Agentic search for brands

What MCP and WebMCP are, what ours do today, and how to take part as an early partner





FOREWORD

When the shopper sends an agent

For as long as I've worked in affiliate marketing, a shopper looking for a deal has done the looking themselves: typed a search, opened a few pages, compared, and clicked through to buy. Every part of our industry is built around that journey, from the code on a voucher page to the cookie that tells a brand who sent the sale.

That journey is starting to change hands. People now ask an AI assistant which shop has the game cheapest, or what's on this weekend, and the assistant reads, compares and answers. The newest browsers go a step further: an agent works inside the page for the shopper, filtering, comparing and opening the shop when they say so.

An agent needs the same things a shopper does: prices it can trust, with fees counted, codes that work, and a clear way to buy. Pages built for people make it guess. So we've given it something better. Our MCP server answers assistants with what we list today. Our pages now offer WebMCP tools, so an agent in the shopper's browser can ask the page directly and get the same answer the page would show.

One rule runs through all of it. Every offer an agent gets from us carries our link to the shop, labelled as an agent click, so when the shopper buys, the sale is tracked to the right partner and shows in your traffic report under its own channel. Commission never changes what we list or the order.

I've spent about ten years building software, and this is the most interesting change to shopping I've seen in that time. We're looking for a small group of brands to take part early, including brands that aren't sure yet what agents will mean for them. This guide explains the technology in plain words, shows what ours does today, and sets out how to join us.

Doug Silkstone

FOUNDER, VOUCHERNAUT

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Four parts, in the order brands ask about this: what's changing, how the technology works, what ours does today, and how to take part. Every line on this page links to its page.

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On the page, for an agent in the shopper's browser.

`list_offers` · `open_offer`	Store pages
`compare_prices` · `open_shop`	Games, gift cards, compare
`search_vouchernaut`	Search
`check_deal`	Deal checker
`find_gifts` · `find_flowers` · `find_books`	Finders
`find_events`	What's On places
`ticket_details` · `open_tickets`	What's On listings

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vouchernaut.com/mcp, for assistants wherever they run.

`search_stores` · `get_store_offers`	Codes and stores
`search_products` · `get_product` · `price_drops`	Products
`check_deal`	Deal checker
`game_prices` · `gift_card_prices`	Games and gift cards
`find_phone_deals` · `sim_only_deals`	Phones and SIMs
`whats_on` · `airport_parking`	Going out, parking
`find_software` · `get_poll_result`	Software, polls
`search` · `fetch`	Search and read
`3 calculators`	Pay, loans, refunds

THE SHORT VERSION

This guide on one page

The five questions brands ask us about agents, answered in a paragraph each.

What's changing?

PART 1 · P. 05

More shoppers ask an AI assistant where to buy instead of searching and clicking through pages themselves, and the newest browsers carry agents that can work inside a page for them: filter it, compare and open the shop when the shopper says so. The agent reads your offer before the shopper does.

What are MCP and WebMCP?

PART 2 · P. 08

Two protocols that let an agent ask a business for an answer instead of guessing from pages built for people. MCP, an open standard, is a server an assistant calls from wherever it runs. WebMCP, a proposed web standard on trial in Chrome and Edge, lets a page offer tools to the agent in the visitor's own browser.

What have we built?

PART 3 · P. 11

Both. Our MCP server, at vouchernaut.com/mcp, has answered assistants since 12 October 2026 and is listed in Claude's directory. Since 4 November 2026 our store, game, gift card, comparison, finder and What's On pages offer WebMCP tools. Both read the same live data as the site.

How does the sale reach you?

PART 3 · P. 15

Every offer an agent gets from us carries our link to your shop. When the shopper says yes, that link opens, the visit is an ordinary affiliate click, and the sale is credited through your network as usual. Your traffic report shows it on its own line, AI assistants, and your landing page is tagged with the same channel.



How do you take part?

PART 4 · P. 16

Three ways, which work together: say yes in writing to your codes appearing in assistants, which costs nothing; make your store page answer well; and book a sponsored space from the rate card, from £35 a week. Early partners get our help alongside, and brands that aren't sure yet can start with the free step.

WHAT'S LIVE

AS OF 4 NOVEMBER 2026

19

tools on our MCP server, for assistants wherever they run

12

WebMCP tools on our pages, for agents in the shopper's browser

85

gift cards and memberships an agent can price, shop by shop

about 90

UK places whose What's On an agent can search

PART 01 LINKS · ANSWERS · AGENTS

From a list of links to an agent that acts

Shopping search has moved in three steps: a page of links the shopper works through, an assistant that reads the pages and answers, and now an agent that works on the shopper's behalf. Each step changes who reads your offer, and how the sale reaches you.

