



## Sony Increases Affiliate Sales by 39 Percent by Migrating to Commission Junction from BFAST

**SONY** | sony style

A recent report from Jupiter Research predicts that online consumer electronic sales will be \$6.1 billion by 2009 - nearly 10 percent of all consumer electronic sales. The report also states that online consumer electronic shoppers spend almost twice as much as the average online consumer. So what is the challenge for online marketers? It's finding the right online channel for reaching lifelong customers.

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With the number of different online channels available, marketers increasingly look to focus their efforts and budgets on those that yield the highest return on investment. Sony Electronics, one of the top retailers in the consumer electronic space, uses an affiliate marketing program to sell thousands of products including computers, electronics, accessories and services through its online store [www.sonystyle.com](http://www.sonystyle.com). In 2005 Sony made the switch from BeFree's BFAST network to the Commission Junction platform and experienced a significant growth in its affiliate marketing revenue.

For many advertisers, change can be daunting. But Sony found the migration to Commission Junction to be a welcome transition. With one of the most respected and recognized brands, Sony has consistently led one of the strongest pay-for-performance programs on the Web since 2001, when it started using BeFree's BFAST network. After the Commission Junction merger with BeFree's BFAST, Sony looked at the advantages to switching to the Commission Junction network: CJ Marketplace. Sony decided the CJ Marketplace would be beneficial in terms of its larger and global reach, access to best-of-breed partners, reporting capabilities and other tools. In less than a year of becoming a Commission Junction advertiser Sony increased its affiliate sales by 39 percent.

Commission Junction and Sony decided on a three-month timeline to move existing Sony publishers to the new Commission Junction system. The three-month time frame was designed to ensure all publishers would have ample time to move over to the new system. However, within just a couple of weeks, Sony program managers found a majority of the publishers were already up and running. "It didn't take long at all – we were very pleased with how easy it was," said Jack Halperin, senior vice president of consumer direct sales at Sony. In addition, Sony found its top-performing publishers were already part of the Commission Junction network and found it easy to switch over. Another positive result of the transition was Sony's opportunity to review each publisher and remove any who were no longer active.

Since moving over to the Commission Junction network, Sony has not only increased the number, but also the quality of its publishers. "We are happy with the success of the migration and have been fortunate to work with a knowledgeable and supportive Commission Junction team which helped to make the migration seamless," said Halperin.

"Sony is clearly a leader, not only in the consumer electronics industry but also in online marketing," said David Osman, vice president of advertiser development for Commission Junction. "We are pleased to call them a partner and proud to have them in our network of top-tier advertisers."

While change can be intimidating, Commission Junction helped Sony migrate to a new network and increased sales and quality traffic at the same time - not skipping a beat.

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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