



BRAND COMPLIANCE

Brand Representation on Your Terms

Your brand is one of your most valuable assets and you need to control how it is represented in all business channels. When it comes to affiliate marketing, Commission Junction's Brand Compliance ensures that your brand is represented according to your terms, allowing your publishers to drive revenue while maintaining your brand image.

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➤ How It Works



➤ Guidance

Your Commission Junction analyst consults with you to determine your brand needs and helps you specify them by defining the terms of your program. These terms then provide your publishers with guidance on how to correctly represent your brand.

➤ Detection

Comprehensive, state-of-the-art detection tools continually scan the CJ Marketplace to ensure that your brand is accurately represented. Any non-compliant activity is investigated by your analyst to understand the nature of the occurrence.

➤ Enforcement

Your analyst then enforces your terms by reforming the non-compliant publisher activity. Through continued detection and enforcement, your publishers will represent your brand in compliance with your terms. As a result, you can focus on growing your program with the assurance that your brand image remains intact.

➤ Brand Compliance Benefits

- Maintain brand image
- Increase program control
- Retain customer trust
- Meet government regulations

➤ Brand Compliance Features

- Monthly summary reports
- Special Terms & Conditions
- Single point-of-contact

Brand Compliance is one of many Commission Junction services that help enhance your program. Contact Commission Junction today to ensure accurate brand representation.

This value-added service along with several others may also be purchased as a bundle via CJ Associate™, our comprehensive program management offering, providing a significant value to our CJ Vantage™ clients.

Commission Junction is a global leader in the online advertising channels of affiliate marketing and managed search. We drive quality results, deliver superior service, and develop sustainable relationships for advertisers and publishers through our performance-based solutions.

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