



# Insights on Affiliate Marketing



## About Affiliate Marketing

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Affiliate Marketing is a performance-based marketing channel in which brands (advertisers) award commissions to affiliates (publishers) for driving desired outcomes, such as transactions and new customer acquisition, that resulted because of the publisher's marketing efforts.

**The creation of these long-term partnerships allows brands to reach unique audiences with third party endorsement in a cost-effective way:**

**88%**  
MORE REVENUE PER SHOPPER  
THAN OTHER CHANNELS

**12:1**  
AFFILIATE CHANNEL  
ROAS

**+15%**  
YOY INCREASE IN INVESTMENT  
BY BRANDS

\*Source: Stat 1 from CJ's Affiliate Incrementality Whitepaper; Stat 2 & 3 from 2018 Performance Marketing Association study, conducted by PricewaterhouseCoopers (PwC)



# Publisher Distribution Models

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Affiliate marketing offers brands a 360-degree approach, aligned with the consumer's own habits and needs. Publishers engage consumers at every point of their journey, from introduction to conversion, and offer greatly increased distribution for brands. CJ enables many types of partnerships and distribution methods, including social influencers, mobile apps, brand-to-brand, and more.



**Ad Networks**



**Content & Influencers**



**Coupon & Deals**



**Mobile & App**



**Incentive & Loyalty**



**Search**



**Social Shopping**



**Tech/Tools**

# About CJ Affiliate

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With over 20 years of experience, CJ Affiliate is the most trusted and established name in affiliate marketing with a track record of consistently driving intelligent growth for our clients. As part of Publicis Groupe, aligned with Publicis Media, CJ leverages unparalleled data to power a truly customer-centric approach to affiliate marketing. CJ clients reach more than 1B digital consumers monthly in over 240 countries and territories around the world.



## What Sets CJ Apart

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### Quality Partnerships:

A premium, curated and transparent network of advertisers & publishers for ease of relationship discovery.



### Cutting-Edge Tech:

Best-in-class tools and technology to easily create flexible compensation models and monitor program performance.



### Actionable Insights:

Vast consumer, channel and category data uncovers hidden value to enable intelligent growth & competitive advantage.



### Unparalleled Expertise:

Our passionate people bring experience, quality insights, strategy and best practices to all clients in everything they do.

## The Proof is in the Numbers

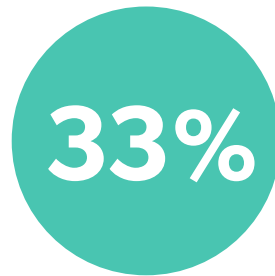
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CJ OUTPERFORMS  
AFFILIATE CHANNEL  
ROAS



CONSECUTIVE YEARS  
VOTED PREFERRED  
NETWORK BY  
PUBLISHERS



INTERNET RETAILER TOP  
1000 BRANDS THAT HAVE  
AFFILIATE PROGRAMS  
CHOOSE CJ

\*Source: Stat 1 from CJ retail client ROAS compared to ROAS in 2018 Performance Marketing Association study (see above); Stat 2 from Affiliate Benchmarks industry survey; Stat 3 from Internet Retailer 2020

# Trusted by the world's largest brands

Don't just take our word for it. Check out our [client success stories](#).

## Advertisers

BARNES & NOBLE

J.CREW

IHG<sup>®</sup>  
InterContinental  
Hotels Group

overstock.

priceline<sup>®</sup>

Office  
DEPOT

## Publishers

CNN

TIME

digg

LoyaltyOne

BuzzFeed

PMC

wirecutter  
A New York Times Company

55海淘网  
www.55haitao.com

For more information, contact your CJ representative,  
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