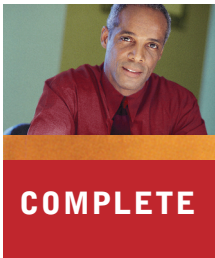


## AFFILIATE MARKETING SOLUTIONS DESIGNED for e-retailers WHO DEMAND services that deliver results.

At LinkShare, we're results driven – we won't be satisfied until you reach your goals. LinkShare provides you with the superior network, the best technologies and expert account management to develop and manage scalable campaigns that achieve the results you desire.



### LINKSHARE COMPLETE

The affiliate marketing solution designed for online retailers who seek a fully outsourced solution that drives results. Our expert Affiliate Channel Managers execute every detail of your program.

COMPLETE

### Leverage LinkShare's Superior Network

With our extensive list of Fortune 500 clients recruiting daily into the Network, our global reach is simply unmatched. At LinkShare you'll find a volume and quality of affiliates not available through non-exclusive providers. LinkShare's unique Find New Affiliates feature helps you expand your affiliate program by mining the LinkShare Network for affiliate partners that meet your criteria. No other service provider offers this powerful recruitment tool. LinkShare is proud of our Distribution Services department, which works around the clock to add and manage new affiliates. Distribution Services manages relationships with high producing and high potential affiliates within the LinkShare Network with the goal of creating and enhancing as many productive links as possible between affiliates and merchants like you.



### LINKSHARE EXCHANGE

The affiliate marketing solution designed for those online retailers who demand "hands-on, do-it-yourself" tools that deliver results.

EXCHANGE

### LinkShare's Patented, Accurate Tracking Technology

LinkShare is proud to use our very own, patented 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, which prevents transaction loss from blocked cookies or other pixel errors. This technology can help you rest easy knowing that transactions between the Publisher sites and your own site are being accurately reflected.

Discover what LinkShare can do for your business today  
at [www.linkshare.com](http://www.linkshare.com) or call +1 646-943-8200

### Robust Risk Management Tools that Protect Your Company

LinkShare provides you with the most robust and reliable risk management and brand control tools in the industry – tools we view not as optional, but as essential for stewarding your brand. With unique tools like the Affiliate Application Filter, Affiliate Content Spider and the ability to dynamically change creative, you can scale your program to ensure maximum return. With LinkShare's channel management tools, you have complete control over your affiliate channel and the relationship your customers have with your brand.

### Choose the Service Level that's Best for You

Choosing a LinkShare service level isn't determined by the size of your business; it is based on the level of involvement you want to have for executing your program. LinkShare Exchange is available for e-retailers who want to manage affiliate marketing in-house, while LinkShare Complete is provided for e-retailers seeking to fully outsource their affiliate marketing.



## LinkShare Affiliate Marketing Features

COMPONENT	DESCRIPTION	COMPLETE	EXCHANGE
<b>Program Launch</b>	Tracking Technology Implementation	■	■
	Initial program strategy development and objective setting, including goals and timeline	■	■
	Pre-launch analysis to recommend goals and program timeline	■	■
<b>Publisher Approvals</b>	Review publisher business models to ensure brand protection	■	<i>tools provided</i>
	Approval of Publishers based on Advertiser's program criteria	■	<i>tools provided</i>
<b>Publisher Recruitment, Acquisition and Management</b>	Targeted acquisition to maximize channel returns	■	<i>tools provided</i>
	Channel segmentation depending on desired program objectives	■	<i>tools provided</i>
	Regular communications with publishers to achieve success	■	<i>tools provided</i>
	Promotion development and management	■	<i>tools provided</i>
	Publisher inquiry support	■	<i>tools provided</i>
	Monitoring and adjustment of commission, links and offers	■	
	Publisher recruitment outside the LinkShare Network	■	
<b>Creative and Interface Management</b>	Manage uploading of creative and scheduling to meet your creative schedule	■	<i>tools provided</i>
<b>Program Analysis and Optimization</b>	Analysis of overall program performance	■	<i>tools provided</i>
	Program optimization to ensure goals are met	■	
	Implementation of new link types to improve conversion rates	■	
<b>Reporting</b>	Reporting on program results	■ <i>monthly</i>	■ <i>online</i>
<b>Training</b>	Online education and access to best practices	■	■
<b>LinkShare Merchandiser</b>	Easy-to-use product feeds	■	■
<b>LinkShare Dynamic Rich Media</b>	Control content to keep promotions up to date. Links can be interactive and database driven, and can feature dynamic content or images.	■ <i>setup and usage charges</i>	■ <i>setup and usage charges</i>
<b>Merchant/Advertiser Resource Center</b>	Robust online resources to manage programs, track results, and contact publishers	■	■
<b>Trademark Monitoring Service</b>	Monitoring of publisher bidding on trademarks	■	