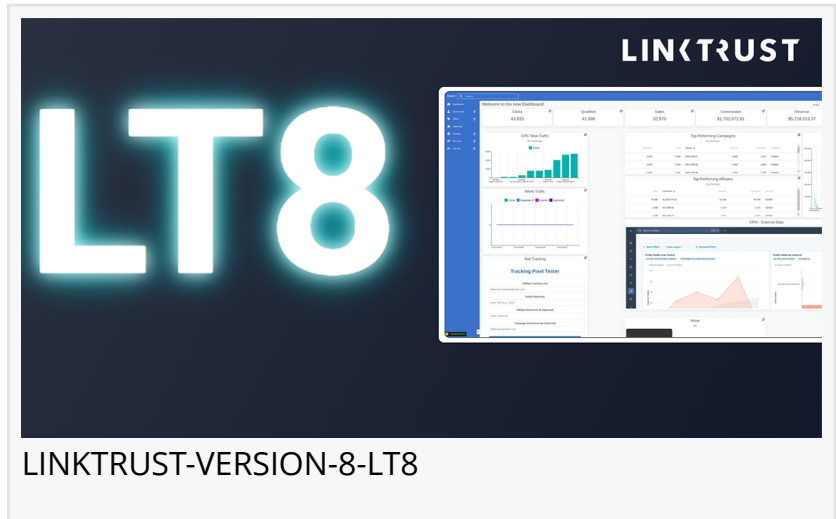


LinkTrust Unveils Version 8 — A Major Leap Forward for Performance Marketing Technology

After two decades in the affiliate marketing industry, LinkTrust launches LT8: a fully reimagined platform designed for precision, flexibility, and scale.

SALT LAKE CITY, UT, UNITED STATES, July 31, 2025 /EINPresswire.com/ -- LinkTrust, a leader in performance marketing technology for over two decades, today announced the launch of Phase 1 of LinkTrust Version 8 (LT8) — the first major step toward a new generation of performance marketing platforms.



This initial phase focuses on dramatically improving the experience for publishers and partners, the users who interact with the platform most frequently, delivering a faster, more intuitive, and more customizable environment.

Key Phase 1 Enhancements

- Redesigned Partner Center – A modern, streamlined interface with smoother navigation, industry leading reporting, and readiness for upcoming API integrations.
- Customizable dashboards & reports – Both publishers and advertisers can view tailored metrics to match their goals.
- External data integration – Quickly identify what's working and optimize performance with deeper insights.
- Faster performance & consistent design – Reduced load times and a unified look for improved usability.
- Simplified onboarding – Get new affiliates activated and live in minutes.

Laying the Groundwork for What's Next

Phase 1 of LT8 sets the foundation for upcoming enhancements and new capabilities that will roll out in future phases.

“With Phase 1 of LT8, we’ve put a modern, flexible, and more efficient experience into the hands of publishers and partners — and this is just the beginning,” said David Antle, CEO of LinkTrust.

David Antley

LinkTrust

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