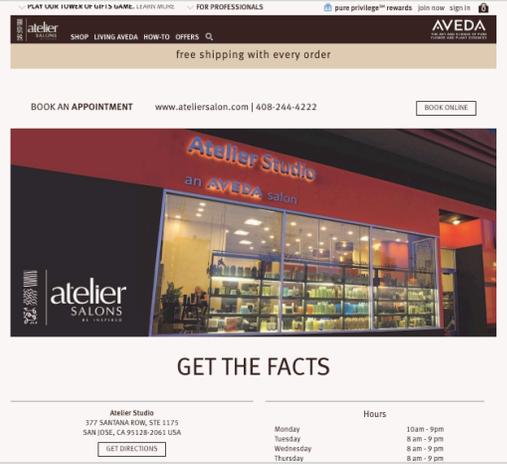
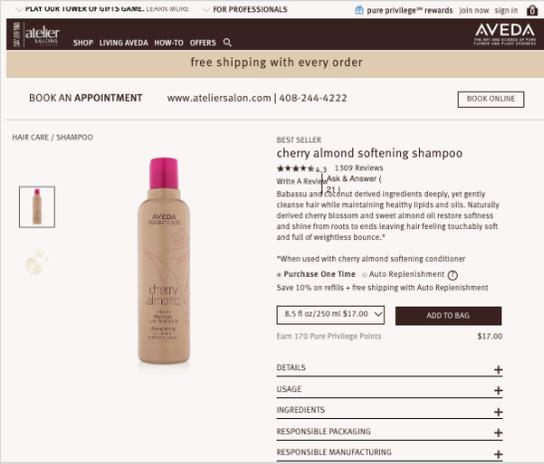


Deep Linking instructions for A-Commerce

What is deep linking?

A deep link is a website URL that links to any page that is NOT the main website URL. The "deep" refers to linking deeper into the site. For A-Commerce enhanced pages, this means linking to a specific product or product category page for the purposes of promotion through social media or digital advertising.

Example salon a-commerce main page URL:	Example deep link on the same a-commerce site:
https://www.aveda.com/locator/get_the_facts.html?vanity=1&SalonID=10547	https://www.aveda.com/product/5311/58930/hair-care/shampoo/cherry-almond-softening-
	

DIRECTIONS

Step 1: Create a Code Snippet for your salon ID

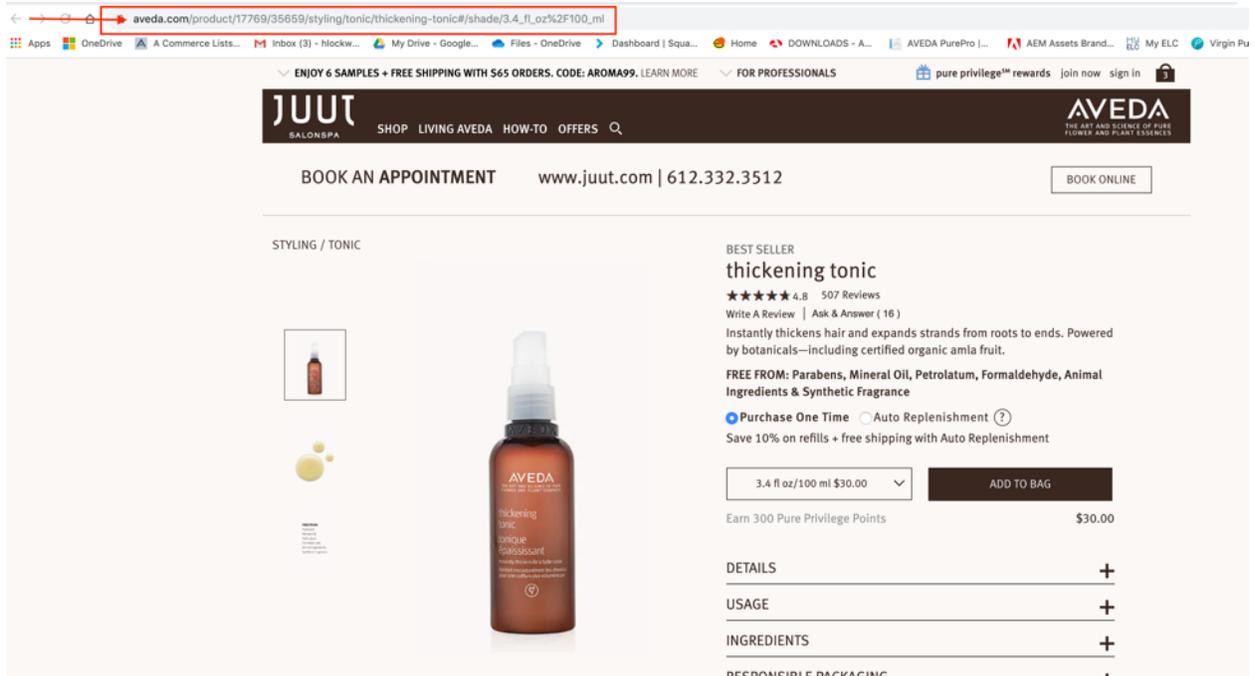
To create a Code Snippet, insert your Salon ID number into the code below replacing the XXXX:

