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(54) Title: ENHANCED NETWORK BASED PROMOTIONAL TRACKING SYSTEM

(57) Abstract: A novel communications network tracks and manages Merchant and Affiliate promotional efforts in a seamless, integrated fashion. Operative characteristics include central control over new, Rich Media promotional links, allowing sophisticated promotions employing Java-based presentations or similar to be easily applied across a broad network of connected Affiliate sites. The system accomplishes this, in part, by providing a selective API for use in wrapping the promotional links. In accordance with this protocol, these links may be hosted by the Clearinghouse or Merchant, and sourced from a variety of third-party vendors.