

## PURIUMPERMALINKS.COM

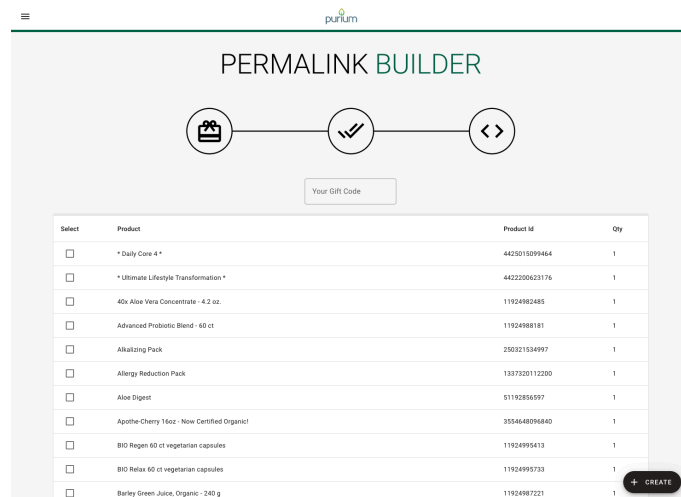
### AUTOMATED PERMALINK BUILDER FOR PRODUCTS @ ISHOPPURIUM.COM

Easily create custom Purium product permalinks for your Customers and audience! These links (aka URLs) are great to use in your social media, websites, and text messages to new Customers and Prospects. Simply head to [puriumpermalinks.com](http://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 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



# PERMALINKS

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

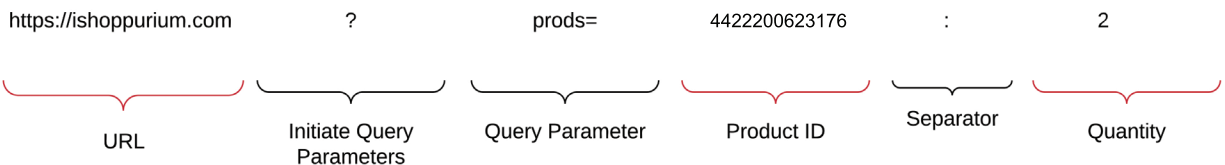
## GETTING TECHNICAL

### 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 Ultimate Lifestyle Transformation packs (<https://ishoppurium.com?prods=4422200623176:2>). Note: Dynamic kits will pre-load the cart with the default product options.



#### Understanding the Values of the Permalink:

- “4422200623176” is the **product ID** for the **Ultimate Lifestyle Transformation 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 Ultimate Lifestyle Transformation packs and 1 Biome Medic:

<https://ishoppurium.com?prods=11925004565:1,4422200623176:2>

### 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 Ultimate Lifestyle Transformation pack and will pre-fill the Gift Code “Test” in iShopPurium.com:

<https://ishoppurium.com?prods=4422200623176:2&giftcard=test>

### ADD A GIFT CODE TO ISHAREPURIUM.COM URLS

Copy the URL that you want to use from any iSharePurium.com page. Then add an **ampersand, aka the “&” symbol**.

Below is a permalink to iSharePurium’s Ultimate Lifestyle Transformation page with the Gift Code “Test”:

<https://www.isharepurium.com/ultimate-lifestyle-transformation?giftcard=test>

ITEM# 5531  
RD#0220