



LinkShare Affiliate Marketing

1. Is Affiliate Marketing right for my business?

Affiliate Marketing is a powerful way to generate sales and find new customers and is a successful sales model for a variety of product categories. If you already sell your products or services online then it is likely that Affiliate Marketing is a sales channel that can help you drive revenue and find new customers. Unlike Pay-Per-Click advertising, Affiliate Marketing is performance based which means you only pay a commission when a sale is made or when another commissionable event takes place such as filling out a form.

2. How do I protect my brand and my trademarks?

LinkShare offers brand compliance tools and services to help protect your brand in a variety of ways. Many Advertisers also develop a Search Engine Marketing policy making it clear to Publishers whether they can bid on their search marketing campaigns.

3. What commissions do I need to pay Publishers for driving sales?

Average commissions will vary by product category and your sales strategy and typically range from 5 to 10 percent. A key strategy leading up to the launch of your program is to look at the commission rates offered by other companies in your industry.

4. How fast can I launch my program?

Your Affiliate Marketing program can be up and running in as little as 2 weeks! At LinkShare, we have the experience to get your program launched quickly. Our skilled technology and services team will help you launch your program the tools you need to meet your goals and objectives.

5. How many Publishers will be in my program?

LinkShare has strong partnerships with thousands of successful Publishers that drive sales including the top Publishers in the industry. The number of Publishers in your program will depend on your recruitment strategy and the types of Publishers that are aligned with your sales and marketing strategy. Some Advertisers limit their program to certain Publishers and other Advertisers accept thousands of Publishers into their program. The answer all depends on your strategy.

6. How can I attract the best Publishers?

The right commission rate is the first step. Additionally, special promotions, leveraging all LinkShare technologies (i.e. Merchandiser, Flex Links, Easy Links, etc.), contests, and timely payments are all tools that motivate and inspire Publishers. Effective and consistent communication is a common best practice that helps remind your Publishers that you want them to succeed in making money from your products or services.

7. How much time will it take to manage my program?

Generally it will take you about an hour and a half each day to manage your Affiliate Marketing program. For the first few months, it is strongly recommended that you add approximately two to three hours a day to kick start your program and get it on the right track.

Even the most efficient Affiliate Marketing Program Managers can spend about 45 minutes a day managing their program.

Managing Your Affiliate Marketing Program

Typical Time Allocation



8. How can I attract the best Publishers?

Return on investment can be measured in a variety of ways depending on your goals and your overall marketing and sales strategy. We can work with you and offer best practice guidance on how to align your Affiliate Marketing program with your objectives. Typical Advertiser goals for Affiliate Marketing include:

- a. Brand exposure
- b. Increased site traffic
- c. Online revenue growth
- d. Product specific promotions

The more time, planning and optimization you put into your Affiliate Marketing channel, the higher the return on investment you will see.

9. Are companies similar to mine having success with LinkShare Exchange?

Advertisers in the LinkShare Network are having success in a broad variety of product and service categories. Your LinkShare representative can offer examples of similar companies that have had success with Affiliate Marketing in the LinkShare Network.



10. What are my options for tracking revenue?

At LinkShare you have a choice between two different technology options: **Pixel Tracking** and **Enterprise Tracking**.

Pixel Tracking

LinkShare Pixel Tracking is a simple, industry standard tracking solution that is easy to install yet does not provide certain capabilities. A key distinction between LinkShare Pixel Tracking and other pixel tracking solutions is the ability to commission at different rates on different products.

Enterprise Tracking

LinkShare Enterprise Tracking is an enterprise grade, full-featured tracking solution providing you with the highest level of protection against fraudulent transactions and the greatest reporting flexibility.

What are the next steps?

Speak to a LinkShare Representative to determine if Affiliate Marketing is right for your business and to find out how quickly you can start generating revenue.

Call 646-943-8200 or visit us at www.linkshare.com