01 Three ways to look for a deal

02 What agents can do today

03 Where the sale is recorded



1.1 · LINKS, ANSWERS, AGENTS

Three ways to look for a deal

A shopper can work through a page of links, ask an assistant that reads the pages for them, or send an agent to act for them. Each way changes who reads your offer first, and who chooses the link that opens your shop.

For most of the web's life, shoppers did their own looking: a search, a page of links, a few tabs, then a click through to the shop. The shopper reads your offer on whichever page they opened, and the affiliate link sits on the button they press. The cookie it sets tells your network which partner sent the sale.

Answers: the assistant reads first

Many shoppers now ask an assistant, which reads the pages and answers. ChatGPT had 1.2 billion weekly users in September 2026[1]. In the UK, Ofcom found in April 2026 that 54% of adults use AI tools[2,3]; about 28% of consumers told Adyen in late 2025 they had shopped with an assistant, up from 12% a year before[4]; and in October 2026, 36% of shoppers told Klaviyo they planned to use AI to compare prices and find deals this Christmas[5].

It reads your offer before the shopper does, and its answer carries the links it found. In the US, Adobe counted visits from AI services to retail sites up 693% over the 2025 holidays, from a modest base[6], and forecasts a further 130% rise this season[7].

Agents: the agent acts, the shopper says yes

An agent in the browser filters a page, compares shops and opens one when the shopper agrees; Google's auto browse, offered in the US, can apply a discount code and stops before it buys[8]. In Adyen's survey, 44% of UK consumers said they would let AI handle a whole purchase once they had set the criteria[4]; in Klaviyo's, 37% would not trust any assistant to complete one[5]. In the US, Gartner found in May 2026 that 11% would let AI make the decision[9].

So agents mostly research and compare, and the shopper still says yes. Across all three, what changes is who chooses the link that opens your shop.

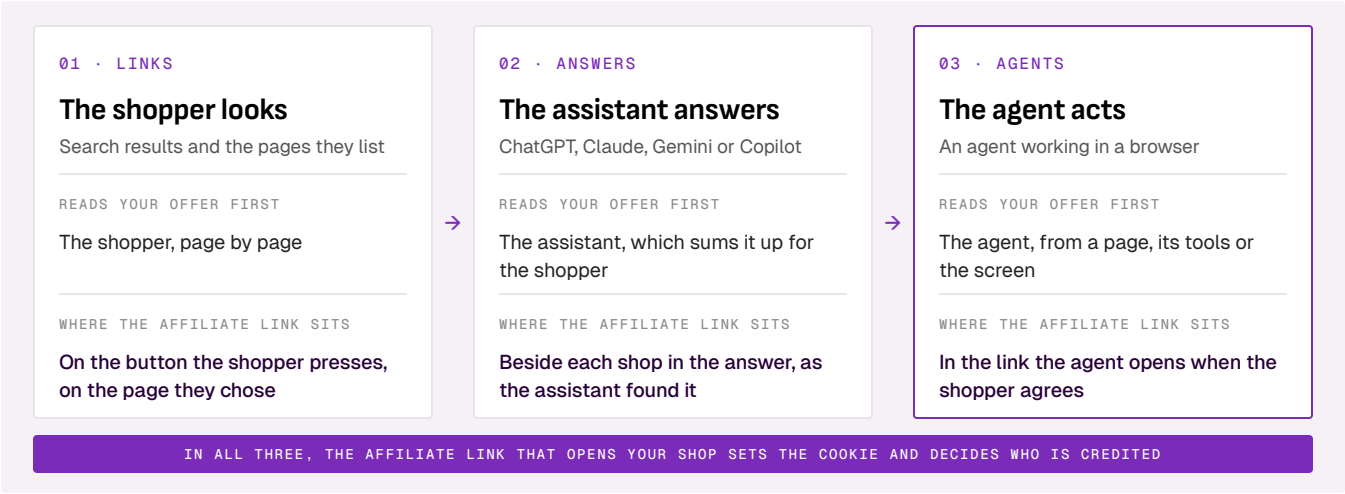


FIGURE 1.1 Three ways to look for a deal, and who meets your offer first at each step.

1.2 · AGENTS TODAY

What agents can do today

The big assistant companies all have agents that can browse for a shopper, and several have tried letting them pay. As of 4 November 2026, most journeys still end on the shop's own site.