?SalonID=XXXX

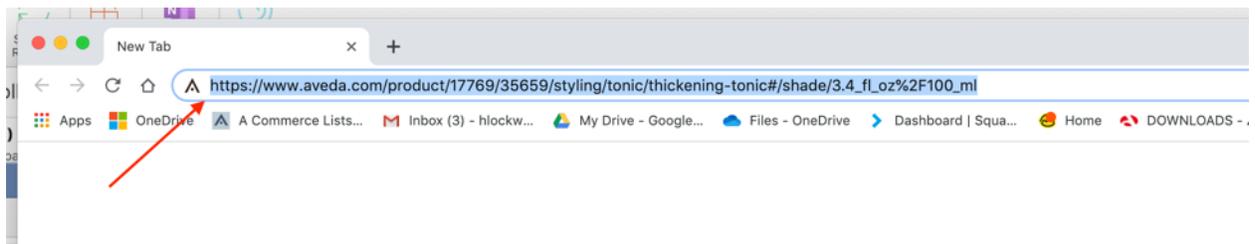
For example, Juut Salon Spa's Salon ID is 2249, therefore their code snippet is:

?SalonID=2249

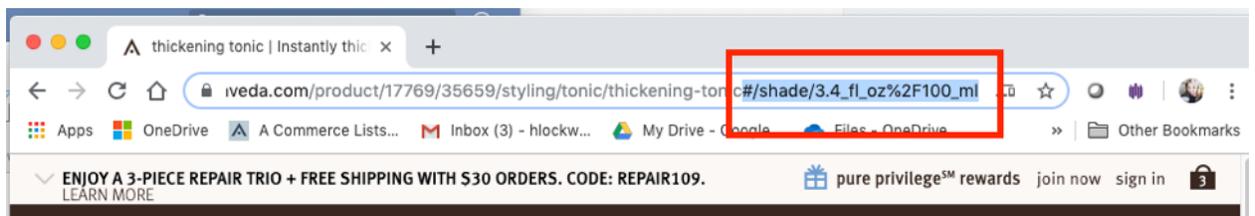
Step 2: Once you have your code snippet, navigate to the product you want to link to:



Step 3: Copy and paste the URL from your product page into a new browser window:



Step 4: In the URL, find the pound sign (#) and delete it and everything after it:



Step 4: Replace the deleted section with your code snippet:



The URL should go from looking like this:

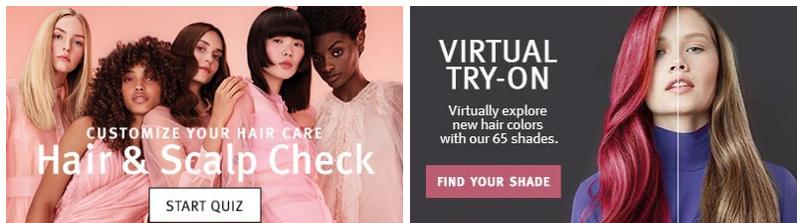
https://www.aveda.com/product/17769/35659/styling/tonic/thickening-tonic#/shade/3.4_fl_oz%2F100_ml

to looking like this:

<https://www.aveda.com/product/17769/35659/styling/tonic/thickening-tonic?SalonID=2249>

This new URL with the Code Snippet inserted is what should be use in all links to product detail pages from your social posts and advertising to ensure your a-commerce navigation appears with your salon logo and that all commissions are tracked accordingly.

You can also use these same instructions to deep link to both the online hair quiz and the hair color virtual try-on tool



For the **online hair quiz**, the URL would look like:

The URL should go from looking like this:

<https://www.aveda.com/hair-quiz/find-best-haircare-products>

to looking like this:

<https://www.aveda.com/hair-quiz/find-best-haircare-products?SalonID=2249>

For the **hair color virtual try-on tool**, the URL would look like:

The URL should go from looking like this:

<http://aveda.com/hair-color-ideas>

to looking like this:

<http://aveda.com/hair-color-ideas?SalonID=2249>