

Earn more on sales resulting from a referral through email, social media, or web advertising. To receive credit for online referrals to the [trekbikes.com](http://trekbikes.com) website, please follow the simple guidelines listed below. If your links are set up improperly, we will not be able to track the referral and give you credit for the sale.

## DEALER NUMBER

Your dealer number is your unique dealer ID that identifies your store to Trek. This number is displayed at the top of the screen when you log into Dexter. You will need to include your retailer number at the end of a URL so Trek knows that you referred the traffic. If you have multiple stores with different account numbers, you will need to complete this process for each location.

## SHOP VARIABLE

Your shop variable is a simple formula containing your dealer number. You will need to add this to the end of each URL that you tag. The formula for your shop variable is simple: add "?shop=" followed by your dealer number.

*Example:* Bert's Bike Shop's dealer number is 12345. Their unique shop variable is **?shop=12345**

## STEPS TO TAGGING A URL WITH YOUR SHOP VARIABLE

1. First, select the destination URL on the [trekbikes.com](http://trekbikes.com) website where you'd like to send your consumer web traffic to.  
The landing page (destination URL) that you pick will likely be one of the following:  
Home Page  
[http://www.trebikes.com/us/en\\_US/](http://www.trebikes.com/us/en_US/)  
Any Product Listing Page  
[http://www.trebikes.com/us/en\\_US/bikes/road/c/B200](http://www.trebikes.com/us/en_US/bikes/road/c/B200)  
[http://www.trebikes.com/us/en\\_US/bikes/road/performance-race/c/B210](http://www.trebikes.com/us/en_US/bikes/road/performance-race/c/B210)  
[http://www.trebikes.com/us/en\\_US/bikes/road/performance-race/madone/c/B213](http://www.trebikes.com/us/en_US/bikes/road/performance-race/madone/c/B213)  
Any Product Detail Page  
[http://www.trebikes.com/us/en\\_US/bikes/road/performance-race/madone/madone-9-9/p/1478000-2016](http://www.trebikes.com/us/en_US/bikes/road/performance-race/madone/madone-9-9/p/1478000-2016)  
Please note: If the Product Detail Page has an existing tag you will need to update it by removing the existing tag and adding your tag.  
Example: [https://www.trebikes.com/us/en\\_US/equipment/cycling-accessories/bike-helmets/bontrager-ballista-mips-womens-road-helmet/p/21824/?colorCode=purple](https://www.trebikes.com/us/en_US/equipment/cycling-accessories/bike-helmets/bontrager-ballista-mips-womens-road-helmet/p/21824/?colorCode=purple)  
Update to: [https://www.trebikes.com/us/en\\_US/equipment/cycling-accessories/bike-helmets/bontrager-ballista-mips-womens-road-helmet/p/21824/?shop=12345](https://www.trebikes.com/us/en_US/equipment/cycling-accessories/bike-helmets/bontrager-ballista-mips-womens-road-helmet/p/21824/?shop=12345)
2. Next, insert your shop variable to the end of the URL (?shop=xxxxx). For example, if you are Bert's Bike Shop linking to the home page, your URL will be [http://www.trebikes.com/us/en\\_US/?shop=12345](http://www.trebikes.com/us/en_US/?shop=12345). If you are Bert's Bike Shop linking to the road bike product listing page, your URL will be [http://www.trebikes.com/us/en\\_US/bikes/road/c/B200?shop=12345](http://www.trebikes.com/us/en_US/bikes/road/c/B200?shop=12345).
3. **Test your URL** by pasting it into a browser and ensuring the link takes you to where you wanted the consumer to land.

### IMPORTANT NOTES:

- Do NOT forget to include the "?" before adding the shop variable.
- Make sure to include the ENTIRE URL. If the URL ends in "/", make sure this is included before adding your shop variable.

If you have any questions about how to tag a URL with your retailer number to ensure you receive credit, please contact [Matt Kuikman](mailto:Matt.Kuikman@trek.com) at x12173.

If you are participating in Trek Connect Automated Marketing program, all URLs will be tagged for you. To learn more about this program or sign-up, please go to <https://www.dexdealer.com/dexter/external/home.dex?displayFull=true&featuredArticleId=17962>.