OpenAI's ChatGPT agent browses in a virtual browser of its own[10]. Perplexity's Comet, free worldwide since October 2025, is a browser with an agent built in[11], and Microsoft added an opt-in Copilot Mode to Edge in July 2025[12]. Google's Gemini in Chrome reached UK desktops in July 2026[13]; its auto browse, which compares prices, fills a basket and applies discount codes, is offered only to paying subscribers in the US[8,14].

Checkout is mostly the shop's

OpenAI scaled back Instant Checkout in March 2026[15], and a ChatGPT purchase from a Shopify store now opens the merchant's own store[16]. Google, Microsoft and Perplexity run checkouts in their assistants, all for US shoppers only[17,18,19], and Google and Microsoft keep the retailer as the seller[20,18]. In Europe, Visa said on 2 July 2026 that agents had made live purchases at merchants, with HSBC UK, Barclays and other UK banks among the issuers[21].

Where the sale is recorded

So most agent journeys in 2026 end the way a search does: a link opens the shop, and the shopper buys there. Whose link it is decides the credit. A bare link to your site carries no partner's tracking; an affiliate link carries the tracking of the partner whose answer the agent used, and your network credits the sale as it would any other click.

25 NOV 2024	**Anthropic publishes MCP**, a standard way for an assistant to call a business's tools[22]
17 JUL 2025	**ChatGPT agent launches**, browsing in a virtual browser of its own[10]
29 SEP 2025	**Instant Checkout opens in ChatGPT**, starting with Etsy sellers[23] US
OCT 2025	**Perplexity's Comet browser** becomes free worldwide[11]
21 OCT 2025	**OpenAI launches Atlas**, its own browser, for macOS[24]
13 NOV 2025	**Google starts agentic checkout** in Search and AI Mode[17] US
8 JAN 2026	**Copilot Checkout launches**; the shop stays merchant of record[18] US
28 JAN 2026	**Chrome's auto browse** fills baskets and applies codes, and stops before buying[8] US
MAR 2026	**OpenAI scales back Instant Checkout** for checkouts the merchants run[15] SCALED BACK
18 JUN 2026	**ChatGPT hands Shopify purchases** to the merchant's own store[16] US
14 JUL 2026	**Gemini in Chrome reaches UK desktops**; auto browse stays US-only[13,14] UK
9 AUG 2026	**Atlas shuts down**; its agent moves into the ChatGPT app[25] CLOSED

FIGURE 1.2 Agents and checkout, as of 4 November 2026. US US shoppers only; UK open in the UK; CLOSED withdrawn or scaled back.

FOR YOUR BRAND Every offer our tools give an assistant or an agent carries our affiliate link to your shop, so the sale is credited as usual and shows in your traffic report under AI assistants.

PART 02 MCP · WEBMCP

How an agent asks a shop for an answer

Two protocols let an AI agent ask a business a question and get a straight answer back, instead of reading pages built for people. MCP, an open standard, serves assistants wherever they run. WebMCP, a proposed web standard now on trial in Chrome and Edge, lets a web page offer the same kind of help to an agent in the shopper's own browser.

01 MCP: a server an assistant can call

02 WebMCP: tools a page offers its visitor's agent

03 How the two fit together



2.1 · MCP

MCP: a server an assistant can call

The Model Context Protocol is an open standard for connecting an AI assistant to a business. The business runs a server that lists what it can answer; the assistant calls it when a question needs it.

An assistant answers from two places: what it learned in training, which is months old, and what it can find on the web, which was written for people to read. MCP gives it a third: a business's own server, which answers in data. The server publishes a list of tools. Each has a name, a plain description and the details it needs, such as a shop's name or a budget. When a shopper's question fits a tool, the assistant calls it and writes its answer from what comes back.

