



PERMALINKS

Pre-load Customer Carts
& Pre-Fill Gift Card Codes

PURIUMPERMALINKS.COM

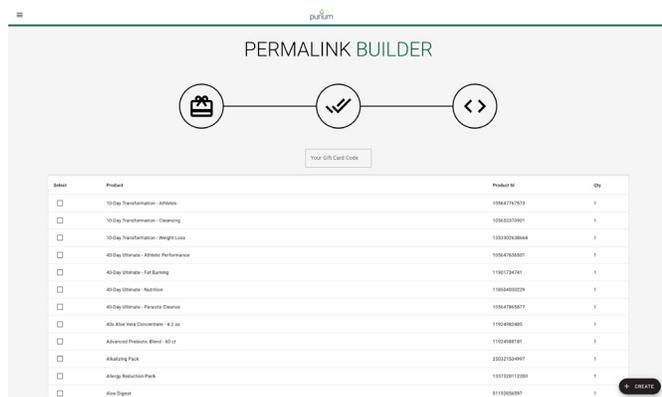
AUTOMATED PERMALINK BUILDER

Easily create custom Purium product permalinks for your Customers and audience! These URLs are great to use in your social media, websites, and text messages to new Customers and Prospects. Simply head to puriumpermalinks.com and follow these three steps.

Step 1: Enter your Gift Code

Step 2: Choose 1 or more products from the list

Step 3: Select “Create Permalink”



Note: Dynamic kits will pre-load the cart with the default product options.

WHY PERMALINKS?

- Customers don't have to remember product suggestions, or Gift Codes
- Guides Customers closer to Checkouts
- Eliminates the risk of a Customer forgetting product(s) suggestions
- Eliminates the risk of a Customer forgetting your Gift Code
- Influencers and other digital marketers can directly lead prospects from their websites to an iShopPurium.com page with their Gift Code "attached"
- Permalinks can be used in digital advertising to directly link new prospects from web traffic (paid ads, buttons, web banners, etc.) to the product being promoted with a Gift Code



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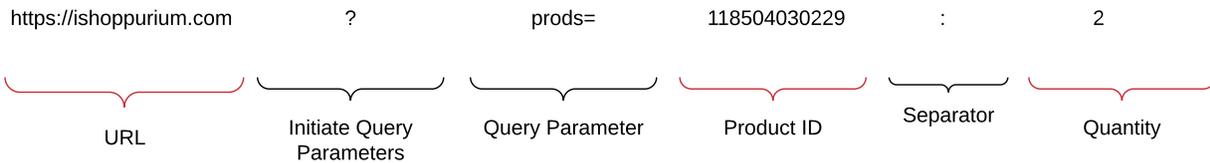
GETTING TECHNICAL

WHAT IS A CART PERMALINK?

A cart permalink is an extended URL that takes a Customer directly to a pre-loaded cart (with a specific product or products) on iShopPurium.com. It should also include your Gift Code, so your Customer will not have to remember it or manually type it in when registering for their first purchase.

PERMALINK BREAKDOWN

Below is breakdown for a permalink that pre-loads a cart with 2 40-Day Ultimate - Nutrition pack (<https://ishoppurium.com?prods=118504030229:2>). Note: Dynamic kits will pre-load the cart with the default product options.



Understanding the Values of the Permalink:

- “118504030229” is the **product ID** for the **40-Day Ultimate - Nutrition pack**
- The “2” at the end (following the colon) is the **product quantity**

Red Curly Braces = changeable values

Black Curly Braces = static values

ADDING MULTIPLE & DIFFERING PRODUCTS

Separate each {productid}:{quantity} with a **comma**. Below is a permalink to pre-loaded cart with 2 40-Day Ultimate - Nutrition packs and 1 Biome Medic:

<https://ishoppurium.com?prods=11925004565:1,118504030229:2>

ADDING A GIFT CODE

Enter your Gift Code into the query parameter “giftcard” and separate it by an **ampersand**, aka the “&” symbol.

Below is a permalink with a pre-loaded cart that has 1 40-Day Ultimate - Nutrition pack and will pre-fill the Gift Code “Debbie” in iShopPurium.com:

<https://ishoppurium.com?prods=118504030229:2&giftcard=debbie>