



STRATEGIC PLANNING

Customized Design for Program Growth

It can be challenging to kick off a new program, or take an existing program to the next level of performance. Whether you are just starting out, or trying to fulfill the objectives of your existing program with maximum efficiency, Commission Junction's Strategic Planning is designed to help you achieve your goals while avoiding mistakes that can cost time and effort. Strategic Planning uses industry expertise to create a customized plan of action and provide strategic guidance, allowing you to reach your specific results.

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➤ Achieve Results through a Customized Plan & Strategic Guidance



➤ Customized Plan

Your online marketing specialist will consult with you to create a customized 90-day strategic plan designed to boost your program performance. Your plan outlines recommendations for best practices and new tactics, and establishes a foundation for long-term success.

➤ Strategic Guidance

Once your customized plan is developed, your online marketing specialist provides guidance in the execution of the plan so you can quickly and effectively implement our recommendations. Capturing and retaining top performing publishers, increasing quality traffic, or improving communications with your publishers are some of the results you can achieve through your customized plan. Working with your online marketing specialist you will also learn how to review trends, evaluate success and tailor your next activity to the market changes.

➤ Strategic Planning Benefits

- Maximize program performance
- Leverage industry expertise
- Establish foundation for long-term success

➤ Strategic Planning Features

- Single point-of-contact
- Customized 90-day strategic plan
- Guidance in plan execution

Strategic Planning 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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