

EXPAND YOUR PROGRAMME WITH HIGH QUALITY PUBLISHERS

Finding qualified publishers to promote and fulfill the unique needs of your affiliate marketing programme is crucial for success. Commission Junction's Publisher Prospecting expands your publisher base to include top prospects that will promote your programme and generate more transactions.

Publisher Prospecting is the perfect complement to new or existing programmes needing increased brand promotion through qualified publishers. This service not only analyses your programme to identify which publishers to recruit, it also develops unique recruitment incentives that help you compete for publisher business. You are assigned a designated programme manager who works with you to develop and execute your 30-day prospecting plan.

Publisher Profiling

Your programme manager 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 programme manager seeks the optimal match in the Commission Junction network and designs competitive programme terms to attract new publishers. Publisher Prospecting identifies the 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 programme manager directly contacts publishers on your behalf with competitive terms and incentives that encourage them to join your programme. After extending offers, your programme manager will follow up with publishers to maximise recruitment and then provide you with a summary report of the results.

**Profile & Recruit
Your Ideal Publishers**



Publisher Prospecting Benefits

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

Publisher Prospecting Features

- Select number of optimally matched publisher leads
- Programme analysis and 30-day prospecting plan
- Service summary report
- Single point of contact

Other Available Services

Publisher Prospecting is one of many Commission Junction services that help enhance your programme. Some of these services include:

- CJ Associate™ - comprehensive programme management
- Strategic Planning
- Brand Compliance
- Publisher Optimisation

Contact Commission Junction today to expand your programme with high quality publishers.