

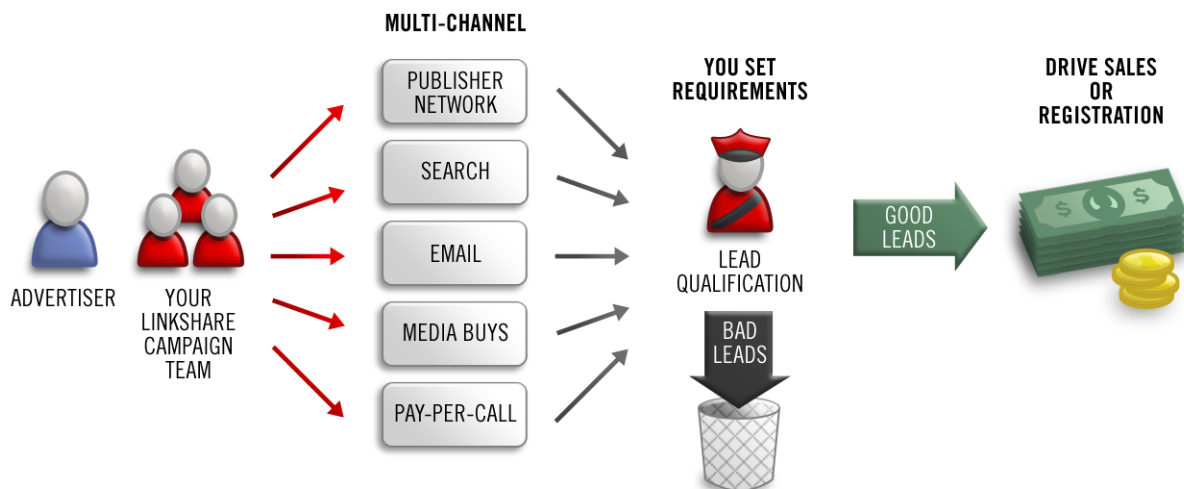


LinkShare Lead Advantage

Why Choose LinkShare Lead Advantage?

For over a decade, LinkShare has driven some of the most successful performance marketing programs on the Internet. Unlike traditional affiliate marketing, LinkShare Lead Advantage manages all aspects of your lead generation campaign. We focus on driving results while managing the risks inherent in online marketing channels. With a premium placed on quality, The LinkShare Lead Advantage Network generates thousands of leads for our clients. LinkShare Lead Advantage combines the power and reach of the LinkShare Network with online marketing expertise to deliver high quality, targeted leads.

LinkShare Lead Advantage



Expert Campaign Managers with Industry Expertise



You can stay focused on your core business while our expert campaign managers use their knowledge of your industry to find the right Publishers that will drive qualified leads. LinkShare will build relationships with profitable, experienced Publishers that will make your campaign a success. You can leverage our deep experience in a variety of e-commerce verticals, including: business services, education, financial services, health and medical, insurance, real estate, and telecom.

Find Targeted, Qualified Leads through High-Quality Publishers



Publishers in the Lead Advantage Network find leads based on your requirements. Every Publisher that applies to Lead Advantage must meet strict criteria in order to gain acceptance into the Network. Our team speaks directly to every Publisher to ensure that they meet the standards aligned with your brand as well as your goals and objectives. We also monitor the network daily to prevent fraud and brand violations.

LinkShare also offers a free Lead Validation service to Advertisers that host their own forms on a site. In partnership with TARGUSinfo, we will dynamically filter and verify your leads in real-time.

Integrated Multi-Channel Campaigns

LinkShare Lead Advantage offers a multi-channel approach to managing your campaign. You can leverage innovative lead generation tactics that are aligned with your products and services.



E-mail

Allowing Publishers to send e-mails on your behalf is another way to generate significant numbers of qualified leads. LinkShare partners only with highly reputable publishers that maintain strict adherence to CAN-SPAM. Our leading Publishers maintain targeted opt-in lists to help you acquire customers that are more difficult to reach through other online channels like search. LinkShare also partners with UnsubCentral, Inc., a premier service for suppression list management that consolidates unsubscribe activity for email campaigns to offer you a professional, CAN-SPAM compliant e-mail solution.



Search Engine Marketing (SEM)

LinkShare can directly manage your search engine marketing campaigns. Our SEM team has over 8 years of experience managing both proprietary and direct search campaigns for leading brands. We also develop and run high-quality proprietary sites that we may leverage to complement our existing SEM efforts. Advertisers that are brand sensitive or want to monitor activity on particular keywords may also benefit from our Publisher trademark bid monitoring services.



Pay-Per-Call

Opportunities are often more likely to close over the phone than through a web form. LinkShare Lead Advantage offers call generation campaigns that drive phone calls from Publisher sites to your inbound call center, where your customer representative is in a position to complete the transaction. We can also extend Pay-Per-Call campaigns to Publishers that specialize in mobile e-commerce. Our tracking technology enables us to coordinate both online and offline promotional efforts through targeted ad placement, mobile sites, and SMS messages.

Getting Started

Getting started is easy. LinkShare Lead Advantage offers a variety of flexible tracking solutions to meet your needs, including both Web Services and Pixel-based solutions. LinkShare will work directly with your marketing and technical teams to launch your program and ramp quickly. During your campaign, we will provide you with detailed reports that will enable you to update your stakeholders regarding your lead acquisition progress.

Call us for a free evaluation – there is no fee to find out how LinkShare Lead Advantage can help you generate cost-effective, qualified leads.

For More Information Contact:

LeadAdvantage@LinkShare.com