

CJ VANTAGE

Optimize Publisher Relationships and Realize Your Online Marketing Goals

Commission Junction's CJ Vantage™ solution combines expertise with advanced functionality to optimize your online marketing relationships. Commission Junction realizes that strategic relationship management is the most critical and challenging task in realizing your online performance marketing goals. With this in mind, CJ Vantage makes it possible to fully leverage key relationships while gaining a commanding view of the Commission Junction network: the CJ Marketplace.

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➤ The Power of CJ Vantage

Manage Your Account with an Expert Resource on Board

Your account manager will offer program assistance to:

- Monitor your account performance
- Provide advice and guidance for your program
- Help track towards your established goals and objectives

Take Your Program Live with a Solid Deployment Strategy

Your account manager will construct a 90-day deployment strategy to develop a high-quality, high-yield performance based advertising program and will:

- Assist in developing your campaign goals and strategies
- Ensure successful operation of your program
- Suggest techniques for publisher recruitment

Customize Your Offering with Multiple Actions

Additional sale or lead actions can be quickly integrated as your program grows, allowing you to:

- Support multiple sale or lead actions ALL at once
- Include real-time integration

Reach Multiple Advertising Channels with Hybrid Actions*

Supplement sale and lead activity in your program by paying on clicks and impressions, allowing you to:

- Establish multiple channels to reward your publishers
- Utilize a performance-based model

Set Commissions that Make Sense for Your Business

Item-based commissions deliver superior program control, giving you the ability to:

- Protect margins with maximum commission ceiling
- Offer flexibility to support diverse product mix
- Showcase key products and/or services

Maintain and Grow Your Product Catalog

Commission Junction's product catalog feature offers state of the art data transfer support that allows you to:

- Efficiently distribute product-specific data to publishers
- Support keyword searches
- Accommodate numerous predefined and custom link formats

Retain and Reward Key Partnerships

Performance incentives can be established in minutes, allowing you to:

- Leverage relationships with top performers
- Set reward tiers on a per action basis

Measure Effectiveness with Customized Reporting

Enhanced data transfer provides you with the delivery of one time and regular reports:

- Support various data formats
- Assist you with publisher management
- Provide you with insight into program dynamics

Utilize Tracking Technology that Meets Your Needs

Various integration options offered:

- Support a variety of marketing channels with modified pixel tracking technology
- Accommodate data transfer tracking to allow for delayed transaction reporting
- Provide rapid integration with standard pixel tracking technology

➤ Begin optimizing your online marketing relationships with CJ Vantage today!

For more information about CJ Vantage please contact your Commission Junction sales manager or call 888 316 0953.

Commission Junction is the 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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