

CRUCIAL TECHNOLOGY USES COMMISSION JUNCTION TO DEVELOP NEW PARTNERSHIPS

Crucial Technology, a division of Micron, is one of the largest memory upgrade providers in the world. Created in November 1996, Crucial Technology quickly became a leader in the \$8 billion memory upgrade industry, and it is the only factory-direct memory upgrade provider to end users. In 1999, Crucial Technology realized the potential of pay-for-performance advertising for generating new customers and started a program to complement its reseller sales and offline advertising campaigns.

In 2001 Crucial Technology began looking for a service provider that could better fit its needs, and its top-producing publishers recommended Commission Junction. Jared Williams, Affiliate Programs Specialist at Crucial Technology, chose Commission Junction because it had the tools to help him grow their program while keeping it manageable.

"As our program evolved, we realized there were so many Web sites we could partner with," Williams said. "Commission Junction makes it easy to match successful publishers with similar advertisers and has the global network and services we were looking for to help us expand our publisher base."

While Crucial Technology was able to migrate its original publisher base to the Commission Junction network, it has continued to recruit more quality publishers and realize tens of thousands of additional sales per year. Crucial Technology rewards those publishers by paying them a 7 percent commission on all sales of its memory upgrades.

"One of the benefits of working with Commission Junction is that it's a turn-key solution for getting new partners," Williams said. "Publishers can join our program and begin actively selling memory upgrades within minutes."

In order to find the best partnerships for the program, Crucial Technology utilizes Commission Junction's exclusive performance metrics for all publishers, advertisers, and ads called EPC (earnings per 100 clicks). These metrics not only allow Crucial Technology to locate the best potential partners

but also show publishers an estimate of commissions they could make with the advertiser.

"Crucial Technology's EPC proves how successful our publishers and our Web site are at converting sales," Williams said. "Our pay-for-performance program has doubled in size since we joined Commission Junction and is generating millions of dollars in sales a year."



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Affiliate Programs Specialist
Crucial Technology

Williams says one of the keys to the program's success has been providing publishers with fresh and relevant creative on a regular basis that integrates Crucial Technology's customer offers. Crucial Technology has found the most success with text links, which drive over 50 percent of sales generated by the program. Williams manages over 50 different text links alone, including ones created specifically for European publishers, using Commission Junction's performance reports to monitor their progress and keep the program running optimally.

At this time, Crucial Technology is the only factory-direct memory upgrade provider to end users, and as computers get faster and require more memory, the company's potential customer and publisher base is expanding. With an established pay-for-performance program, Crucial Technology is well positioned to convert these potential new customers into sales. 