



AFFILIATE SOLUTIONS

DIAL UP YOUR MARKETING RESULTS

Our Pay Per Call tracking solutions help advertisers connect with prospective customers on the phone where more complex product or service options can be discussed.

Publishers promote your products and services through a large variety of distribution channels via unique, trackable, toll-free numbers. With a focus on call quality, we increase call center sales and deliver expanded advertising reach through both online and offline media channels on a performance basis.

- **Boost customer confidence in your product and provide more opportunities for personal engagement.**
- **Generate incremental revenue with conversion rates as high as 50%.**
- **Expand your distribution into more online and offline channels - print, mobile, TV, radio, coupons, search, display, email, and blogs.**
- **Set the parameters of what constitutes success – you determine whether to pay on leads, sales or a hybrid structure.**

PARTNER TESTIMONIAL

“With CJ Affiliate by Conversant’s Pay Per Call program, we’ve seen great results, better ROI and greater distribution than we were ever able to achieve on our own. Calls have been converting at 25-35% and are generating about 400 new clients per month. We are so happy with the results of our Pay Per Call program that we’ve focused our efforts this year on growing the program.”

- Marianne Barnes, Lexington Law

GET STARTED

For more information, contact your CJ representative or call 800-761-1072. www.cj.com.



How Pay Per Call Works



SET-UP & PROMOTION

Work with CJ's Pay Per Call team to set commission rates and requirements for what constitutes a quality call, and then let your hand-selected publishers promote your products and services across multiple channels via unique toll-free phone numbers.



QUALIFYING & TRACKING

Consumers across the web see your ad and dial the toll-free numbers within your joined publishers' promotions. All publisher referred calls are tracked by CJ according to your campaign settings.



SALES & REVENUE

Qualified calls are forwarded to your call center for consultation or sale. CJ processes and handles publishers' payments, allowing you to focus on your business and customer service.

Potential Publishers' Promotional Channels

Branch your pay-for-performance business into new online and offline channels such as: online, print, mobile, TV, radio and outdoor.



Search



Display



Email



Coupon



Blog



Mobile



Print



TV



Radio



Outdoor

- **Expand distribution and reach**
- **Track phone sales and leads**
- **Reach and connect online and offline customers**
- **Generate more qualified leads & sales**
- **Increase conversion rates**
- **Boost sales and revenue**

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