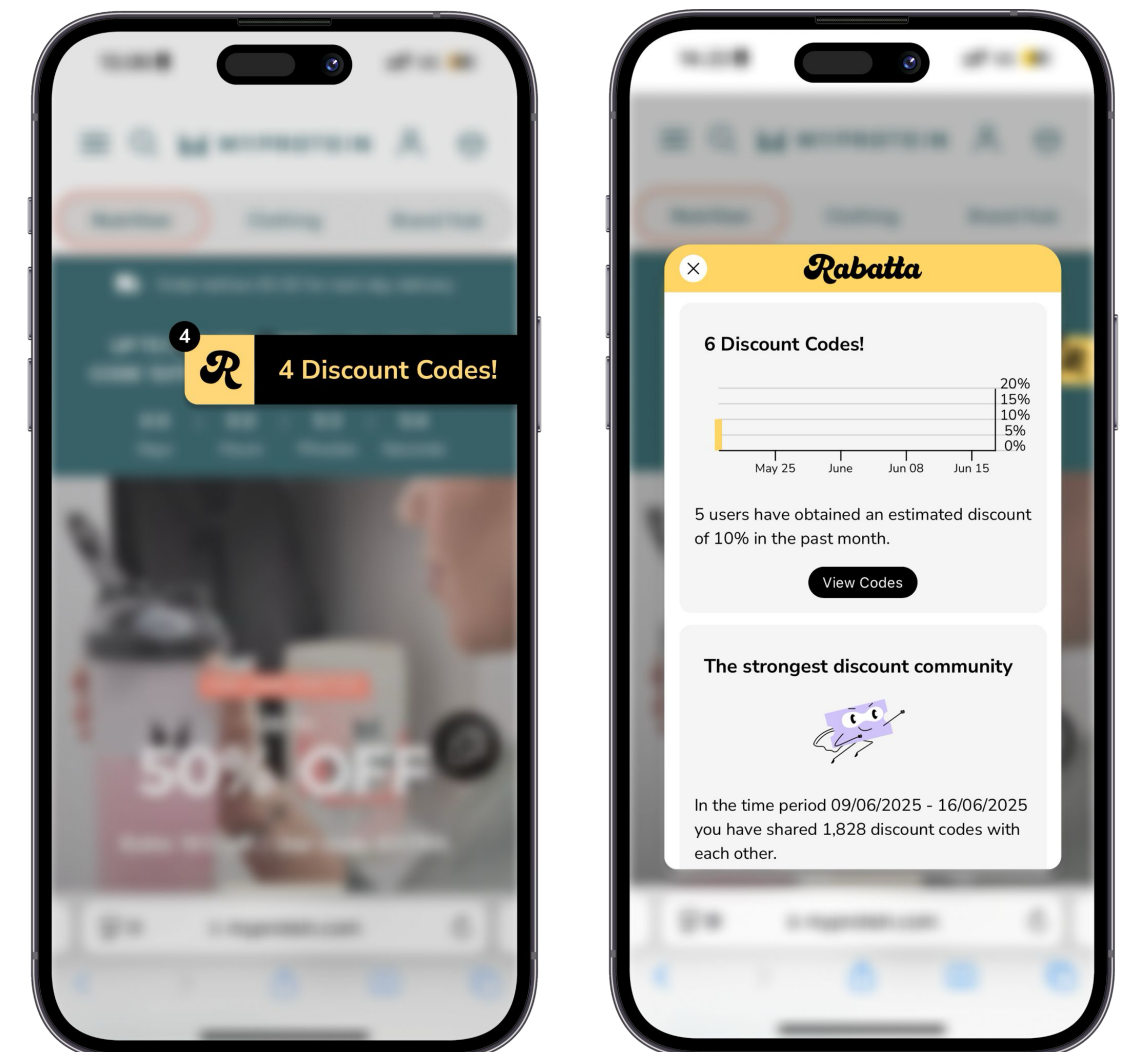
Driving traffic from our social media, newsletters, and our app is valuable because we are able to engage potential customers that the advertiser might not reach themselves.

Even more valuable is our off-site promotion on competing webshops through our browser extension. Here, we expose high-intent users to the advertisers' offers, which potentially steal traffic and customers that competitors might have already paid for through their own marketing channels.

Opening the Browser Extension

From first encounter with an advertiser webshop, we show the user if we have any active discount codes for the shop. However, it is not until the user opens the browser extension that we activate an affiliate link.

