

PUBLISHERS: track the transactions of your site visitors easily with Commission Junction's SmartRewards. SmartRewards is advanced tracking technology that gives you, the publisher, the ability to quickly establish programs that reward your visitors by providing them loyalty points and other reward incentives.

Here's how it works. SmartRewards provides you the capability to create a unique record by assigning a SID (Shopper ID) to each registered visitor of your site. You dynamically place the SID into your pay-per-lead or pay-per-sale advertiser link. Then, as the visitor takes action on the link's resulting site, the SID information is tracked with their transaction in real-time. SmartRewards allows you to then aggregate the individual tracking data to analyze the source of your transactions.



For example, a site with a loyalty building program using SmartRewards can easily offer special incentives to each registered user who purchases items through their site. Alternatively, a charity site can track purchases and credit selected charities on behalf of their visitors.

Begin using SmartRewards today to award loyalty points, cash back incentives or charity donations. It is simple to get started and an easy way to reward your visitors.

SmartRewards Advantages

- Available at no charge
- Easy to set up and free assistance is provided to get you started
- Compatible with all Commission Junction pay-per-lead and pay-per-sale advertiser links
- Transaction level reporting
- SmartRewards SID (Shopper ID) can support a 64 character alphanumeric variable

Commission Junction Benefits

- Real-time tracking, reporting and analysis of impressions, clicks, leads and sales
- Single interface to manage multiple advertiser relationships and campaigns
- Performance metrics for advertisers, ads, and publishers
- Third-party payment collection and processing
- One contract provides access to all advertisers
- Dynamic link rotation and automated updating
- Support for standard and advanced link types
- Broad selection of brand name advertisers
- One consolidated monthly paycheck
- Publishers select and place the ads
- Payment available in 16 currencies
- Free service and support

Join the 300+ publishers using SmartRewards technology.

For more information please contact smartrewards@cj.com, or call **805 730 8000** and ask for a SmartRewards associate.