

**ADVERTISERS:** CJ Vantage™ combines expertise with advanced functionality to optimise your online marketing relationships. Commission Junction recognises that strategic relationship management is the most critical and challenging task in realising your online performance marketing goals. With this in mind, CJ Vantage makes it possible to fully leverage key relationships while gaining a commanding view of the CJ Marketplace.

As an application service provider (ASP), Commission Junction facilitates online marketing relationships between advertisers and publishers. Our product solutions allow advertisers to rapidly and cost-effectively launch performance-based marketing programmes, while avoiding the time and expense of installing, maintaining and upgrading packaged software. We provide a large, established customer network and a centralised infrastructure – delivering full-featured functionality and unlimited scalability.

## CJ VANTAGE FEATURE SET

- Assigned Account Manager
- 90-Day Deployment Strategy Support
- Multiple Action Capability
- Hybrid Actions Available\*
- Item-based Commissions
- Performance Incentives for Publishers
- Advanced Product Catalogue Support
- Customised Scheduled Reporting
- Variable Tracking Technology

“eBay is very pleased with the advanced functionality that Commission Junction continues to provide. Since initially partnering with Commission Junction, we have significantly broadened our pay-for-performance strategy.”

– Steve Cohen  
Business Development Manager  
eBay

“We are very excited about the advanced functionality within the Commission Junction platform. By offering multiple commission rates we will provide even greater value to publishers and drive our pay-for-performance strategy to the next level.”

– Sharon Griffiths  
Strategic Partnerships Manager  
Expedia.co.uk

### Why Commission Junction?

- Large, established network of publishers
- Monthly commission processing and payment
- Real-time tracking and reporting
- Fraud prevention and detection
- Secure, reliable, scalable technical infrastructure
- Expert service and support
- Support of advanced link technology
- Publisher help desk
- No software to install
- Non-exclusive contract
- Performance metrics for advertisers, ads, and publishers
- Global reach

### Technical Specifications

- Architecture built on the J2EE platform running on LINUX /UNIX servers
- Multiple data centers running Oracle 9i database servers and JAVA application servers
- Compliant with World Wide Web Consortium (W3C) standards, HTML version 4.0
- Secured data transfer supported by Secure Socket Layer (SSL) and Open PGP (Pretty Good Privacy)
- Platform for Privacy Preferences Project (P3P) compliant at the highest level in Internet Explorer (IE) 6.0
- Recommended browsers-Internet Explorer and Netscape Navigator

**Begin optimising your online marketing relationships with CJ Vantage today!**

For more information about the value of CJ Vantage or current pricing, please contact your Commission Junction sales manager or call **+44 (0)208 785 5870**.

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## CJ VANTAGE BENEFITS

### Manage your account with an expert resource on board.

One of our account managers will be assigned to offer programme assistance.

- Monitors account performance
- Provides advice and guidance
- Helps track towards goals and objectives

### Take your performance-based advertising programme live with a solid deployment strategy in hand.

Your account manager will construct a 90-day deployment strategy to develop a high-quality, high-yield performance-based advertising programme.

- Assists in developing campaign goals and strategies
- Ensures successful programme execution with best practices in place
- Suggests techniques for publisher recruitment

### Customise your offering with multiple actions.

Additional sale or lead actions can be quickly integrated as your programme grows.

- Supports multiple sale or lead actions
- Includes real-time integration

### Reach multiple advertising channels with hybrid actions.\*

Supplement sale and lead activity by paying on clicks and impressions.

- Establishes multiple channels to reward publishers
- Utilises a performance-based model

### Set commissions that make sense for your business.

Item-based commissions delivers superior programme control by offering multiple commission settings.

- Protects margins with maximum commission ceiling
- Offers flexibility to support diverse product mix
- Showcases key products and/or services

### Retain and reward key partnerships with performance incentives.

Incentives and their associated terms can be established in minutes.

- Leverages relationships with top performers
- Sets reward tiers on a per action basis

### Maintain and grow your product catalogue with the support of advanced functionality.

The product catalogue feature offers state of the art data transfer support.

- Allows advertisers to efficiently distribute product-specific data to publishers
- Supports keyword searches by both advertisers and publishers
- Accommodates numerous predefined and custom link formats

### Measure effectiveness with customised scheduled reporting.

Enhanced data transfer allows for the delivery of one time and regular reports.

- Supports various data formats
- Assists with publisher management
- Provides insight into programme dynamics

### Utilise tracking technology that meets your business needs.

Various integration options offered.

- Supports various marketing channels with modified pixel tracking technology
- Accommodates data transfer tracking to allow for delayed transaction reporting
- Offers rapid integration with standard pixel tracking technology

*\*Advertisers must be approved to utilise functionality.*