

AFFILIATE MARKETING

More & more, affiliate marketing is becoming a crucial component of the holistic online marketing plan. Think of affiliates as an online sales force- able to cast a broad net to get your product & services in front of potential and existing customers. Affiliate marketing is at the crux of efficiency-driven advertising, and has established itself as a win-win situation for both publishers & advertisers.

STAY ON TOP WITH:

- Weekly reports catered to your needs so you can see the metrics most important to you
- Competitive analysis to keep you ahead of the game
- Top partner optimization to maximize the volume-driving players in your program
- Development of affiliate resources to keep affiliates educated, up-to-date and in-the-know on the best ways to reach your customers & promote your products
- Coordinated search efforts to increase visibility of affiliates on key search terms, while ensuring your own search efforts are not sacrificed
- Affiliate promotions & reward programs catered to motivate publishers, help reach goals & highlight custom offers & initiatives
- Customized recruitment to find qualified sites & develop valuable relationships
- International efforts- find customers here & abroad

WHAT MAKES NETEXPONENT DIFFERENT?

- **Relationships that matter** –years of experience and personal, long-standing relationships have given us:
 - Reputation in the affiliate industry as trustworthy, supportive & innovative
 - Close partnerships with top publishers across a myriad of categories
 - A database of over 25,000 publishers
- **You're #1** - have the confidence that we'll only work with one company within any industry or category- meaning that you'll never have to worry about competing strategies
- **Brand Protection**- while visibility is a priority, we work to find the right partners to promote your brand in the right manner
- Familiarity & the right connections within **top affiliate tracking platforms** including Commission Junction, LinkShare, Performics & ShareASale

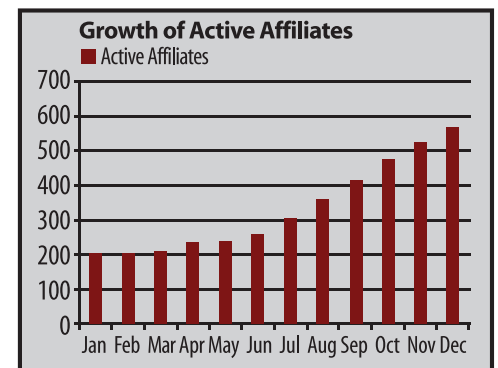
OPTIMIZATION TO MEET YOUR GOALS:

- Volume & Conversions
- CPA & Budget
- Lead generation
- Partnerships with Top Sites
- Partnerships with Vertical Sites
- Conversion Rate

"We've experienced a great deal of success with our affiliate program over the years and believe it offers a tremendous opportunity for additional growth. NETexponent was selected because they have the proven expertise, tools, people, and connections with affiliates to make that happen."

-Glenn Edelman, Director of E-Commerce Marketing, The Wine Enthusiast

EXAMPLES OF OUR CLIENT SUCCESS-



SELECT CLIENTS



ACCREDITATIONS



Contact Us Today For A Custom Analysis And Proposal!