**Leveraging Thycotic Links with pURLS**

Leverage Thycotic links to trials and assets while ensuring the leads are flowed back to you and tracked within the Thycotic Partner Portal.

By adding a unique pURL code to any Thycotic link you can ensure your campaign leads are assigned to you and tracked throughout their lifecycle.

**Link Examples**

• Trial: <https://thycotic.com/products/secret-server/start-a-trial/>

• Survey: <https://thycotic.com/resources/black-hat-2015-survey/>

• Graphic: <https://thycotic.com/resources/black-hat-2015-survey/black-hat-survey-infographic/>

To enable tracking, append the above URLs with the following tracking code:

?utm\_medium=email&utm\_source=partner&utm\_campaign=purl&utm\_content=partner&utm\_term=purl\_partner\_Black-Hat-CIAB

Replace the ‘partner*’* in the ‘**utm content**’ and ‘**utm\_term**’ strings with your company name – make sure there are no added spaces, and use ‘-‘between words in your company name.

For example, the trial link for “Company A” would be:

<https://thycotic.com/products/secret-server/start-a-trial/?utm_medium=email&utm_source=partner&utm_campaign=purl&utm_content=partner-company-A&utm_term=purl_partner-company-A_Black-Hat-CIAB>

For additional help in setting up your pURL’s, please email [emeamarketing@thycotic.com](mailto:emeamarketing@thycotic.com)