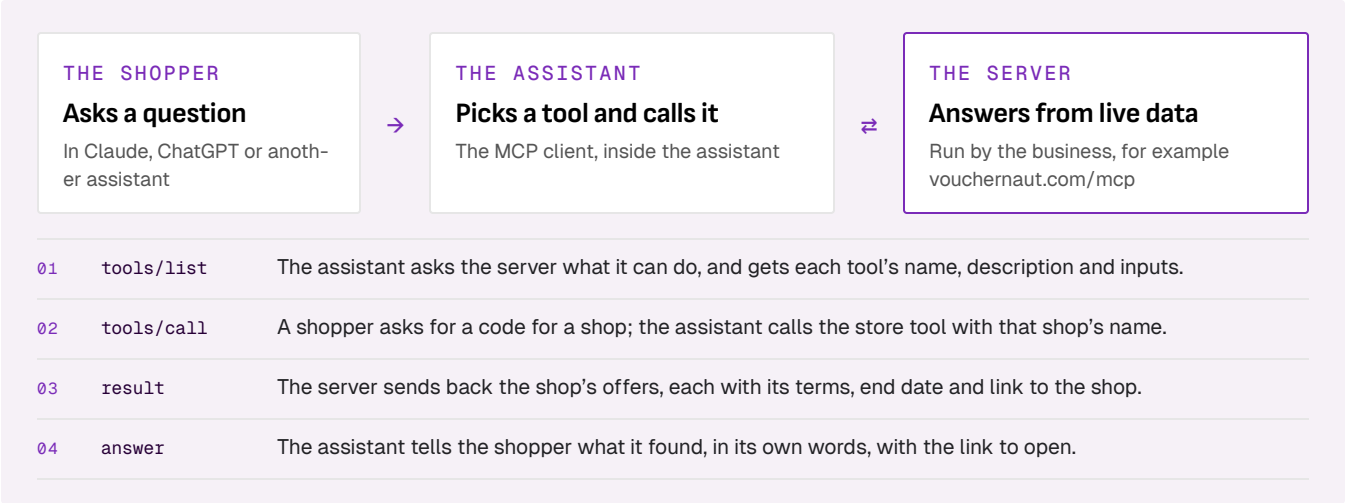
Anthropic published MCP as an open standard on 25 November 2024[22]. OpenAI said it would support it in March 2025[26], Google in April[27] and Microsoft in May[28]. On 9 December 2025 Anthropic gave it to the Agentic AI Foundation, a fund under the Linux Foundation that it co-founded with OpenAI and Block, so no single company owns it[29]. The official registry listed 56,489 servers when we counted on 4 November 2026[30], and Claude's directory more than 950[31].

Where a server runs

A server can run on the user's own computer, for tools such as files and calendars, or at a web address that any assistant can reach. Shopping servers like ours are the second kind: one address, the same answers for every assistant that calls it, and nothing for the shopper to install.

What a brand gets from it

An assistant that reads pages works from whatever it found last, which may be a code that ended last month. An assistant that calls a server gets the offer as it stands now, with its terms and end date, and a link the server chose. That link is how the visit, and the sale, are credited.



01	tools/list	The assistant asks the server what it can do, and gets each tool's name, description and inputs.
02	tools/call	A shopper asks for a code for a shop; the assistant calls the store tool with that shop's name.
03	result	The server sends back the shop's offers, each with its terms, end date and link to the shop.
04	answer	The assistant tells the shopper what it found, in its own words, with the link to open.

FIGURE 2.1 One MCP exchange. The message names are the protocol's own; the shop request is an example.

2.2 · WEBMCP

WebMCP: tools a page offers its visitor's agent

WebMCP lets a page offer the agent in the shopper's browser named tools to call, so the agent asks the page instead of reading the screen.

A browser agent without help works by looking: it reads screenshots and the page's structure, then clicks and types as a person would[32]. WebMCP lets the page help instead: it registers tools with the browser through `document.modelContext`, each with a name, a plain description and the inputs it takes, such as a platform or a budget[33]. The agent calls the tool that fits the shopper's request and gets its answer as data.

Who proposed it, and where it stands

Engineers at Google and Microsoft proposed it on 13 August 2025[32]. It is now a draft of the W3C's Web Machine Learning Community Group, dated 2 November 2026, and not a W3C Standard[33]. Chrome runs it as an origin trial from version 149 to 156[34], and Edge 155, released on 8 October 2026, lists one too[35]: a site signs up, and the feature works on its pages in those versions.

Why a tool beats reading the screen

Chrome says tools give an agent more speed, reliability and precision than clicking through a page[36], because the site declares what each part is for[37]. For a shop, a price comes back as a price, with its fees and its link.

The site stays in control

The site chooses which tools to offer. They work only on its own pages unless both sides opt in to share, and a site can switch WebMCP off[33,37]. A tool that books or pays can be marked consequential, so the agent checks with the shopper first[33].

How MCP and WebMCP fit together

Both let a business describe its tools to an agent. MCP serves an assistant wherever it runs; WebMCP serves the agent in the shopper's own browser, on the page in front of them.