We open the affiliate link in a new tab out of focus for the user, ensuring that the user is not distracted from their buying process on the advertiser webshop. Yet, an affiliate link is only triggered when the user actively and intentionally interacts with the extension – passive behavior such as opening and immediately closing (on the ✕) or navigating back (on the ⬅) without engaging will not activate an affiliate link.

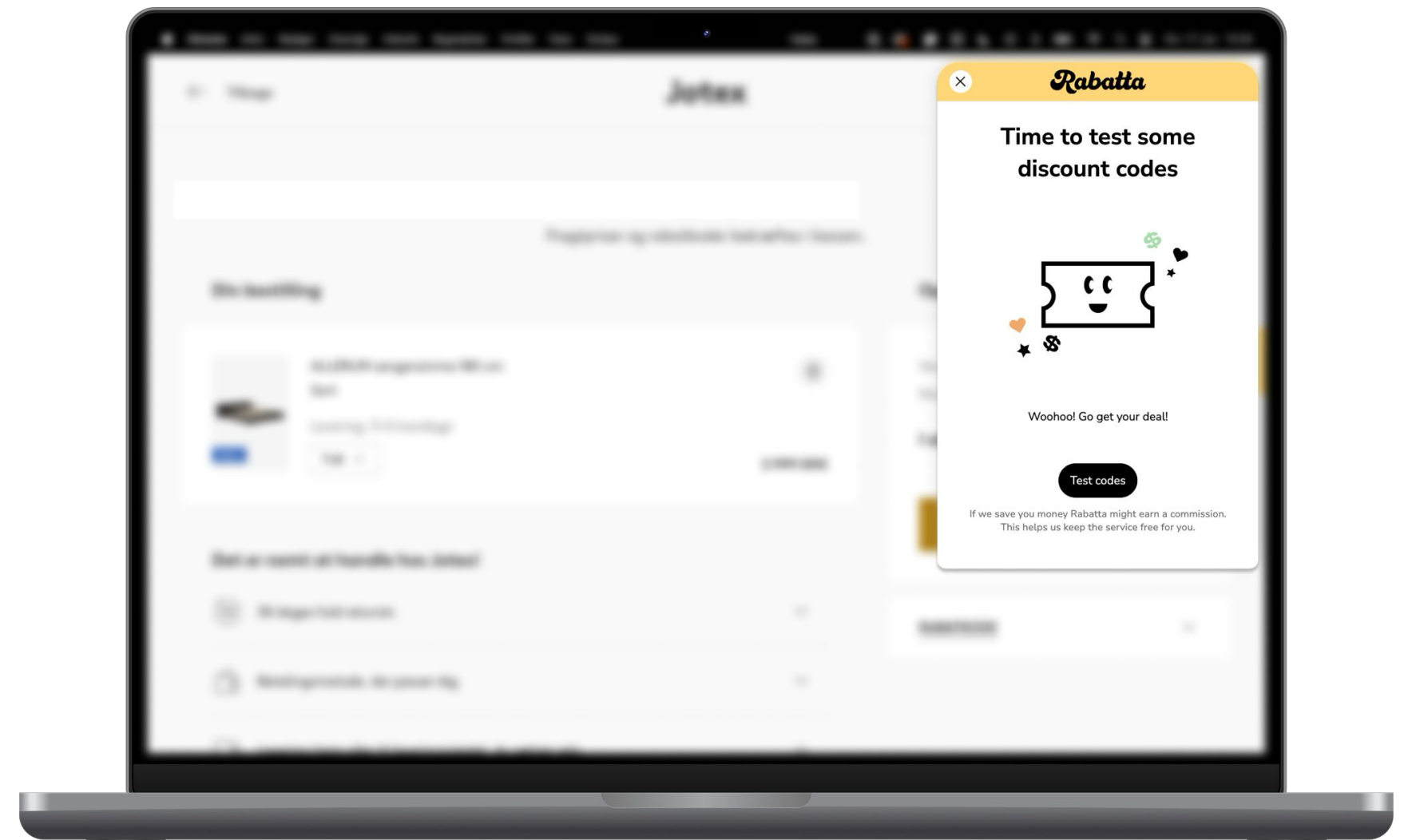


Testing Codes with Checkout Guard

On iOS, MacOS, and Edge, an affiliate link is activated when the user tests discount codes during the checkout flow – with or without active codes*.

