

One of the biggest points we emphasize here at ThriveTracker is **speed**. Every affiliate is looking for the fastest redirect speeds they can possibly achieve, and for good reason - the faster the speed, the more likely your visitor stays in your campaign funnel. If those speeds are slower than ideal, you're going to have trouble keeping them around.

A lot of industry experts have written about this topic, so I'll just summarize the main points:

When measuring speed, your redirect link is only part of the determining factor. You still have page load times to contend with, as well as network speeds. If you're running campaigns in a major market and 4G LTE connections are prevalent, the entire redirect chain can move quickly, in a matter of just 2-3 seconds or less. Meanwhile, if you're running campaigns in areas with only 3G coverage, every link in the redirect chain will be affected, and when your campaign takes too long to load, your bounce rate will skyrocket and your visitor will take their interest elsewhere.

ThriveTracker combats all of this with our Landing Page Pixel. This remarkable little feature happens to offer a *0 millisecond redirect speed* (can't get any faster!) and allows you to move your visitors more quickly, no matter what sort of connection they may have. This is a **HUGE** plus for you and something you'll want to take advantage of whenever possible!

I encourage you to read up more on this by visiting our blog post on the topic:

<http://thrivetracker.com/blog/the-0ms-tracker-redirect-is-here-introducing-the-landing-page-tracking-pixel/>

This should be something you aim to start implementing in your campaigns, especially as you start to eye traffic sources like Facebook or Google Adwords! While these are great sources for traffic, they tend to flag ads that utilize redirect links for the destination URL. The Landing Page Pixel puts all of their concerns to rest because the destination URL is your landing page URL!

Definitely take the time to read up on this and let us know what questions you may have on it!

