



## PUBLISHER PROSPECTING

### More Publishers to Promote Your Brand

Finding qualified publishers to promote and fulfill the unique needs of your affiliate marketing program is crucial for success. Commission Junction's Publisher Prospecting expands your publisher base to include top prospects that will promote your program and generate more transactions.

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## ➤ Profile & Recruit Your Ideal Publishers



## ➤ Expand Your Program with High Quality Publishers

Publisher Prospecting is the perfect complement to new or existing programs needing increased brand promotion through qualified publishers. This service not only analyzes your program to identify which publishers to recruit, it also develops unique recruitment incentives that help you compete for publisher business. You are assigned a designated online marketing specialist who works with you to develop and execute your 30-day prospecting plan.

## ➤ Publisher Profiling

Your online marketing specialist uses industry expertise to identify areas of concentration risk and opportunities for new publisher business channels. After creating an optimal publisher profile based on your business model and goals, your online marketing specialist seeks the optimal match in the Commission Junction network and designs competitive program terms to attract new publishers. Publisher Prospecting identifies the top 100 best suited publishers and actively recruits them to join your program.

## ➤ Offer Management

Publisher Prospecting defines best practices for designing and extending your offers to the identified publishers. Your online marketing specialist directly

contacts publishers on your behalf with competitive terms and incentives that encourage them to join your program. After extending offers, your online marketing specialist will follow up with publishers to maximize recruitment and then provide you with a summary report of the results.

## ➤ Publisher Prospecting Benefits

- Maintain brand image
- Increase program control
- Retain customer trust
- Meet government regulations

## ➤ Publisher Prospecting Features

- Monthly summary reports
- Special Terms & Conditions
- Single point-of-contact

Publisher Prospecting is one of many Commission Junction services that help enhance your program. Contact Commission Junction today to expand your program with high quality publishers.

*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.

530 East Montecito Street . Santa Barbara, CA 93103  
p 805 730 8000 f 805 730 8001 [www.cj.com](http://www.cj.com)

