



## LINKSHARE AFFILIATE MARKETING FOR BEAUTY ADVERTISERS

### Beauty Online Shopping Trends

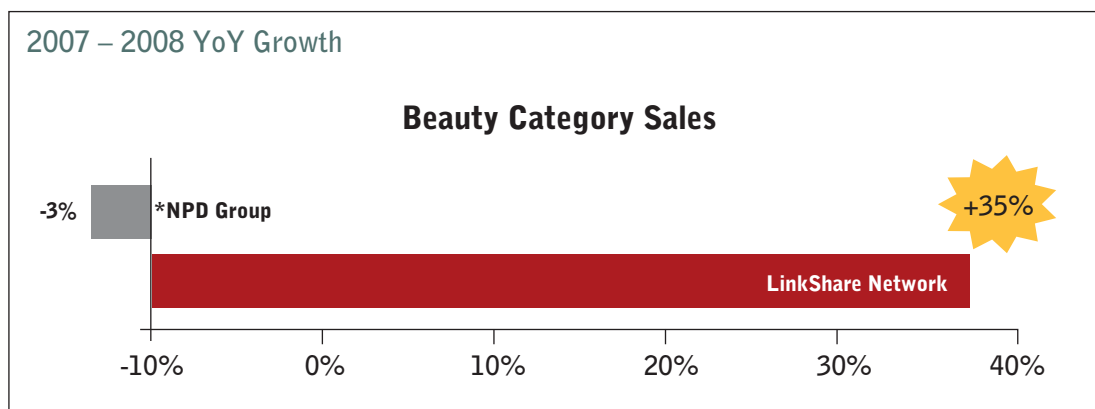
Beauty shoppers today are spending more time and more money online than ever before. According to a 2008 study from the NPD Group, online beauty sales now comprise 4%, or \$1.7 billion, of the \$42 billion beauty industry, making it the one of the fastest growing online shopping categories. The study found that 70% of respondents said that it was "easier or quicker to shop online than in a store," with more online shoppers falling into the \$75,000-plus annual income bracket.

Challenging economic times are now strengthening this trend further by driving more consumers online to find quality products at discounted prices. In a January 2009 study conducted by Penn, Schoen & Berland Associates, Inc. (PSB) and commissioned by LinkShare, found that "Recession Shoppers" will go online to find the very best deals. Specifically the study found:

- 68 percent of "recession shoppers" purchased something online they wouldn't have otherwise because of a coupon or discount.
- 64 percent of "recession shoppers" said they purchased something from a particular online retailer they wouldn't have otherwise because of a coupon or discount.

Establishing an Affiliate Marketing program with LinkShare can help you take advantage of these online shopping trends. Every week that passes you by without a LinkShare Affiliate Marketing program could mean significant lost revenue and an opportunity for your competitors.

### LinkShare Drives Results for Beauty and Cosmetics



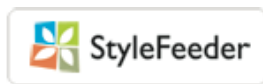
\*Overall retail category growth as measured by NPD Group

LinkShare has been the online partner of choice by some of the best known beauty and cosmetics brands in the world as well new and emerging brands. The reason is simple; LinkShare dedication to customer service combined with innovative online marketing technology to meet your goals. Advertisers in the LinkShare Network that specialize in health and beauty products had a great year in 2008, growing year-over-year by 35% compared to an overall decrease in the beauty retail category in 2008 as recently reported by the research firm NPD Group.

### The LinkShare Network

LinkShare has strong partnerships with thousands of successful Publishers that drive sales for health and beauty including the top Publishers in the industry. We understand what will motivate Publishers to promote your merchandise and special offers. As you launch your program we will help you implement certain LinkShare Affiliate Marketing features that can play a key role in driving sales and increasing conversion rates including data feeds, advanced link types, and other tools that will make your Publishers more successful.

### Exciting Publishers in the LinkShare Network that Promote Health, Beauty and Cosmetic Products (Partial Listing)



### Join These Great Beauty and Cosmetics Advertisers in the LinkShare Network (Partial Listing)



Discover how LinkShare can help you successfully launch your Affiliate Marketing program today.

Visit us at [www.linkshare.com](http://www.linkshare.com) or call us at 646.943.8200 to get started.