



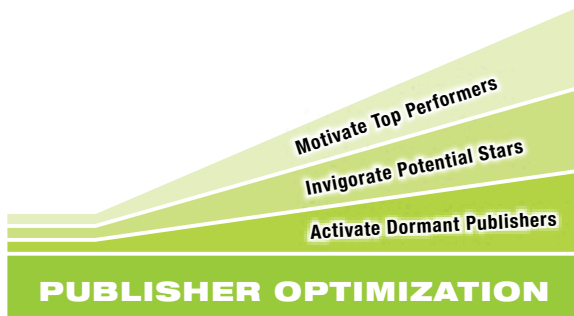
PUBLISHER OPTIMIZATION

An Energized Publisher Base

Your success in affiliate marketing depends on mobilizing your publishers. Commission Junction's Publisher Optimization helps your program grow by motivating your online sales force to maximize their performance. This service offers a review of your current publisher base and a 30-day optimization plan to define new methods for improving performance.

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➤ Energize Your Publishers Through Segmentation & Communication



➤ Analysis & Segmentation

Your designated program manager analyzes past and present publisher performance levels to identify opportunities for program growth. Active and inactive publishers are encouraged to promote your program through segmentation and customized offers relative to their performance levels. As a result, your publishers drive higher quality traffic to your program and generate more transactions.

➤ Relationship Management

You benefit from the assistance of your program manager in building better relations with your publishers by communicating through various tools, such as a newsletter or emails. Together, you will strategically position your new promotions, program terms and performance incentives to your publishers to maximize their interest in your offer. In turn, your publishers will be driven to increase your sales or leads, resulting in increased revenue.

➤ Publisher Optimization Benefits

- Drive higher quality traffic volume
- Activate dormant publishers
- Improve EPC and network ranking

➤ Publisher Optimization Features

- 30-day optimization plan
- Publisher segmentation
- Publisher newsletter
- Single point-of-contact

Publisher Optimization 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 may also be purchased as a bundle via CJ Associate™, our comprehensive program management offering, providing a significant value to our CJ Vantage™ clients.

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.

530 East Montecito Street . Santa Barbara, CA 93103
p 805 730 8000 f 805 730 8001 www.cj.com

