

# Affiliate

701 WATSON AVENUE  
MADISON, WI 53713

WWW.MYGIFTLIST.COM  
MARKETING@MYGIFTLIST.COM

PHONE: 608.278.0443 ext. 205  
FAX: 608.278.0470

Program

MyGiftList<sup>TM</sup>  
Universal Gift Registry  
.com

## Add an Online Gift Registry to your Website today!

### The Perfect E-Commerce Companion<sup>TM</sup>

To succeed in E-Commerce you need a customer-focused site that anticipates the needs of your customers and provides them with services far and above the competition. This requires an understanding of the habits of online shoppers. How do they use your site? What makes them stay? What can you do to prevent abandoned shopping carts? Luckily, you can quickly and easily add an online gift registry to your site. This valuable feature will increase customer loyalty and help you reach additional online shoppers.



Last year, online holiday shoppers spent millions of dollars on gifts for family, friends and co-workers. But online gift buying isn't limited to the holiday season alone. Online gift

purchases have already reached the billion-dollar mark and experts predict a dramatic increase in the online dollars spent for gifts. Your customers are shopping online for gifts. Why not make it easier for them to purchase from you?



MyGiftList.com Affiliates receive many advantages. You will be listed in our Online Shopping Directory giving you exposure to other gift shoppers. And, you can take advantage of our unique Viral Co-Branding<sup>TM</sup> feature. Every gift list created by your customers, will feature your logo. This is an excellent way to keep your name in front of your customers.

### It's Free and Easy

Rather than spending the time, effort and money to create an online gift registry, conserve your resources and download simple HTML code that will instantly add a professional, convenient Universal Gift Registry to your site.

Adding a gift registry to your web site is easier than you think. Our affiliate level has various programs, so it is

easy for you to find the one that best suits your needs. You can simply add a link on your site that allows your customers to create an online gift registry. Or, you can incorporate the Add to MyGiftList button next to the items available on your site.

MyGiftList.com is also available to develop online gift registries that are tailored to the specific needs of your e-commerce site.

### Promote All Occasions

Shoppers can create gift lists for Christmas, birthdays, anniversaries, weddings and more. Enjoy repeat traffic season after season with a MyGiftList.com affiliation that keeps them coming back for all of the special occasions in their lives.

Become an  
**Affiliate**  
today at  
[MyGiftList.com/affiliates](http://MyGiftList.com/affiliates)

© 2000 MyGiftList.com, Inc.