	WITHOUT HELP **Reading the screen**	IN THE PAGE **WebMCP**	ON A SERVER **MCP**
WHERE IT WORKS	In a browser, the shopper's or its own	In the shopper's browser, on the open page	In the assistant, wherever it runs
HOW IT WORKS	Reads the screen, then clicks and types[32]	Calls a tool the page lists, and gets data from the site[33]	Calls a tool the server lists, and gets data from the business[38]
BEFORE IT BOOKS OR PAYS	Up to the agent	Marked consequential, so the agent checks with the shopper	Up to the assistant and its settings
STATUS	No protocol: any page, as well as the agent can read it	Proposed web standard; W3C Community Group draft of 2 Nov 2026; origin trials in Chrome 149–156 and Edge 155[33,34,35]	Open standard since Nov 2024, under the Agentic AI Foundation; spec 2026-07-28 [22,29,39]

FIGURE 2.2 Three ways an agent can get an answer from a shop, as of 4 November 2026. A shop can run both protocols.

PART 03 CHANNEL: ASSISTANT

What our agent tools do today

Vouchernaut answers agents in both ways: a public MCP server for assistants, and WebMCP tools on the pages shoppers already use. Both read the same live data as the site, and every offer they return carries our link to the shop.

01 The MCP server

02 WebMCP, page by page

03 One request, end to end

04 Links, reports and the rules we keep



MCP SERVER

Our MCP server



vouchernaut.com/mcp is a public, read-only server any assistant can add. Every offer it returns carries our link to the shop.

An assistant adds the server once, by its address, then calls our tools whenever a shopper asks about a code, a price or a plan. It needs no account, can't buy anything or sign anyone in, and never sees the conversation: the assistant sends only what it's looking up[40].

It has been live since 12 October 2026 and in Claude's connector directory since 13 October, where Connect adds it in one step. ChatGPT, Grok and Perplexity add it as a custom connector, coding apps such as Cursor, VS Code, Goose and LM Studio install it in one click, and it's published in the official MCP Registry.

Its 19 tools read the same public pages as the site[41], so answers match what a shopper sees: the same codes in the same order, the same prices with fees counted. Every item we may earn on carries our /out link, labelled via=mcp with the tool's name, never a shop's bare address, so the visit goes through your affiliate link and shows in your report as an assistant click.

JOB	TOOLS	WHAT AN ASSISTANT CAN ASK
Codes and stores	`search_stores` `get_store_offers`	Stores that match a name or category; one store's live codes and deals in its page's order, with terms, end dates and shoppers' reports

Products and price drops	`search_products`
	`get_product`
	`price_drops`
	`check_deal`
		A product's price at each store, the price after the best code and its history; real drops in the last 30 days; whether a price is a real deal, judged on our own record of the shop's prices, never its "was" price

Games and gift cards	`game_prices` `gift_card_prices`	Every shop's price for a game, official stores first, fees counted; PSN, Xbox and eShop cards beside the platform's own price
Phones and SIMs	`find_phone_deals` `sim_only_deals`	Every deal for one phone, and SIM-only plans, each with its total cost, announced price rises included
Going out and travel	`whats_on` `airport_parking`	Gigs, comedy, theatre and things to do in about 90 UK places; car parks at the UK's main airports, with full prices, known fees included
Software	`find_software`	Software and AI tools: price, free plan, trial, review scores and any live deal
Reader polls	`get_poll_result`	Our reader polls' results, quotable once a poll has 100 answers

Calculators	`calculate_take_home_pay`
	`student_loan_repayments`
	`check_refund_rights`
		Take-home pay, student loan repayments and refund rights, as information rather than advice, with no affiliate link

Research	`search` `fetch`	Search across stores, products, phones and guides, then read one result in full

FIGURE 3.1 The server's 19 tools on 4 November 2026, grouped by job. Every one of them reads; none buys, signs in or changes anything.

FOR YOUR BRAND get_store_offers reads your store page. Your codes go in with your written yes (page 15).

WEBMCP

WebMCP, page by page

Our busiest pages offer tools to the agent in the shopper's browser. Each tool reads the same live data as the page, answers in the page's own words, and gives every offer our link to the shop.

When a shopper with an agent opens one of these pages, the page tells the browser which tools it offers, what each one does and what it needs. The agent picks the one that fits the shopper's request and calls it in that tab. A tool that only reads, such as comparing a game's prices, answers at once. A tool that opens a shop is marked as consequential, so the agent checks with the shopper before it goes. When they say yes, the tab opens our link to the shop, and the visit is an ordinary affiliate click.

Some tools also move the page itself. Ask the What's On page for comedy this weekend under £30 and its filters, list and address change as if the shopper had tapped them, so the shopper sees what the agent sees. When the shopper leaves the page, its tools go with it.