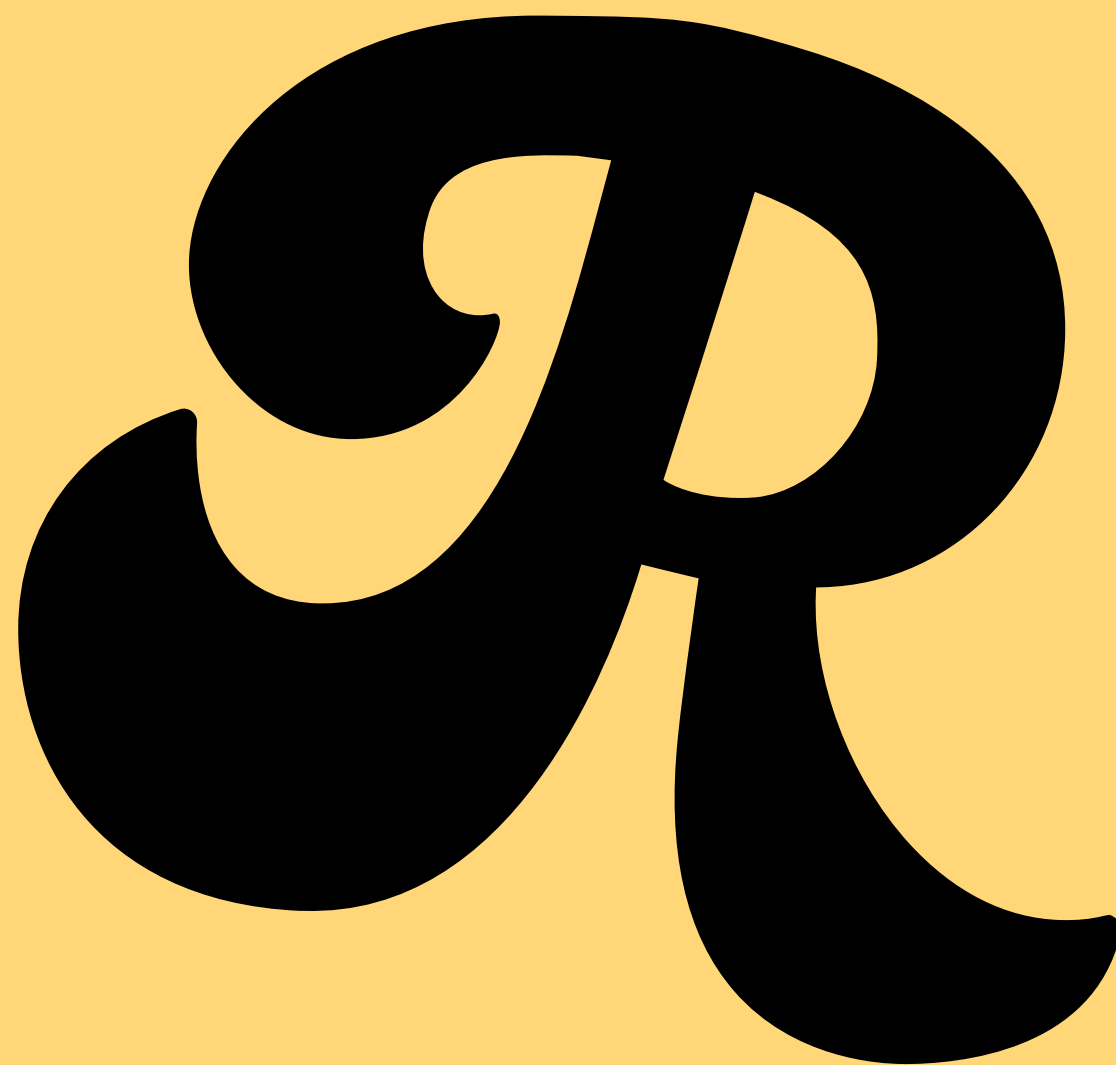
On Chrome, we follow Google Guidelines and only activate an affiliate link when the user saves money by using Rabatta.

When the user enters the checkout flow they are met with the discount code field and often they leave the tab to search for codes or better prices elsewhere. This increases the risk of distractions or simply finding better deals on competing webshops. This action is avoided with our Checkout Guard that keeps the user in the checkout flow by ensuring that they are already getting the best price – with or without active codes.



*Offering the user to test discount codes to keep them in the checkout flow, even when there are no active codes, is a standard feature, but it can be switched off on network or advertiser level on request.

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Interested in booking placements? Reach out to us!

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