



Commission Junction

Affiliate Services

Many of the world's most widely recognized and highly specialized brands run their affiliate programs on CJ's network. With tens of thousands of affiliate partners in place, our reach is vast. Marketers large and small are creating exceptionally responsive selling opportunities inside CJ's affiliate network.

Join us. You'll find you're in excellent company.

Access Granted

Partnering with CJ is the surest way to maximize your investment in affiliate marketing. Count on us to provide the market reach and platform support you need to meet your goals in this essential online marketing channel.

- ▶ Established, lucrative affiliate network
- ▶ Highest penetration of IR 500 e-retailers
- ▶ Customizable service solutions
- ▶ Robust, real-time tracking and reporting
- ▶ Consistent, transparent performance metrics
- ▶ Expert service and support

Real Dollars, Real Returns

Sales velocity and network integrity. These are the qualities advertising clients and affiliate partners appreciate most about Commission Junction. They trust us to provide the platform and support they need to fully optimize their affiliate programs.

Superior Technology Platform

- ▶ Best-rated ad serving and publisher payment processing services
- ▶ Seamless product catalog/data feed integration
- ▶ Proven effective outreach and recruitment tools
- ▶ Robust, customizable reporting and analytics
- ▶ Clean, consolidated accounting practices
- ▶ Intuitive commission and incentive-setting tools
- ▶ Elegant API interface with account systems
- ▶ Year-end tax form generation
- ▶ Numerous partner communication formats
- ▶ Custom sign-up URLs

Industry Verticals



Finance



Travel



Automotive



Consumer Products



Education



Health & Beauty



Retail



Business



Entertainment



Special Interests

Publisher Models



Mobile



Search



Loyalty



PayPerCall



Coupons



Content



Video



Social



Virtual Currency



Display

Flexible Support Solutions

Advertisers wanting to outsource all or some aspects of their affiliate programs can choose from a variety of service solutions, including:

Relationship Management

CJ is in direct and daily contact with many of our top performing publishers, as well as with the up-and-comers and outliers who are driving innovation. No one is more tuned in to its network publishers than CJ, and no one is better equipped to connect brands and publishers in ways that produce extraordinary results for both.

Full Program Management

CJ account teams are available to help you develop and execute all aspects of your performance marketing plan, taking over all responsibilities included in our Relationship Management service, plus more such as, offer and pricing strategies, creative optimization and upload, recruitment, relationship development and management. Whatever the need, your CJ team can be relied upon to optimize performance and results.

Product Catalog Management

A fresh, well-informed product catalog is the lifeblood of a successful performance marketing program. Many advertisers rely on CJ to design, build and maintain their product catalogs, ensuring optimal results for themselves and the publishers they partner with.

Creative Services

CJ's Creative Services team know from experience how to create a sense of urgency and stimulate engagement in online environments. They can be called on to assist with design and production of everything from banner ads and landing pages to newsletters, emails, lead generators and co-registration forms.

PayPerCall

In addition to traditional online affiliate programs, CJ offers an extensive pay per call service. Our PayPerCall platform enables publishers and advertisers to develop and track offers beyond the online environment. Unique toll-free numbers allow tracking of leads and sales that tie back to a consumer's online and off-line behaviors. The result: more responsive engagements, extended reach and higher conversion rates.

People Behind the Platform

Platform Innovation. Commission Junction has been driving platform innovation since its inception in 1998. Our engineers are more than experienced programmers; they're industry veterans who understand and appreciate the business implications of their work. They are as motivated as our network partners to generate results.

Network Quality. More than any other affiliate network, Commission Junction is known for our proactive commitment to ensuring everyone has the same opportunity to thrive in a secure, well-monitored online environment. We were the first to publish performance metrics for everyone in our network, and we remain ahead of the industry in our use of compliance practices and monitoring technologies.

Publisher Development. The performance of our affiliate partners is Priority One at Commission Junction. We dedicate a team of individuals to the development of programs, materials and technologies that support the success of the publishers in our network, from the newest to the most established. Our goal is always to ensure that everyone receives the operational and strategic support they need to function at their highest levels.

Account Management. CJ's platform is designed to accommodate a variety of affiliate programs, ranging from the fully self-serviced to the entirely outsourced. Advertisers wanting to outsource all or some aspects of their affiliate programs can choose from a number of service solutions: Relationship Management, Product Catalog Management, Full Program Management and Creative Services.

Customer Service. Commission Junction leads the industry in development of support programs and materials for advertising clients and affiliate partners alike. We maintain a rich archive of frequently updated training and strategy documents, and host an ever-evolving series of Web seminars. Our annual CJU conference is one of the largest and best-attended events in the industry. For our self-service partners, we offer a level of hands-on technical, strategic and promotional support that is unmatched industry-wide.

Agency Services. Agencies of all types partner with CJ to develop and manage performance marketing programs for their clients. They trust us to help them drive incremental revenue and protect their clients' brands with appropriate offers, placements and relationships.

*To learn more about how
CJ can help you maximize marketing ROI,
visit us online or call us directly.*

AFFILIATE SERVICES

Establish and optimize
your online performance marketing strategies

MEDIA SERVICES

Extend your reach
across channels and platforms

TRACKING SERVICES

Manage and track
all your performance-based partnerships



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