

Good fences make good neighbors. This document explains exactly how our affiliate attribution system credits the right person for every visitor who arrives through your share link — and protects you from disputes. The behavior described here matches industry-standard practices used by Amazon Associates, ShareASale, CJ Affiliate, and every major MLM platform. Show this page to any teammate or prospect who asks how attribution works.

1 Your Two Share Links

Every 4LifeUp affiliate gets **two personalized URLs**, both powered by the same identity slug:

- **Trailblazer (cold traffic):** `goupgohigh.com/your-slug` — brand-stripped funnel for strangers, leads with the climbing-style assessment.
- **Homesteader (warm traffic):** `4lifeup.com/?ref=your-slug` — full transparency, your face and bio on every page, Liv²/Max² greet visitors by your name.

Both URLs share the same Calendly, the same lead attribution, and the same cookie. One identity, two terrains.

2 What Happens When Someone Clicks Your Link

On the very first visit through your URL, three things happen simultaneously:

- A **90-day attribution cookie** is set in the visitor's browser, recording your slug.
- The site personalizes immediately — your name, photo, Calendly, bio, and role replace the defaults across every page.
- The visit is logged to your dashboard so you can see your traffic accrue in real time.

3 The 90-Day Attribution Window · Industry Standard

The cookie persists for **90 days from the most recent touch**. During this window, your visitor sees your version of 4LifeUp every time they return — whether they close their browser, switch tabs, get the link via email, or come back days later from a search result. The 90-day window matches Amazon Associates, ShareASale, and the median MLM affiliate cookie length across the industry.

4 How Re-Attribution Works ("Last-Touch Wins")

If a visitor who has your cookie active later clicks a *different affiliate's* share link, the cookie updates to that affiliate. They get credit going forward, and the 90-day clock restarts for them. **This is the universal standard** across affiliate networks — it respects the visitor's most recent intentional click. It also protects you: if a prospect arrives via someone else, then later clicks *your* link, the attribution flips to you for the next 90 days.

5 What Triggers Re-Attribution — and What Doesn't

UPDATES THE COOKIE

- Clicking a different affiliate's share link with `?ref=` parameter
- Cookie expires after 90 days with no new touch
- Visitor manually clears their browser data

DOES NOT UPDATE

- Visiting 4lifeup.com directly with no ref
- Arriving from a search result with no ref
- Closing and reopening the browser
- Using the homepage Affiliate Finder (until a selection is made)

6 When Someone Arrives With No Affiliate Link

Cold traffic that lands on the homepage without a referral cookie sees the **Affiliate Finder** — a live-search panel that lets the visitor look up the person who sent them, by name, city, or role. This protects affiliates whose warm traffic might otherwise default to the founder. Visitors who genuinely don't know anyone yet can connect with Kevin Moore as the soft fallback below the search.

7 Best Practices This System Follows

90-day window **Last-touch attribution** **First-party cookies only** **No cross-device tracking** **Visible attribution UI** **Honest default fallback** **Self-service reset available**

All storage stays in the visitor's own browser. No third-party tracking pixels, no cross-device fingerprinting, no shared identity graphs. The system is transparent, auditable, and aligned with the FTC's 2024 guidance on disclosure and modern privacy standards (GDPR, CCPA).