

A screenshot of the Abebooks.com website. The address bar shows 'http://www.abebooks.com/'. The logo 'abebooks.com' is visible with the tagline 'Because you read.' below it. There are also navigation links for 'TEXTBOOKS' and a 'Welcome to Abebooks.com' message.

# ABEBOOKS

abebooks.com™

## Abebooks.com Increases Publisher Sales by 46 Percent through Partnership with Commission Junction

Ten years ago, the online bookselling industry was in its infancy. Today, it is estimated that between 7 and 10 percent of all books are sold online, according to the Institute for Publishing Research. With over 80 million new, used, rare and out-of-print books available, a partnership with 13,500 booksellers around the world and up to 25,000 transactions each day, Abebooks has become a bibliophile's dream. Utilizing Commission Junction's expertise, CJ Vantage™ solution and value-added services, Abebooks has developed a strong affiliate program based on the goal of establishing long-term, prosperous relationships with their publishers and by dedicating a manager to help maintain the program. Together, Commission Junction and Abebooks increased Abebooks' publisher sales by 46 percent in 2006.

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Michael Macintyre, manager of online marketing for Abebooks, wants to see every publisher relationship as a win-win success for both the company and its publishers. With this strategy in mind, Commission Junction and Abebooks set out to find a wide range of publisher business models. Any publisher with an active audience that can be connected to books is a viable candidate for Abebooks' program.

To ensure success, the team provides each publisher with the specific resources and tools needed to succeed. Abebooks offers features such as product data feeds, advanced links, search API for developers and custom creative for deep integration by top providers. In addition, Macintyre builds and maintains strong relationships with publishers.

One of the keys to Abebooks' success has been Publisher Optimization, a value-added service provided by Commission Junction. Commission Junction worked with Abebooks to analyze their publisher base and identify those who were under performing. Commission Junction then devised a strategy to help all viable publishers increase leads, sales and revenues. The result was an astounding 46 percent increase in publisher sales in a month-by-month comparison from 2005.

"Abebooks truly values their publishers, with monthly newsletters, one-to-one communication, conference calls and personal outreach to their entire publishing base," says Dave Osman, vice president of advertiser development. "We were thrilled to see such success from our Publisher Optimization service and look forward to seeing their program continue to grow."

"We rely heavily on Commission Junction's expertise," says Macintyre. "From their online events, such as webinars, to offline events such as CJU and, of course, the counsel of our account managers, we have a great and valuable partnership."

Today, it seems more and more difficult to find trusted sources when shopping online. But Abebooks and Commission Junction have created an affiliate program that provides great value for publishers and customers alike – truly a win-win for everyone.

**Commission Junction** is a global leader in the online advertising channels of affiliate marketing and managed search. We drive quality results, deliver superior service, and develop sustainable relationships for advertisers and publishers through our performance-based solutions.

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