





MAXIMIZE YOUR ONLINE MARKETING WITH MANAGED SEARCH SERVICES

An essential component in every marketer's online strategy, search marketing is one of the most effective ways to drive targeted traffic and increase revenue. But few advertisers have reached their full potential with search marketing because of the myriad of search engines and placement options available.

CJ Search™ simplifies matters and delivers a managed search solution that combines best of breed offers for paid placement, paid inclusion and organic search with a network of experienced pay-for-performance search publishers. With CJ Search, your designated search program manager will create a customized program composed of the appropriate search marketing methods to quickly meet your specific goals.

Your search program manager is prepared to handle everything – from developing ad copy, creating keyword lists and product data feeds, to managing your search engine relationships on a daily basis – all while providing constant program optimization and comprehensive reporting to track the performance of all your search efforts. Additionally, CJ Search employs Commission Junction's proprietary technology to accurately track and report the return on investment of all your paid placement and paid inclusion efforts – down to the specific keyword.

CJ Search delivers a hassle-free, single-source solution by using the right balance of search methods to create your customized search solution. Immediately benefit from the knowledge of a search program manager, paid placement, paid inclusion, organic search and a network of experienced pay-for-performance search publishers. Let CJ Search simplify and consolidate your search efforts while maximizing your return on investment.

SEARCH METHOD	FEATURES	RESULTS
 Paid Placement	<ul style="list-style-type: none"> - Keyword research - Bid management - Ad copy development 	<ul style="list-style-type: none"> - Drive highly targeted traffic - Increase brand awareness
 Paid Inclusion	<ul style="list-style-type: none"> - Directory listing management - Product feed distribution 	<ul style="list-style-type: none"> - Broaden reach quickly - Secure top directory listings
 Organic Search	<ul style="list-style-type: none"> - Content analysis and recommendations - Link optimization 	<ul style="list-style-type: none"> - Establish brand credibility - Improve exposure and reach
 Pay-for-Performance Search	<ul style="list-style-type: none"> - Promotion of best practices - Communication of keyword rules 	<ul style="list-style-type: none"> - Pay only for performance - Supplement paid search efforts

The CJ Search Process

Getting started is easy. A search program manager will use a consultative approach to create, manage and maintain your customized search solution.

Consultation and Strategy

- Determine goals and objectives
- Analyze existing search efforts
- Establish monthly budget
- Design comprehensive and integrated search program

Campaign Development and Launch

- Develop ad copy
- Identify destination URLs and landing pages
- Create initial keyword lists and product data feeds
- Engage and manage search engine efforts

Account Management and Optimization

- Analyze ROI of collective search efforts
- Isolate top-performing keywords
- Refine keyword lists and adjust for trends
- Adjust search solution as necessary
- Introduce complementary campaign(s)
- Coordinate search campaigns with your promotional calendar

For more information about the value of CJ Search, please contact your Commission Junction sales manager or call 805 730 8000.