PAGE	TOOLS	WHAT AN AGENT CAN ASK IT	CONFIRM
Store pages /store/<shop>	list_offers open_offer	The shop's live offers in the page's order, with what each takes off, its terms and end date; open one, with any code shown to the shopper on our page	READS ASKS FIRST
Game pages /games/<game>	compare_prices open_shop	Every shop's price by platform and edition, fees counted, official stores first; open a shop	READS ASKS FIRST
Gift cards and memberships /games/cards/…	compare_prices open_shop	PSN, Xbox and eShop cards, PS Plus and Game Pass, one card or a whole group: each shop's price beside the platform's own; open a shop	READS ASKS FIRST
Price comparison /compare/<item>	compare_prices open_shop	One product's prices across the shops we track; open a shop	READS ASKS FIRST
Search and the deal checker /search · /tools/deal-checker	search_vouchernaut check_deal	Find a shop, product or guide; check whether a price is a real deal against its history	READS
Gift, flower and book finders /gift-finder · /flower-finder · /book-finder	find_gifts find_flowers find_books	Ideas for a person, an occasion and a budget, each with the shop that sells it	READS
What's On /whats-on/<place> and listings	find_events ticket_details open_tickets	Events and things to do by kind, day and price; a show's dates, venue and ticket prices with fees; open the ticket seller	READS ASKS FIRST

FIGURE 3.2 The WebMCP tools on vouchernaut.com on 4 November 2026. "Asks first" tools are marked consequential, so the agent confirms with the shopper before it opens a shop.

FOR YOUR BRAND Your store page already offers these tools. Live codes, clear terms and a guide make for a better answer about you.

WORKED EXAMPLE

One request, end to end

On our £20 PSN card page, Sam asks the agent in the browser for the cheapest card. These are the steps from that question to the sale.

Sam asks for the cheapest £20 PSN card. The page has already told the browser it offers two tools, compare_prices, which only reads, and open_shop, which opens a shop once the agent has checked with the shopper, so the agent calls compare_prices. The answer is the page's own list, in its order: each shop's price with fees counted, PlayStation's own price beside them, and on every row our /out link to that shop.

The page marks open_shop as consequential, so the agent checks with Sam first. Sam says go ahead, the agent calls it, and the tab goes through the same link with hop=1, marking the press as Sam's own. The shop opens with our affiliate tracking in place, so a purchase is credited to us as the partner, as usual, and appears in the shop's report under AI assistants.

That line reads "AI assistants (ChatGPT, Claude and others)", and the shop's landing page arrives tagged utm_campaign=assistant, so its own analytics sees the channel too. Nothing in the journey needed the shop to build anything.

TOOL · COMPARE_PRICES · ANSWER — READS

£20 PSN gift card, UK accounts

Prices checked 2 hours ago · 4 shops, in the page's order

A games key shop Key reseller · UK £17.99 + the £0.70 fee its feed gives vouchernaut.com/out/2214?product=88341&via=webmcp&at=games-cards	£18.69
A digital card shop Key reseller · UK vouchernaut.com/out/3170?product=88342&via=webmcp&at=games-cards	£19.29
A games marketplace Marketplace · UK vouchernaut.com/out/1958?product=88347&via=webmcp&at=games-cards	£19.45
A game download shop Key reseller · UK vouchernaut.com/out/4406?product=88351&via=webmcp&at=games-cards	£19.60
PlayStation Store, the platform's own price	£20.00

Vouchernaut may earn commission if you buy through this link. It never changes what we list or the order.

1. **The page offers two tools**
   compare_prices reads; open_shop needs a yes
2. **The agent calls compare_prices**
   Sam: "the cheapest £20 PSN card"
3. **The page answers**
   Prices with fees, PlayStation's own beside them, an /out link on every row, the disclosure
4. **Sam says yes**
   The agent checks first, as open_shop is marked consequential, then calls it
5. **Through our link**
   `/out/2214?…&via=webmcp&at=games-cards&hop=1`
6. **The shop, with our tracking**
   A purchase is credited to us, as for any affiliate click
7. **In the shop's report**
   AI assistants (ChatGPT, Claude and others); landing page tagged utm_campaign=assistant

FIGURE 3.3 Left: compare_prices' answer on the £20 PSN card page, recreated, with illustrative shops, prices and ids. Right: the steps from Sam's question to the shop's report.

IN A CHAT ASSISTANT The same question goes to our MCP server's gift_card_prices, which narrows "£20 PSN card" to that one card and gives every shop's price with its link, via=mcp&at=gift-card-prices, and the same report line.

LINKS AND RULES

Links, reports and the rules we keep

Every agent answer carries our link to the shop, labelled as an assistant click. These are the labels, what you see and the rules we keep.

