



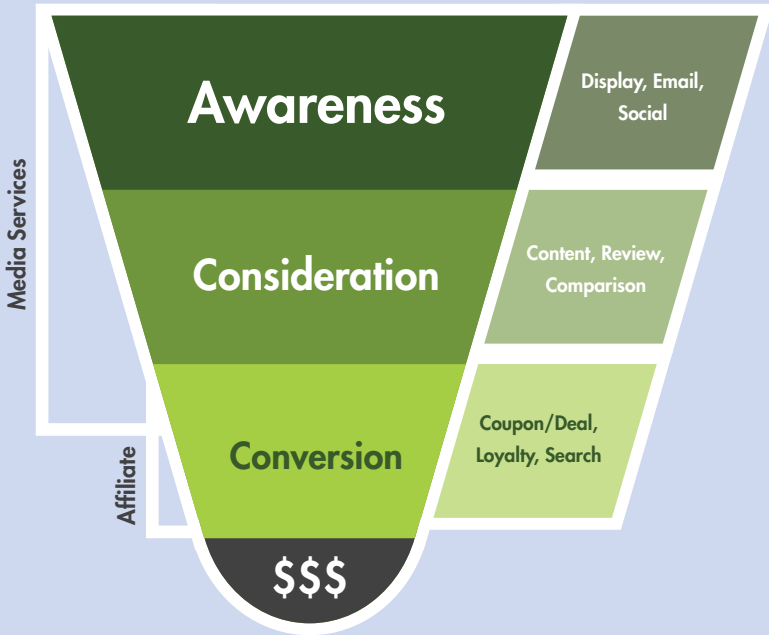
Commission Junction **Media Services**

Commission Junction enables advertisers to reach beyond affiliate relationships, leveraging the same infrastructure and expertise they use to drive their current affiliate programs.

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

Don't Just Measure Performance, Drive It

In today's globally connected economy, collaboration among strong partners with overlapping interests is more important than it's ever been.



Many brands now rely on pay-for-performance marketing principles and practices to structure collaborations of all kinds. Commission Junction has been supporting these relationships since 1998. We've seen the performance-based marketing model grow from a straight-up closing tool in the affiliate space to an essential instrument in the go-to-market strategies of some of the world's most widely recognized and highly specialized brands.

Pay-for-performance marketing is changing the way brands build awareness and drive consideration. In addition to providing accurate measures of performance at points of conversion, a well conceived and executed performance-based strategy can increase your speed to conversion and improve overall sales volume.

Commission Junction is uniquely positioned to help you create, optimize and manage a successful pay-for-performance marketing strategy. We have the fundamentals, vision and technology in place to make performance-based marketing work hard for you in all aspects of your marketing and sales strategies.

Increase Distribution

With Media Services, Commission Junction offers additional qualified, performance-based distribution through channels that aren't typically tapped through affiliate marketing.

- ▶ Partner with publishers that don't generally work with cost-per-sale pricing
- ▶ Acquire new customers through increased reach and new distribution channels
- ▶ Dovetail your offers with relevant, complementary environments and content
- ▶ Track and analyze performance using the same reporting and analytics tools you know from your affiliate programs
- ▶ Little to no additional integration is needed for advertisers already inside CJ's affiliate network
- ▶ Let CJ's Media Services team help you identify distribution opportunities, negotiate terms, promote your offers and place your ads

CJ can drive incremental traffic through discrete placements with publishers outside of your established affiliate program. These arrangements often lead to longer-lasting partnerships, and they give advertisers a chance to experiment with new offers and distribution strategies.

Network Management

Leverage CJ teams and technology to manage all the media platforms you choose to engage; including affiliate, email, display, newsletter, virtual currency and more. CJ will help you:

- ▶ Develop strategies
- ▶ Coordinate and enforce policies
- ▶ Manage insertion orders
- ▶ Safeguard program quality
- ▶ Provide consistent reporting
- ▶ Consolidate lines of communication

Adding and managing partners and networks through Media Services could not be easier for advertisers already marketing through CJ's affiliate network. CJ tracks transactions using the same tracking you use for your affiliate program.

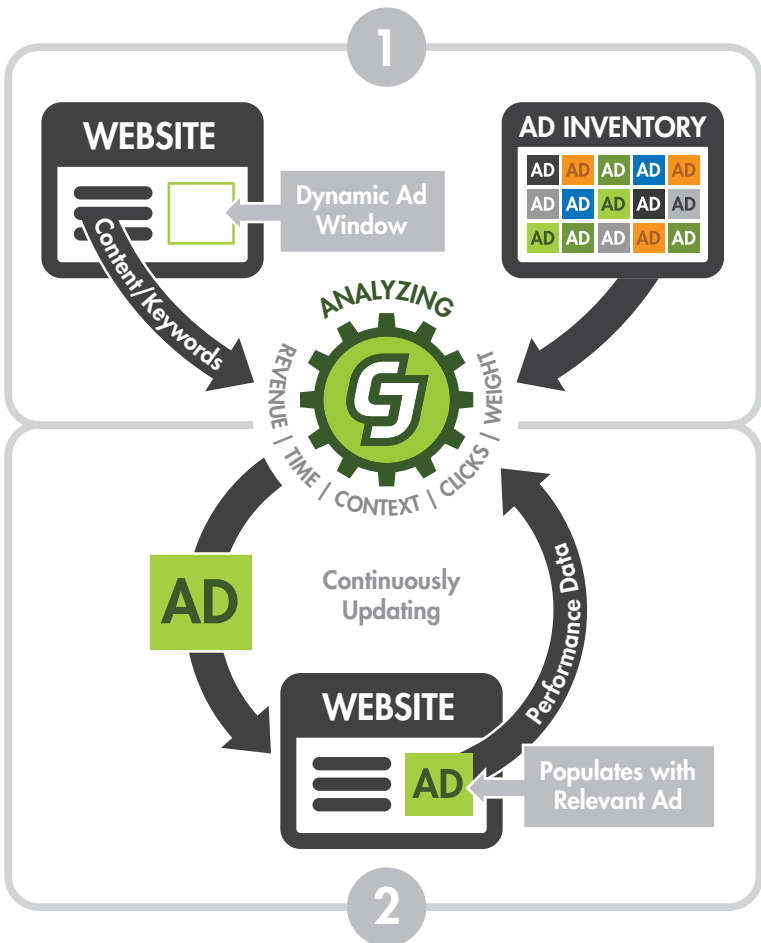
- ▶ In most cases, reporting is delivered through the same CJ Account Manager™ you're already used to using
- ▶ Publisher payments are processed in the same way and alongside payments to your affiliate partners
- ▶ No additional insertion orders are required
- ▶ Enjoy greater program, campaign and cross-channel transparency

CJ has the platform, people and experience to serve effectively as your agency of record in the performance marketing space.

Automated Targeting (beta)

Automated Targeting is a CJ-exclusive distribution solution that enables precision placement of performance-based display ads on sites that don't typically work with CPA pricing. Our automated ad-serving platform drives ad placements according to advertiser-defined relevancy cues. Publishers host "dynamic windows" that update automatically with ads and offers that tie into relative content.

- ▶ Drive incremental revenue through sales and leads that are exceptionally well-placed and perfectly timed
- ▶ Expand your reach on large sites with unique visitors that may not be available through existing affiliate relationships
- ▶ Optimize distribution with customized flight dates and budgets that align with campaign goals



*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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