

Commission Junction

CJ Access™
Value-Added
Services



CJ Access™ provides small to medium-sized advertisers a self-serve affiliate marketing solution which includes access to Commission Junction's global network of publishers, online educational resources, and sophisticated reporting tools. CJ Access includes the essentials to get your affiliate program started. And to take your program to the next level we provide you the option to expand your resources by combining CJ Access with select value-added services, delivered by our Professional Services Department.

Our complete range of value-added services is designed to meet your specific needs, from the expanded-service offering of Program Management, to single-service offerings such as Strategic Planning, Publisher Prospecting, and Publisher Optimization. The following is a representative list of our most popular value-added services for CJ Access. Other services are available – get your complimentary needs assessment done today and see how fast you can grow your program!

➤ Program Management

Expert Resources, Industry Knowledge

Day-to-day management of your affiliate marketing program is essential for its long-term growth. A successful program requires constant publisher recruitment, communications and optimization along with daily review of transactions. Whether you are launching a new program or growing an existing one, often the challenge is finding and training resources that can deliver immediate results and remain dedicated to the productive management of your program.

Commission Junction's Program Management is designed to help you meet this challenge. Your designated program manager will perform the daily operations of your program, applying extensive training in online marketing, program analysis, and insight into our network.

Publisher Reach and Performance

Your program manager works directly with your publisher base to segment them by growth potential. Customized offers are then presented to publishers according to their performance levels to drive higher quality traffic to your program. Additionally, new publisher business models are identified to generate a lead list of 25 optimally matched publishers on a monthly basis. These publishers are encouraged to join your program directly on your behalf.

Program Support

With your collaboration, your program manager establishes acceptance criteria for publishers applying to your program. New publisher applications are then reviewed and the activity is summarized for your review on a regular basis. For your entire publisher base, you can count on your program manager to respond directly to publisher inquiries about your program or offers. Responses are delivered through a dedicated e-mail address within one business day.

Features

- Expert service and support through a single-point-of contact
- 25 optimally matched publisher leads per month
- Strategies to acquire, optimize and support publishers
- Review of publisher applications
- Monthly service summary reports

Benefits

- Gain expertise without cost of hiring and training resources
- Maximize publisher performance
- Expand your publisher base
- Generate higher quality traffic
- Solidify publisher relationships

➤ Strategic Planning

Customized Design for Program Growth

It can be challenging to kick off a new program, or to take an existing program to the next level of performance. Whether you are just starting out, or trying to fulfill the objectives of your existing program with maximum efficiency, Commission Junction's Strategic Planning is designed to help you achieve your goals while avoiding mistakes that can cost time and effort. Strategic Planning uses industry expertise to create a customized plan of action and provide strategic guidance, allowing you to reach your specific results.

Customized Plan

Your online marketing specialist will consult with you to create a customized 90-day strategic plan designed to boost your program performance. Your plan outlines recommendations for best practices and new tactics, and establishes a foundation for long-term success.

Strategic Guidance

Once your customized plan is developed, your online marketing specialist provides guidance in the execution of the plan so you can quickly and effectively implement our recommendations. Capturing and retaining top performing publishers, increasing quality traffic, or improving communications with your publishers are some of the results you can achieve through your customized plan. Working with your online marketing specialist you will also learn how to review trends, evaluate success and tailor your next activity to the market changes.

Features

- Single point-of-contact
- Customized 90-day strategic plan
- Guidance in plan execution

Benefits

- Maximize program performance
- Leverage industry expertise
- Establish foundation for long-term success

➤ Publisher Prospecting

More Publishers to Promote Your Brand

Finding qualified publishers to expand your publisher base, promote and fulfill the unique needs of your affiliate marketing program is crucial for your success. Commission Junction's Publisher Prospecting is designed to complement new or existing programs in need of increased brand promotion through qualified publishers. This service not only analyzes your program to identify which publishers to recruit, it also develops unique recruitment incentives that help you compete for publisher business. Your designated online marketing specialist works with you to develop and execute your 30-day prospecting plan.

Publisher Profiling

Your online marketing specialist uses industry expertise to identify areas of concentration risk and opportunities for new publisher business channels. After creating an optimal publisher profile based on your business model and goals, your online marketing specialist designs competitive program terms to attract the top 100 best suited publishers and actively recruits them to join your program.

Offer Management

Publisher Prospecting defines best practices for designing and extending your offers to the identified publishers. Your online marketing specialist directly contacts publishers on your behalf with competitive terms and incentives that encourage them to join your program. After extending offers, your online marketing specialist will follow up with publishers to maximize recruitment and then provide you with a summary report of the results.

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Features

- Single point-of-contact
- Program analysis and 30-day prospecting plan
- 100 optimally matched publisher leads

Benefits

- Expand and diversify qualified publisher base
- Generate more leads and sales
- Maximize brand exposure

➤ Publisher Optimization

An Energized Publisher Base

Your success in affiliate marketing depends on the ability to energize your publisher base. Commission Junction's Publisher Optimization is designed to help grow your program by motivating your online sales force to maximize their performance. This service offers a review of your current publisher base and a 30-day optimization plan to define new methods for improving performance.

Analysis & Segmentation

Your designated online marketing specialist analyzes past and present publisher performance levels to identify opportunities for program growth. Active and inactive publishers are encouraged to promote your program through segmentation and customized offers relative to their performance levels. As a result, your publishers drive higher quality traffic to your program and generate more transactions. Your online marketing specialist also works with you to review and improve your existing creative and program settings, helping to enhance the overall attractiveness of your program.

Relationship Management

You benefit from the assistance of your online marketing specialist by building better relationships with your publishers by communicating through various tools, such as newsletters or e-mails. Together, you will strategically position your new promotions, program terms and performance incentives to your publishers to maximize their interest in your offer. In turn, your publishers will be driven to increase your sales or leads, resulting in increased revenue.

Features

- Single point-of-contact
- 30-day optimization plan
- Publisher segmentation and communication

Benefits

- Drive higher quality traffic volume
- Activate dormant publishers
- Improve EPC and network ranking



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