

## WHY CHOOSE LINKSHARE LEAD ADVANTAGE?

Online marketing presents universities, colleges and all types of educational institutions tremendous opportunities to find new students. Running a successful lead generation campaign for education, however, can be challenging in the fast-changing world of online marketing technologies. At LinkShare, we have a track record of delivering quality leads for education and we can help you keep costs down because you only pay for leads that meet your strict requirements.

LinkShare has over a decade of experience in online performance based marketing driving some of the most successful online lead generation programs on the Internet. The LinkShare Network is one of the largest global networks in the industry and has created tens of thousands of active partnerships with Publishers. LinkShare Lead Advantage utilizes the power of that network along with our deep online marketing expertise and knowledge of the education industry to deliver high quality, targeted leads to our clients. Career training schools, international programs and advanced degrees and continuing education program can utilize LinkShare Lead Advantage to help meet their online goals. LinkShare will develop, implement and manage each stage of your lead generation campaign, with a focus on understanding your unique needs and driving results according to your requirements. Best of all we will manage the risks and complexities across your online marketing channels so you can stay focused on your core business. Best of all you only pay for quality leads.

### Leverage a Massive, High Quality Network

The size and reach of the LinkShare Network allows us to leverage economies of scale to deliver cost-effective enrollment increases for education. The LinkShare Network is continually enhanced through LinkShare's Network Development team. The specialists in this group are focused on prospecting, managing and growing LinkShare's publisher network and maintaining its high standards on your behalf.

### Experienced Account Teams

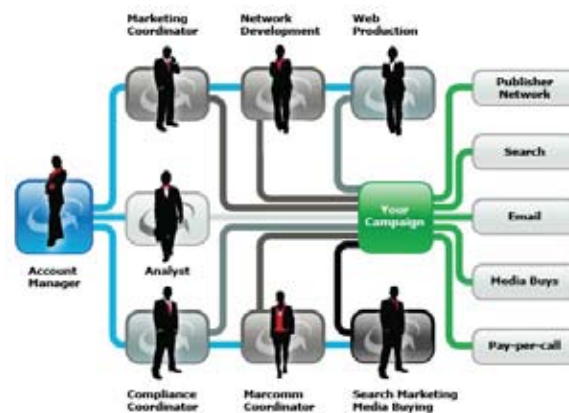
#### That Know the Education Industry

We offer vertically specialized Account Teams who will create a targeted marketing plan designed specifically for your unique needs and goals.

We understand that it is critical to find the right target audience for your educational services. Your LinkShare Lead Advantage team will use precise, targeted marketing strategies to acquire the very best prospective students cost effectively.

Your LinkShare team works with you to establish your organization's individual marketing goals and will design a campaign plan that includes:

- An optimal customer experience
- Appropriate commissionable actions
- Close rate goals



Once LinkShare has established where your educational offers fit within the marketplace, our experts will leverage their knowledge of the market and use the most optimal lead generation tactics to increase enrollment in your educational program.

### Time Saving Communications

As part of your campaign LinkShare will send monthly email communications to publishers promoting your latest education offers so you can focus on your core business. Your education offers are described in detail along with step-by-step instructions on how to promote your offers. These emails are customized for each of your publishers. LinkShare also sends out various promotional newsletters such as our recent Money Mania Campaign incenting publishers to generate more commissions. Publisher promotional efforts are rewarded with a variety of cash bonuses based on certain criteria.



 **LinkShare**<sup>™</sup>  
a  Rokuten company

***Qualified Leads for Your Education Offers!***

- ✓ Online Education
- ✓ University Degrees
- ✓ Continuing Education
- ✓ Certificate Programs
- ✓ Study Abroad
- ✓ Entrance Exams

***Pay only for results!*** 

### Rock-Solid Tracking Technology

LinkShare Lead Advantage uses advanced Web Services tracking technology, which is not cookie-based, ensuring greater protection from fraud and offering enhanced reporting capability. Unlike pixel technology used in other networks, LinkShare's core tracking technology prevents transaction loss from cookies being blocked or tracking pixels not loading. In addition, LinkShare uses lead verification technology before sending leads to advertisers. The end result is greater assurance that transactions are being tracked and reported helping to improving lead quality. We work directly with your technology team to help make tracking implementation quick and easy.

### New Services: Pay-Per-Call

Advertisers who want to find new channels reach their audience such as growing mobile Internet audience can add pay-per-call to their online advertising mix to capture and close opportunities on the phone. Our experience with educational firms shows that most deals are closed on the phone and phone calls convert at higher rates. Our tracking technology and mobile and online distribution provides additional opportunities to acquire qualified leads through targeted ad placement, mobile sites and through SMS messages. The call is tracked and reported just like a click through our tracking technology and we manage all commission payments to your affiliates.

### Sample Education Clients Include:



Discover what LinkShare Lead Advantage can do for your business at [www.linkshare.com](http://www.linkshare.com) or call 646.943.8200. E-mail inquiries to: [leadadvantage@linkshare.com](mailto:leadadvantage@linkshare.com).