



LINKSHARE

LEAD
ADVANTAGE

Results driven

THE LEAD GENERATION SOLUTION THAT delivers
high quality, targeted leads TO ADVERTISERS
who want to tap the power of LinkShare's global network.

LEAD ADVANTAGE

With the constantly changing online market, running a successful lead generation program can be challenging. LinkShare, a proven leader in pay-per-action marketing, understands the challenges and is able to deliver quality online leads with LinkShare Lead Advantage for efficient and cost-effective customer acquisition.

AT A GLANCE

- Quality, online leads
- Fully outsourced campaign management
- Multiple distribution channels
- Lead form hosting
- Proven network
- Flexibility and scale
- Vertical market depth

Why Choose LinkShare Lead Advantage?

With over a decade of experience in online performance-based marketing driving some of the most successful programs on the Internet, LinkShare operates one of the largest global networks that has created over 11 million partnerships. LinkShare Lead Advantage utilizes the power of that network along with online marketing expertise to deliver high quality, targeted leads to advertisers. When you select LinkShare Lead Advantage, you'll benefit from LinkShare's deep experience with virtually every type of e-commerce business in practically every vertical market, including real estate, education, automotive, financial services, insurance, mortgages, weight loss, telecom, and business services opportunities. LinkShare will develop, implement and manage each stage of your lead generation campaign, with a focus on driving results, while managing the risks and complexities across your online marketing channels.

Leverage a Massive, High Quality Network

Because of the size and reach of our network, LinkShare is able to leverage economies of scale to deliver cost-effective lead generation campaigns. Another reason for LinkShare's superior quality network is our unique Network Development group. Specialists in this group are focused on prospecting, managing and growing LinkShare's publisher network and maintaining its high standards on your behalf.

Draw on our Experienced Campaign Managers

When you decide to have LinkShare run your lead generation campaign, you'll have confidence in knowing our comprehensive campaign management team is working for you. LinkShare utilizes a cross-functional team to manage all aspects of the campaign, including recruiting new partners, managing various online channels and using analytics to optimize lead volume.

Benefit from Accurate Tracking Technology

LinkShare Lead Advantage uses LinkShare's patented tracking technology, which is not cookie-based, ensuring 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. In addition, LinkShare employs lead verification technology before sending leads to its advertisers. The end result is greater assurance that transactions are being accurately reflected, improving lead quality.



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

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How Lead Advantage Differs from LinkShare Affiliate Marketing

Although LinkShare Lead Advantage taps into the publishers in our affiliate marketing network, there are several differences between lead generation and affiliate marketing:

- Lead Advantage uses a CPA (cost-per-action) model so your financial risk is greatly reduced.
- We provide you with flexibility by helping drive traffic through a variety of online channels including email, search, media buys, and pay per call.
- The Lead Advantage team completely manages all aspects of your campaign, optimizing all aspects of your multi-channel strategy and maintaining publisher relationship terms.

LinkShare Lead Advantage Clients



Discover what LinkShare Lead Advantage can do for your business at www.linkshare.com/uk or call +44 (0) 20 7031 0950. Email inquiries: leadadvantage@linkshare.com