

CJ ACCESS

Pay-for-Performance Drives Results

With CJ Access™, Commission Junction delivers enhanced functionality that allows you to maximize your online advertising results and attain the highest return for your advertising dollars. CJ Access is Commission Junction's self-service solution that provides advertisers with a comprehensive suite of performance-based advertising, management, recruitment and administrative services delivered on-demand via the Internet. CJ Access enables you to succeed in the Commission Junction network, the CJ Marketplace, while optimizing your online advertising efforts.

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The CJ Marketplace is exclusive to Commission Junction clients, and openly publishes the performance of advertisers, publishers and ads – delivering accountable, measurable, powerful results. The CJ Marketplace offers an extensive network of publishers including some of the most recognized Web sites on the Internet today. Not only are they top destination sites, they are also effective marketers that know how to drive results.

➤ CJ Access Benefits

Drive More Revenue with Every Advertising Dollar

Pay-for-performance advertising is the most effective and accountable online marketing solution:

- Pay only when you get results
- Increase online revenue by 15% to 40%*
- Acquire customers at a planned, proven, practical cost
- Maximum revenue returned with minimal financial outlay

Extend Your Reach and Acquire More Customers

You get more of the tangible ingredient fundamental to the success of your business – new customers:

- Large, established global network
- Quality and quantity partnerships
- Most active publishers
- Focused on acquisition of leads and sales

Understand and Prove Your ROI

Account for every advertising dollar you drive through our pay-for-performance marketing channel:

- 24/7 real-time tracking, reporting and analysis of clicks, leads and sales
- Our auditing systems monitor and analyze your program performance, know how much money you have earned and how much you owe
- Precision tracking lets you measure your true advertising performance and effectiveness

Build Better, Smarter Pay-for-Performance Relationships

Performance metrics within our network establish a visible benchmark for quality and provide a common language for communication and reference:

- Compare your program effectiveness to others
- Increase your visibility by improving your ranking
- Make more informed decisions about partnerships

Accelerate Results with Fast Implementation

With our 100 percent Web-based technology, we can have your program up and generating results in days:

- No software to install or maintain
- No additional hardware or server resources required
- Implementation of our tracking code is a non-invasive process that requires 20 minutes to install and test
- All reporting is accessible from any Web browser in the world
- Scalable, reliable, proven technical infrastructure

Save Time and Money by Eliminating Overhead

Our infrastructure automates all the details enabling you to focus on your relationships and results:

- All-inclusive, turn-key solution – we match, manage, serve, track, report, collect and pay
- Dedicated teams focused on client service, affiliate development, technical support and non-compliant network behavior
- Add unlimited partners to your program at no additional cost
- Monthly payment processing, check writing and postage all included
- Outsource any or all parts of your program

➤ Call Commission Junction today for more information about the value of CJ Access: 888 316 0953

Commission Junction is the 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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