



**LINKSHARE**

**SEARCH  
ADVANTAGE**

Results driven

The only on-brand **PERFORMANCE BASED SEARCH SOLUTION** that can integrate **AFFILIATE MARKETING** and is aligned to your results, rather than your media spend.

## SEARCH ADVANTAGE

LinkShare Search Advantage is a stand-alone performance based search solution that may also be integrated with your affiliate marketing program to leverage synergies and achieve greater combined growth. Use any search engine and you will find affiliate sites in the search results. That's because affiliates also employ search strategies to drive traffic to their merchant partners. The right mix of search and affiliate marketing creates an incredibly powerful way to gain a greater share of consideration and brand loyalty in a fiercely crowded marketplace.

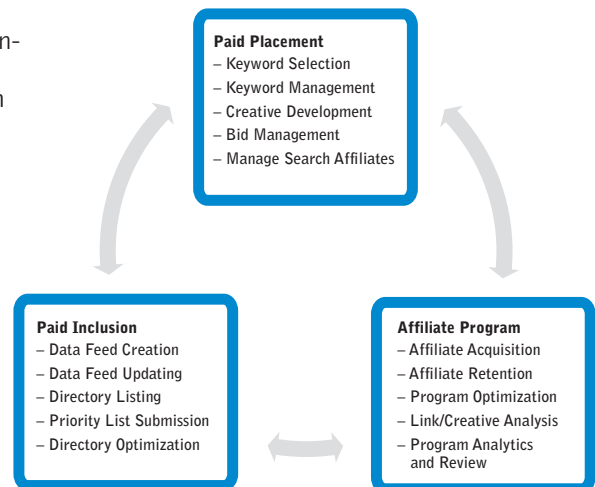
Getting on board with LinkShare Search Advantage was the best move we could have made. Search is driving our online customer acquisition, and making my portfolio shine!

– Rick Renaud, Gardener's Supply, Online Store Manager

**Strengthen and Enhance Your Brand**  
Search marketing strengthens a brand with loyal customers even as it drives conversions and helps attract new customers. Every online shopper's search for a product is both a branding and sales opportunity. And by making certain that your brand is showcased in response to all relevant searches, LinkShare ensures that you capture the attention of online shoppers directly and consistently.

### Put Affiliate Program Assets to Work for You

LinkShare's superior network includes long-lasting relationships with the top search-marketing affiliates, which enables us to fully integrate your affiliate marketing efforts with your search campaigns. Our collaboration between affiliate and search marketing is a powerful tool that yields the results you're looking for.



LINKSHARE SOLUTIONS — Affiliate • Shopping Comparison • Loyalty • Feeds • Leads • Search • Mobile

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### Patented, Accurate Tracking Technology

LinkShare Search Advantage includes LinkShare's patented tracking technology to deliver unparalleled accuracy and reliability in reporting for you. Unlike pixel technology used in other networks, LinkShare uses a core tracking technology that is not cookie based. Our technology, which prevents transaction loss from blocked cookies or tracking pixel errors, ensures that every transaction between Publisher sites and your own site are accurately reflected. Our system also eliminates the double counting of transactions that may occur when affiliate/search are managed under different platforms. Our reports will show you how campaigns are performing across distribution partners (Google, Yahoo!, etc.), as well as which keywords are driving the most sales and traffic.

### Online Program Guidance and Reporting

With LinkShare Search Advantage, a LinkShare search marketing specialist will offer strategic guidance and oversee execution of your campaign. Your specialist is committed to understanding your product offerings — and will customise LinkShare's programs to meet your specific objectives. By combining your product knowledge with their own expertise in search, your specialist will be able to effectively identify potent marketing opportunities to maximise your results. All LinkShare search marketing specialists are qualified Google AdWords Professionals and certified Yahoo! Ambassadors.

### Optimisation

If you already have a Search Marketing campaign in place but you are not sure if it is running optimally, then please talk to your LinkShare Search Advantage representative today. As an attendee of the Symposium, you may also wish to ask for a free Search Marketing evaluation to be carried out following the event.

Discover what LinkShare Search Advantage can do for your business at [www.linkshare.com/uk](http://www.linkshare.com/uk) or call +44 (0) 20 7031 0954. Email inquiries: [sturnbull@linkshare.com](mailto:sturnbull@linkshare.com)