



Commission Junction

Tracking Services

Commission Junction provides the infrastructure and expertise many organizations lack to handle everything from agreements and results tracking to reporting and payments.

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

Right Tool for the Job

If you utilize marketing partnerships of any kind to drive incremental revenue growth, you know how difficult they can be to set up, manage and optimize.

Now you can leverage the same technology and experience that drives the industry's most successful performance marketing platform to fully optimize performance in your online and offline marketing partnerships.

- ▶ Create a private, branded environment for your marketing partners
- ▶ Customize agreements and terms by partnership type, and by partner
- ▶ Trust in the industry's leading transaction tracking platform
- ▶ Control partner access
- ▶ Custom authorization tiers
- ▶ Optimize program performance with real-time reporting and analytics
- ▶ Outsource monthly payment processing and annual tax document distribution
- ▶ Enables a wide range of call tracking services

Co-marketing You Can Measure

Marketing partnerships are performance-based programs. It makes sense, then, that marketers large and small would choose to leverage a pay-for-performance model to optimize their co-marketing strategies. Whether you're using shared revenue models, commissions, or finder and referral fees to compensate influencers in your demand chain, you need to trust that the systems are in place to trace transactions back to their source.

Commission Junction Tracking Services

Commission Junction is recognized industry-wide for the strength and superiority of its performance-based technologies. If you're able to create the arrangement, we can help you track and manage it from inception and sale all the way through to compensation.

- ▶ Extend your reach through existing and new channels by enabling any partner to drive traffic to your online site or call center.
- ▶ Present consistent branding with partners through custom co-marketing sites, campaigns and content, delivered and tracked through your own private portal.
- ▶ Track and manage all marketing activity, and pay only for partner performance and results.

Let CJ work behind the scenes as a trusted 3rd party to handle all aspects of your partnership arrangements.

Some of the marketing partnerships CJ supports

- ▶ Cross-channel partnerships
- ▶ Agent relationships
- ▶ OEM alliances
- ▶ Affiliate relationships
- ▶ Referral programs
- ▶ PayPerCall
- ▶ Affinity programs

Some of the capabilities you can expect from CJ

- ▶ Manage and extend access to your creative inventory
- ▶ Private partner sign-up experience
- ▶ Easy-to-use private branded experience for partners
- ▶ Click-through merchant/partner agreements
- ▶ Proven tracking technology
- ▶ Real-time activity reporting
- ▶ Call tracking and toll-free number provisioning
- ▶ Monthly payment processing
- ▶ Tax form processing

*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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