

## SUCCEED WITH PROGRAMME MANAGEMENT EXPERTISE

Day to day management of your affiliate marketing programme is essential for its long-term growth. A successful programme requires constant publisher recruitment, communication and optimisation along with daily review of transactions. Whether you are launching a new programme 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 programme.

Commission Junction has designed a programme management service to help you meet this challenge. Your assigned programme manager will perform the daily operations of your programme, applying extensive training in online marketing, programme analysis, and insight into our network. You will benefit from the addition of valuable expertise to your marketing team, more leads for your programme and increased online revenue while being able to focus on your core business.



### Publisher Reach and Performance

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

### Programme Support

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

#### Programme Management Benefits

- Obtain results from your programme manager
- Gain expertise without the costs of hiring and training resources
- Maximise publisher performance
- Expand your publisher base
- Generate higher quality traffic
- Solidify publisher relationships

#### Programme Management Features

- Expert service and support
- Single point of contact
- Set number of optimally matched publisher leads per month
- Strategies to acquire, optimise and support publishers
- Review of publisher applications
- Monthly service summary reports

#### Other Available Services

Programme Management is one of many Commission Junction services that help enhance your programme. Additional available services include:

- Strategic Planning
- Brand Compliance
- Publisher Optimisation

**Contact Commission Junction** today to put your affiliate programme in the hands of our programme management experts.