



THE AFFILIATE MARKETING SOLUTION designed for those online retailers WHO DEMAND "HANDS-ON, DO-IT-YOURSELF" tools that deliver results.

EXCHANGE

BENEFITS

- Low cost of entry
- Access to large network of qualified Publishers
- Ability to run programs independently
- 24/7 access to LinkShare Advertiser Resource Center
- Optional support services available

FEATURES

- LinkShare launch support
- Robust online tools and "best practices" for running successful programs
- Complete visibility to your distribution partners
- Publisher inquiry support

LinkShare Exchange is the perfect solution if you're an Advertiser looking for the most economical way to manage your own performance-based online affiliate marketing program. LinkShare Exchange offers you everything you need, and it's all online — support tools, reports, metrics — all the controls required to manage to your performance goals. Best of all, you have access to an open market and the high quality membership of LinkShare's robust network.

LinkShare Launch Support

When you select LinkShare Exchange, you receive LinkShare support to launch your online program. From implementing the technology to tracking to providing training on the user interface and guidance on setting up a baseline offer, LinkShare's service team will guide you to a successful launch. If you seek additional in-depth support for a longer time so you can optimize your program, LinkShare offers LinkShare™ Launch Accelerator.

LinkShare™ Launch Accelerator

LinkShare Launch Accelerator takes an Affiliate marketing program to a new level. When you invest in LinkShare Launch Accelerator, you gain sixteen weeks of support from our team — invaluable resources to help get your program up and running. LinkShare Launch Accelerator helps you set objectives, delivers technical support and sharpens Publisher recruitment. In short, Launch Accelerator adds the momentum quickly, and that can lead to greater long-term success.

Patented, Accurate Tracking Technology

LinkShare Exchange includes LinkShare's patented tracking technology, which is non-cookie-based, to ensure greater accuracy and reliability in reporting. Unlike pixel technology used in other networks, LinkShare's core tracking technology prevents transaction loss from cookies being blocked or tracking pixels not loading. The end result is greater assurance that transactions between the Publisher sites and your own site are being accurately reflected.

Online Program Guidance and Reporting

With online access to best practices, instructions on how to recruit and approve Publishers for an Advertiser's program, and other tools and tips for managing Affiliate channels, LinkShare Exchange makes it possible for you to drive the right results for your business. Plus, anytime reporting enables you to track the effectiveness of your affiliate marketing programs any time you choose.

Discover what LinkShare Exchange can do for your business at www.linkshare.com or call +1 646-943-8200. Email inquiries: LSEExchange@linkshare.com

