



PROGRAM MANAGEMENT

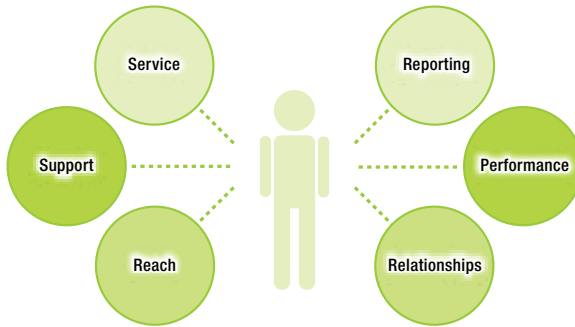
Expert Resources, Industry Knowledge

Day-to-day management of your affiliate marketing program is essential for its long-term growth.

A successful program requires constant publisher recruitment, communications and optimization along with daily review of transactions. Whether you are launching a new program or growing an existing one, often the challenge is finding and training resources that can deliver immediate results and remain dedicated to the productive management of your program.

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Commission Junction's Program Management is designed to help you meet this challenge. Your designated program manager will perform the daily operations of your program, applying extensive training in online marketing, program analysis, and insight into our network.



Program Management Benefits

- Gain expertise without cost of hiring and training resources
- Maximize publisher performance
- Expand your publisher base
- Generate higher quality traffic
- Solidify publisher relationships

Program Management Features

- Expert service and support through a single-point-of contact
- 25 optimally matched publisher leads per month
- Strategies to acquire, optimize and support publishers
- Review of publisher applications
- Monthly service summary reports

Program Management is one of many Commission Junction services that help enhance your program. Contact Commission Junction today to grow your program through publisher performance.

This value-added service, along with several others, is available for purchase to customize our CJ Access™ solution. Contact your Commission Junction sales associate today for a complementary needs assessment to find out which value-added services meet your specific needs.

Publisher Reach and Performance

Your program manager works directly with your publisher base to segment them by growth potential. Customized offers are then presented to publishers according to their performance levels to drive higher quality traffic to your program. Additionally, new publisher business models are identified to generate a lead list of 25 optimally matched publishers on a monthly basis. These publishers are encouraged to join your program directly on your behalf.

Program Support

With your collaboration, your program manager establishes acceptance criteria for publishers applying to your program. New publisher applications are then reviewed and the activity is summarized for your review on a regular basis. For your entire publisher base, you can count on your program manager to respond directly to publisher inquiries about your program or offers. Responses are delivered through a dedicated e-mail address within one business day.

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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