



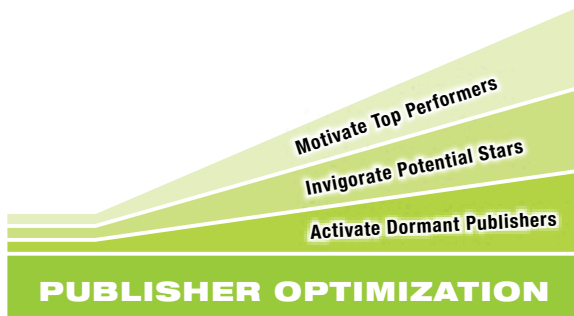
PUBLISHER OPTIMIZATION

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 online marketing specialist 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 online marketing specialist 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, 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.

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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