THE LINK AN AGENT HANDS OVER	`vouchernaut.com/out/…?via=mcp or via=webmcp & at=<tool or page spot>`
YOUR TRAFFIC REPORT	**AI assistants (ChatGPT, Claude and others)**
YOUR LANDING PAGE	`utm_source=vouchernaut&utm_medium=affiliate&utm_campaign=assistant&utm_content=<store>`

How a click is labelled

Each link an agent hands a shopper is our /out address with two labels: via names the source, mcp for the server or webmcp for a page's tools, and at names the tool or the page's spot, such as at=games-cards. /out files the click in the assistant channel ahead of every other rule, so even a ticket an agent opens on a What's On page counts as an assistant click.

What you see

Your traffic report on brands.vouchernaut.com splits clicks and earning sales by channel, and agent clicks have a line of their own. Your landing page arrives tagged utm_campaign=assistant, so your own analytics shows the channel too, and your store sees vouchernaut.com as the referrer.

> **"Vouchernaut may earn commission if you buy through this link. It never changes what we list or the order."**
>
> THE DISCLOSURE IN EVERY AGENT ANSWER, WORD FOR WORD

What an agent can and can't do

Read-only tools answer and, at most, move the page so the shopper sees what the agent asked for. The three tools that open a shop are marked consequential, so the agent checks with the shopper first, and the shop opens in the tab they're looking at. Nothing opens in the background, no tool adds to a basket or pays, and no tool tells an agent to prefer us.

Codes go in with your yes

Since 20 October 2026, a code reaches an assistant only with the brand's written yes. You decide. Without it your deals still appear in answers, and the agent sends the shopper to your store page, where the code is shown to them. Say yes and your codes are in answers within a minute; take it back and they come out as quickly.

The rules in every answer

- **Commission never changes what's listed or its order.** Answers keep the page's order: official stores first on games, your page's order for your codes.
- **Prices as the seller words them,** with fees counted in and phone totals with announced price rises.
- **18+ stores are never returned,** and page tools wait behind the age check.
- **Answers are data, not web pages,** so in place of `rel="sponsored"` each carries `affiliate: true` and the disclosure, which the assistant is told to pass on.

PART 04 CODES · STORE PAGES · TENANCIES

How to take part as an early partner

There are three ways in, and they work together: clear your codes for assistants, make your store page answer well, and book a sponsored space from the rate card. Brands that aren't sure yet can start with the first, at no cost, and see the assistant channel in their own report.

01 Three ways in

02 Tenancy options and prices

03 If you're not sure yet



EARLY PARTNERS

Three ways in

You can take part in three ways, and they work together. Two of them cost nothing; the third is a sponsored space from our rate card.

1 Say yes to your codes in assistants

Your written yes lets assistants connected to our server give shoppers your code beside our link. We record its words, who gave it and when, and answers change within a minute.

YOU

Write to partners@vouchernaut.com, and take it back any time

WITHOUT IT

Agents point shoppers to your store page, where the code is shown

COST Free

2 A store page that answers well

Agents read your store page: live codes and deals in the page's order, what each takes off, terms, end dates and trust lines, then the shopping guide, facts and FAQs.

YOU

Approve us on Awin, publisher 322637, so your codes and feeds reach the page

AND

Send us exclusive codes for the page

COST Free

3 A tenancy

A sponsored space from the rate card on the next sheet, held for a week or a run and labelled Sponsored, that sends shoppers to your store page.

YOU

Choose spaces and weeks in the planner at vouchernaut.com/advertise

IT POINTS TO

Your store page, the same page agents read from

COST From £35 a week, ex VAT

FIGURE 4.1 The three ways to take part, as of 4 November 2026. Tenancy prices are on vouchernaut.com/advertise and on the next sheet.

Each way builds on the one before. Your yes lets an assistant hand a shopper your code with our link, instead of sending them to your page for it. A complete store page gives agents and shoppers the full picture of your offers. A tenancy brings more shoppers to that page while it runs.

The store page matters most, because both kinds of agent read about you there. Every published store page that shows offers already hands list_offers and open_offer to agents in the shopper's browser, and our server's get_store_offers reads the same page. A current page, with tested codes, clear terms and a guide, makes a strong answer.

What early partners get alongside a booking

Book a space as an early partner and we do four things alongside it:

- We clear your codes for assistants the day you say yes in writing.
- We go through your store page with you as an agent reads it, and fill in what's missing.
- Your sponsored space links to that store page.
- Your traffic report at brands.vouchernaut.com, on the free plan too, shows the AI assistants line.

ALWAYS A booking never changes what agents list or the order they list it in. Sponsored spaces sit on our pages, labelled Sponsored, and agent answers follow the page's order whoever has booked.

