



The only **SEARCH SOLUTION** that integrates and leverages the synergies between **AFFILIATE & SEARCH MARKETING** to drive results and **MAXIMIZE REVENUES**.

## SEARCH ADVANTAGE

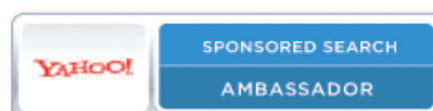
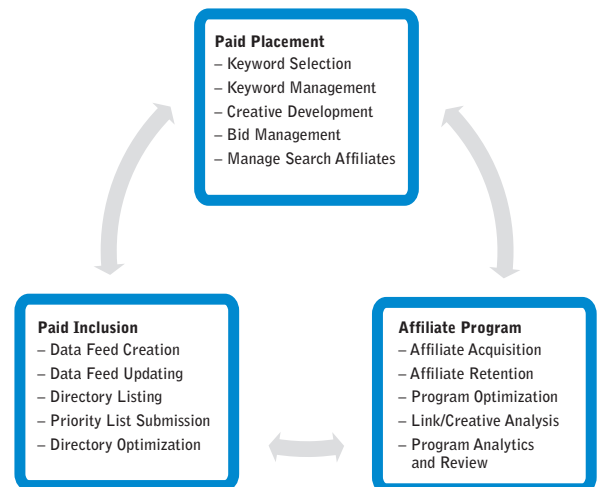
LinkShare Search Advantage is an integrated marketing solution that uniquely leverages the synergies between affiliate and search marketing to maximize revenue. Use any search engine and you'll find affiliate sites in the search results. That's because affiliates also employ search strategies to drive traffic to their merchant partners. The right mix of search and affiliate marketing creates an incredibly powerful combination — and LinkShare Search Advantage is the one solution designed to manage both channels on a performance basis to help you drive results.

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.



### 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 customize 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 maximize your results. All LinkShare search marketing specialists are qualified Google AdWords Professionals and certified Yahoo! Ambassadors.

### Performance-Based Pricing

Unlike most, LinkShare Search Advantage is priced on a performance-basis, allowing us to align our practices with your goals. Most search marketing firms charge based upon your media expenditures and are thereby incentivized to spend more of your money. At LinkShare, our one incentive is to help you increase site traffic, gain customers and increase sales. And our efforts don't end after the click — we'll help you utilize best practices in site design and usability, and help you design and test customized landing pages so you can convert traffic delivered to your site.

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 0950. Email inquiries: [searchadvantage@linkshare.com](mailto:searchadvantage@linkshare.com)