



Commission Junction is the number one affiliate network for travel marketers, offering the widest platform reach and the most innovative platform for your affiliate marketing needs. Commission Junction offers the most secure and robust marketplace for advertisers and affiliates to work together.

THE COMMISSION JUNCTION ADVANTAGE

Commission Junction is the only truly global affiliate network offering advertisers a single market with access to over 100,000 active publishers worldwide who can drive large amounts of traffic to your travel site.

INNOVATIVE CREATIVE SOLUTIONS

With Commission Junction affiliate marketing is much more than banner advertising. Commission Junction can offer syndication of all creative formats across our affiliate network; including Flash, HTML, audio and video pod-cast based creatives.

Using Commission Junction's *Product Feed* technology advertisers can offer affiliates their complete product range on a regular basis. Affiliates can choose which offers to promote to their users, based on their own user-based knowledge.

CONTROL AND COMPLIANCE

Commission Junction recognises that control and compliance are key issues for marketers when it comes to Affiliate Marketing. Our *Network Quality* infrastructure is second to none and we invest significant resources in ensuring that we offer the best marketplace for advertisers and their affiliates.

New developments in Commission Junction linking technology means that we can offer advertisers full control over how their creatives are displayed. By retaining crucial control over your messaging and allowing easy synchronisation of all online activity you can ensure consistent messaging to customers, regardless of channel.

Key Benefits

- Local client specific solutions powered by a global network
- Industry leading compliance and control technologies
- Full support for all creative formats, including rich media.
- Close integration with Mediaplex's MOJO Adserver for channel de-duplication.

INTEGRATION

Commission Junction *Webservices* offers advertisers a complete toolkit to integrate their systems with the affiliate marketing platform. Applications include automatic synchronisation of pricing feeds and fully branded affiliate signup centres.

DE-DUPLICATION

Working in partnership with Mediaplex, a sister company of Commission Junction in the ValueClick group of companies, a fully de-duplicated view of conversions can be offered. This allows advertisers full view and accurate crediting, ensuring maximum ROI.

Understanding exactly where each conversion is coming from and correctly attributing it allows marketers to offer the most competitive commissions to their affiliates and will ensure they achieve their maximum potential.

EXPERTISE

Commission Junction currently works with 5 of the 6 most visited UK travel websites and half of the top 8 airlines*. Our experience in how to make the affiliate marketing channel work for advertisers and publishers within the travel industry is unparalleled.

*IMRG- Hitwise: Hot Shops List May 2006

'Commission Junction's strategic account development service makes them much more than an affiliate marketing technology provider'

Danny Barrasso
Head of Online
Partnerships
Thomas Cook

Next Steps

Register your details with Commission Junction
or contact us directly -

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