

**GROW YOUR PROGRAMME THROUGH PUBLISHER PERFORMANCE**

Your success in affiliate marketing depends on mobilising your publishers. Commission Junction's Publisher Optimisation helps your programme grow by motivating your online sales force to maximise their performance. This service offers a review of your current publisher base and a 30-day optimisation plan to define new methods for improving performance.

**Analysis & Segmentation**

Your designated programme manager analyses past and present publisher performance levels to identify opportunities for programme growth. Active and inactive publishers are encouraged to promote your programme through segmentation and customised offers relative to their performance levels. As a result, your publishers drive higher quality traffic to your programme and generate more transactions.

**Relationship Management**

You benefit from the assistance of your programme manager in building better relations with your publishers by communicating through various tools, such as a newsletter or emails. Together, you will strategically position your new promotions, programme terms and performance incentives to your publishers to maximise their interest in your offer. In turn, your publishers will be driven to increase your sales or leads, resulting in increased revenue.

**Publisher Optimisation Benefits**

- Drive higher quality traffic volume
- Activate dormant publishers
- Improve EPC and network ranking

**Publisher Optimisation Features**

- 30-day optimisation plan
- Publisher segmentation
- Publisher newsletter
- Single point of contact

**Other Available Services**

Publisher Optimisation 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 Prospecting

**Contact Commission Junction** today to grow your programme through publisher performance.