

ELECTRONICS



LINKSHARE AFFILIATE MARKETING FOR ELECTRONICS ADVERTISERS

Electronics Online Shopping Trends

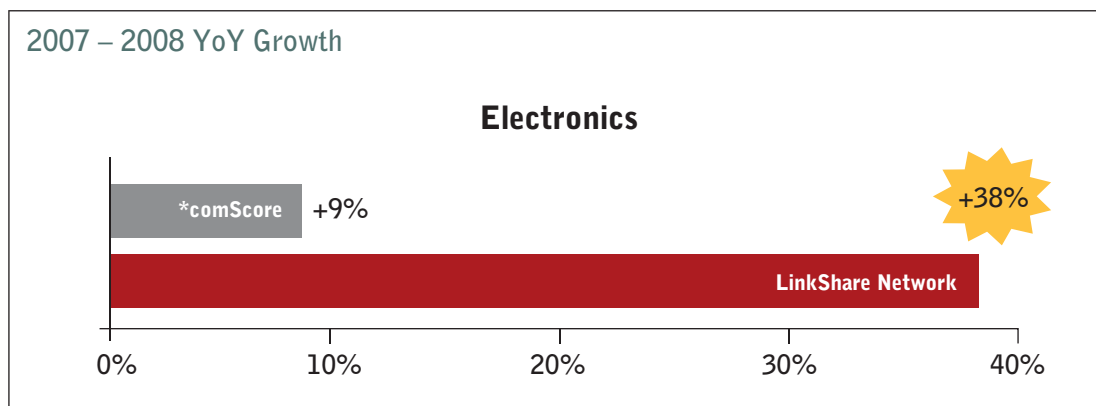
Electronics shoppers today are spending more time and more money online than ever before. According to 2008 study from the NPD Group, online electronics sales now comprise 4%, or \$1.7 billion, of the \$42 billion electronics industry, making it one of the fastest growing online retail categories. The 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 Electronics



*Overall retail category growth as measured by comScore, Inc.

Advertisers in the LinkShare Network that specialize in Electronics had a great year in 2008. The electronics category in the LinkShare Network grew year-over-year by 38% compared with only a 9% increase in the overall category as recently reported by comScore. Whether your goals are to find new customers, increase general sales, or promote certain merchandise for specific periods of time, your Affiliate Marketing program can be aligned with your overall marketing and sales strategy.

Why Choose LinkShare?

For over a decade LinkShare has been the online partner of choice by some of the best known electronics brands in the world as well new and emerging brands. The reason is simple; LinkShare combines a passion for customer service with innovative online marketing technology to deliver results for your business. By choosing LinkShare you are instantly tapping into years of online marketing experience and deep knowledge of how to drive online sales for electronics while protecting your brand.

The LinkShare Network

LinkShare has strong partnerships with thousands of successful Publishers that drive sales for electronics 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 Electronics

(Partial Listing)



Join these Great Electronics Brands 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 or call us at 646.943.8200 to get started.