TENANCIES

Sponsored spaces and their prices

A tenancy is a sponsored space on Vouchernaut that you hold for a week or a run. Each one is labelled Sponsored, links to your store page or your site, and is booked through the planner at vouchernaut.com/advertise.

SPACE	WHERE IT SHOWS	HOW MANY	A WEEK	PEAK WEEK
HOMEPAGE				
Lead space	Beside the code search, the first thing every visitor sees	1	£195	£495
Featured partner	Right below today's codes	3	£95	£245
EVERYWHERE PEOPLE READ				
Article partner	Under the byline of every article and guide we publish	1, yours alone	£145	£345
Weekly email partner	The sponsored space in Vouchernaut Weekly, our Thursday deals email, with its own clicks report	1 per edition	£95	£245
Extension sidebar	The sponsored space on the browser extension's home view	1	£95	£245
Category tenancy	Top of a store category, such as Fashion, Gaming or Travel, and its subcategories	3 per category	£35	£95
RUNS AND HUBS				
Black Friday hub	vouchernaut.com/black-friday, 2 to 29 November	3	£495 the run	
Cyber Monday hub	vouchernaut.com/cyber-monday, 28 November to 2 December	3	£245 the run	
Sponsored content hub	A long-form buying guide we research and write around your category, live for 12 months	1 per hub	from £750	

FIGURE 4.2 The rate card as listed on vouchernaut.com/advertise on 4 November 2026. Prices exclude VAT. Peak weeks run 16 November to 2 December 2026. The booking planner shows which weeks are free.

You choose the spaces and weeks in the planner, which shows what's taken, and send us the order by email; nothing is held until we reply to confirm. Before you book, you can see your brand in every sponsored space on the live site: add ?takeover= and your store to any page, and for an hour your browser alone shows your brand first in each space, marked Preview.

A sponsored space never changes what our tools list or their order, for shoppers or for agents. It gives you the attention of people choosing where to buy, and a partner frame on your store page while the booking runs. That store page is the one agents read from, so the two work together.

GETTING STARTED

If you're not sure yet

You can start small. Each of these four steps is free or costs little, and you can take them in any order.

01

Say yes to codes in assistants

Write to partners@vouchernaut.com. Your codes reach agent answers within a minute; take them back whenever you like.

FREE

02

Try it yourself

Add vouchernaut.com/mcp to Claude or ChatGPT as a connector and ask it about your brand. You'll see the answer a shopper gets.

FREE

03

Book one category week

A category tenancy at the top of your category and its subcategories: £35 a week, or £95 in a peak week.

FROM £35 EX VAT

04

Preview it first

Add ?takeover= and your store to any page. For an hour, in your browser only, your brand shows in every sponsored space, marked Preview.

FREE

BEFORE YOU DECIDE

Questions brands ask

Will an agent show my competitors next to me?

It shows what the page shows, in the page's order. On your store page the tools list only your codes and deals: your page is yours. On a page that compares shops, such as a game's prices, an agent sees every shop the page lists, exactly as a shopper does.

Does paying change what agents say?

No. Commission and bookings never change what our tools list or the order. Sponsored spaces sit on our pages, labelled Sponsored, and stay out of agent answers.

What if I don't want my codes in assistants?

Then they stay on your store page, as they are today. Agents still list your deals and point shoppers to the page, where the code is shown to them.

How do I see sales that came from agents?

In your traffic report, on the line "AI assistants (ChatGPT, Claude and others)", and in your own analytics, where the landing page is tagged utm_campaign=assistant. The sale is credited through your affiliate programme as usual.

Do I need to build anything?

No. Your store page already offers its tools to agents in the shopper's browser, and our MCP server already answers assistants about your store.

Is this only for big brands?

No. Every published store page with live offers has the same tools, whatever the brand's size, and a category week starts at £35.

Write to partners@vouchernaut.com, even if you're not sure yet.

The rate card and the booking planner are at vouchernaut.com/advertise. We're publisher 322637 on Awin.

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WORK WITH US

Become an early partner

vouchernaut.com/advertise

Pick the spaces and weeks you want in the booking planner and send us the order, or write to us first and we'll work out the right start together. Every space is labelled Sponsored, and nothing is held until we reply to confirm.

WRITE TO US

partners@vouchernaut.com
Early partnership, codes in assistants, tests

TRY THE SERVER

vouchernaut.com/mcp
Add it to an assistant and ask for your brand

APPROVE US ON AWIN

Publisher 322637
Approve our request, or invite us to join

Vouchernaut is run by Douglas Anthony Silkstone, a sole trader registered in the Czech Republic (IČO 10911243). Prague, Czech Republic.