

Affiliate Marketing solutions that drive results



FLEXIBLE AFFILIATE MARKETING SOLUTIONS FOR ADVERTISERS

featured advertisers

SELFRIDGES & CO

WAREHOUSE

NET-A-PORTER.COM

Superdry

John Lewis
johnlewis.com

DOROTHY PERKINS

Miss Selfridge.com



schuh

KAREN MILLEN

T.M. Jewin

KURT GEIGER

UNIQLO

HOUSE OF FRASER

coast

FRENCH CONNECTION

AVON
avonshop.co.uk

Dune

TOPMAN

TED BAKER
LONDON

QUALITY ADVERTISER PARTNERSHIPS

Since our UK launch in 2006, some of the UK's leading merchants have chosen LinkShare for their affiliate marketing needs. Well-known names from the retail sector such as Selfridges, John Lewis, Topman, House of Fraser, Ted Baker, French Connection, Kurt Geiger, Oasis, White Company and Uniqlo, to name a few.

Outside of retail, leading travel sites such as Handpicked Hotels, Mr & Mrs Smith, Radisson Edwardian along with PCWorld Business, Simply Electronics and Purely Gadgets have completed partnerships with LinkShare.

Our client service is unique to the UK market and includes offering customers both strategic and tactical insight into using data to improve brand promotion, leverage emerging media like social networking and increase traffic and sales throughout the life of a programme.

LEVERAGE LINKSHARE'S SUPERIOR NETWORK

At LinkShare you'll have access to a large, unique pool of affiliates not found in other networks. LinkShare's unique Find New Affiliates feature helps you expand your affiliate programme by mining the LinkShare Network for affiliate partners that meet your criteria.

We are proud of our Network Development team, who work around the clock to add and manage new affiliates. The dedicated team manages relationships with high-producing and high-potential affiliates within the LinkShare Network with the goal of creating and enhancing as many productive links as possible between affiliates and merchants like you.



ROBUST RISK MANAGEMENT TOOLS THAT PROTECT YOUR COMPANY

LinkShare provides you with the most robust and reliable risk management and brand control tools in the industry - tools we view as not optional, but as essential for stewarding your brand. With unique tools like the Affiliate Application Filter, Affiliate Content Spider and the ability to dynamically change creative including text links, you can scale your programme to ensure maximum return. With LinkShare's channel management tools, you have complete control over your affiliate channel and the relationship your customers have with your brand.

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TECHNOLOGY INNOVATION THAT DRIVES RESULTS

As an industry leader in online marketing services, innovation is one of our key operating principles. We'll help you find the right tools for your business model to maximise the power of the LinkShare Network.



 Tracking options include our patented **LSTrans technology**, a non-cookie or pixel based tracking solution. Plus, as you explore our technologies you will find that LinkShare is setting the standard in a variety of areas including **contextual ads**, **predicative widgets**, **Scored Merchandiser**, **Mobile Links** for tracking m-commerce, **video ad tracking links** and tools for **Social Media**.

CHOOSE THE LEVEL OF SERVICE WHICH IS BEST FOR YOU



Choosing a LinkShare service level isn't determined by the size of your business; it is based on the level of service that you want to have for your program.

LINKSHARE COMPLETE is an affiliate marketing solution designed for online retailers who seek a fully outsourced solution that drives results.

LINKSHARE EXCHANGE is a solution designed for online retailers who want to manage their affiliate program in-house. Our **NEW Advertiser Dashboard** provides you with "hands-on" do-it-yourself tools that allow you to deliver results.

FREQUENTLY ASKED QUESTIONS

1. Is Affiliate Marketing right for my business?

As a proven sales model for a variety of product categories, affiliate marketing is a powerful way to generate sales. If you already retailing online it is likely that affiliate marketing can help increase revenue. Affiliate marketing is performance based which means you only pay a commission when a sale is made or when another commissionable event takes place like filling out a form.

2. What are the goals of Affiliate Marketing?

The goals of a successful affiliate program are set by the retailers themselves and affiliate marketing is a flexible way to achieve a variety of goals. Typical Advertiser goals for Affiliate Marketing include - Brand Exposure; Increased site traffic; c. Online revenue growth; and Product specific promotions.

3. 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 that makes it clear to Publishers if and when they can bid on your trademarks.

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

Average commissions will vary by product category and depends on your sales strategy. A key strategy leading up to the launch of your program is to look at the commission rates offered by companies in your industry.

5. 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 fast.

6. How many Publishers will be in my program?

LinkShare has strong partnerships with thousands of successful, quality Publishers including the top Publishers in the industry. How many Publishers you approve into your program depends on your strategy. Some Advertisers limit their program to select Publishers and other Advertisers accept thousands of Publishers into their program.

If you have any further questions, why not speak to a LinkShare representative on **020 7031 0950** or on email at uksales@linkshare.com or search for more information on our website at www.linkshare.co.uk