



LinkShare Affiliate Marketing

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 sell your products or services online then it is likely that Affiliate Marketing is a channel that 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. 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.

3. 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.

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 Affiliate Marketing program launched fast. Our skilled team of experts will help you launch your program with 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, 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.

6. How can I attract the best Publishers?

The right commission rate is the first step. Special promotions, contests, and timely payments are all ways to motivate and inspire Publishers. Effective and consistent communication is also an important best practice that keeps your brand on the mind of Publishers and lets them know you can help them earn commissions. It is also important leverage a wide range of LinkShare technology which will help your Publishers work faster and be more productive.

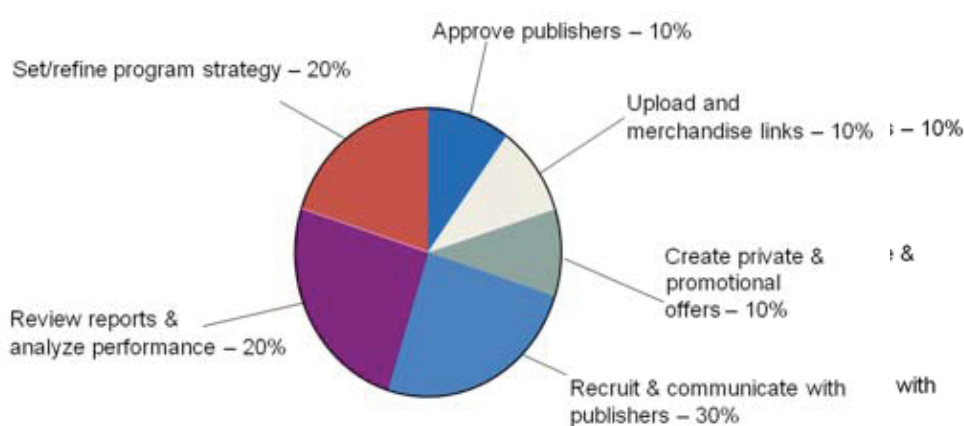
7. How much time will it take to manage my program?

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. What will be my return on investment?

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:

- Brand exposure
- Increased site traffic
- Online revenue growth
- 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 in the LinkShare Network?

Advertisers in the LinkShare Network are having success in a broad variety of product and service categories. In 2009, sales in the LinkShare Network were up a stunning 30% while e-commerce sales overall were flat!



10. What are my options for tracking revenue?

LinkShare offer two solutions for tracking and both are easy to implement. You have a choice between **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