

Dear Client,

We are already in full swing planning for the event of the year – CJU! The content this year is pretty spectacular, as we are tackling hotly debated subjects like Internet Retail Tax, coupons and search. It is shaping up to be another great few days for networking and despite our current recession, we're selling out faster than last year so we encourage you to [register today!](#)

Thank you Governor Schwarzenegger! The Governor of California not only vetoed the majority vote tax increase passed by the legislature, but contacted our advertiser Overstock.com personally. This contact led to Overstock reversing its decision to cancel their CA publisher relationships. It was truly a spectacular win on this front! Commission Junction – along with the California Taxpayer's Association and others – continues to fight hard on this issue. So keep checking our [website](#) and make your voice heard.

On top of all of that, we have added new categories for "green" companies and joined the Social Media universe. There is a lot to talk about this month, so make sure to read up on all of the changes. I wish you a wonderful summer!

We hope you find this information helpful. As always we welcome any questions and feedback: feedback@cj.com.

Best regards,

Kerri Pollard
General Manager
Commission Junction, a division of ValueClick, Inc.

 **In this Edition****Latest News**

- ▶ There's Still Time to Register for CJU 2009
- ▶ Webinar: Why Shunning Search Publishers is Bad for Your Revenue
- ▶ Stay Connected on Facebook, Twitter, and LinkedIn

Program Strategy

- ▶ We Oppose the Internet Retail Tax
- ▶ CJ Goes Green
- ▶ Keyword Link Feature Expiring Soon!
- ▶ 50 Percent of Internet Users Perform Searches in Response to Online Ads
- ▶ New eMarketer Report
- ▶ CJ Tips: Beat the Competition with the Right Keywords

Publisher Spotlight

- ▶ Featured and New Publishers

 **latest news****CJU 2009 Registrations Outpacing Last Year!**

Registrations are selling fast, but there is still time to register for Commission Junction University (CJU) 2009, the affiliate marketing industry's premier networking conference, on September 15-17, 2009, in Santa Barbara, California.

- You can read more about the content and networking opportunities [here](#).
- Aren't sure if CJU is the right event for you? Hear from some of our [other customers](#) about why they have attended year after year.
- Ready to join in the fun? You can register [here](#).

Webinar: Why Shunning Search Publishers Is Bad for Your Revenue

Contrary to what some online marketers believe, using search publishers to promote your products and services can be a smart tactic to complement your affiliate marketing efforts. Search publishers have the knowledge and budget – and in some cases the strategic advantage – to help you best your competitors and reach new markets.

In this Webinar, you'll learn how search publishers can partner with you on a CPA basis to cost-effectively drive sales and

 **Publishers****Alias Encore**

Alias Encore helps advertisers substantially increase traffic—up to 5% of an advertiser's total traffic—by finding and recovering misspellings of their domain name currently owned by cybersquatters. Fixing this complex and growing problem is difficult and cost-prohibitive for companies using the legal system. Alias Encore uses highly automated recovery systems to achieve dramatic economies of scale, and sophisticated statistical models to make accurate traffic projections. These tools allow Alias Encore to offer a risk-free payment model wherein Alias Encore pays all the up-front costs for domain recovery, including arbitration cases which cost \$1300 or more per filing.

leads via:

- Geo-targeting
- Dayparting
- Reviving deactivated keywords . . . and more

Join us on August 12 for this complimentary Webinar. Space is limited. [Sign up today.](#)

Stay Connected

CJ has gone social! We are very excited to announce that Commission Junction is now posting updates and alerts on the hottest social media portals around. Start following us today to get these real-time updates. And please forward this along to any friends and colleagues who you think would benefit from the latest industry news, newsletters, Webinars, and company updates.

Become a fan on Facebook – <http://bit.ly/jUs5T>

Follow us on Twitter – <http://bit.ly/DALbe>

Find us on LinkedIn – <http://bit.ly/MQ9WE>

program strategy

Victory in California is Just the Beginning!

We're on a roll and the fight continues. You can fight against the bills, too and make a change as well! Stay informed and when you can, use your voice to oppose these bills in your state. Write or email your local representatives, tweet about it, and make some noise. Let's speak out together and oppose this legislation across the country! [Visit our website](#) for more information.

CJ Goes Green

We're happy to announce that in response to some pretty hot retail trends, as well as many client requests, we now have "green" categories live in the CJ Account Manager™. [Please take just a moment to read the FAQ.](#)

According to an April 30, 2009 eMarketer report, "Brands have ramped up their eco-friendly product launches in response to growing consumer demand. So far, the number of green product introductions in 2009 is on track to triple 2008's total of 526, according to Datamonitor."

Green categories enable advertisers to distinguish themselves from others within the same parent category by identifying themselves as focusing on environmentally-conscious products or services. If your business is eco-friendly, you can change or purchase an additional category in order to make sure you stand out. If you're a green company and someone wants to feature these types of offers, make sure they can find you. You can find out more about how to get into these new listings by consulting the FAQ above.

Keyword Link Feature Expiring Soon!

In March, CJ introduced a more effective and easier way to communicate your affiliate program policies to publishers, including your rules on using keywords. The Search Engine Marketing Policies, or SEM Policies, feature has effectively replaced the Keyword Link feature. The Keyword Link feature **will no longer be available as of August 31**, so we encourage you to start using SEM Policies as soon as possible in all Program Terms to avoid causing confusion for publishers regarding your SEM restrictions. Additionally, we recommend that you update any references to your Keyword Link in your Program Description, New Publisher Email or other program-related communications.

In exchange, Alias Encore monetizes the traffic from each recovered domain for one year through the advertiser's affiliate program. Alias Encore has the most experienced team in the industry, works with the most sophisticated software, and offers a win-win solution to companies for a competitive price.

[Find out more about Alias Encore](#)



TheFind is the vertical search engine for shopping that puts every product, every store, every sale, coupon and discount, right at your fingertips. TheFind crawls the entire Web and with its patented search technology helps shoppers discover everything that online shopping, local shopping, and green shopping have to offer. Over 320 million products from more than 500,000 stores and online merchants are currently universally accessible through TheFind.com, TheFind Mobile, and TheFind iPhone App.

TheFind recently announced UpFront: a new way for online retailers to share key store information with shoppers in a single, uniform display. UpFront will display within TheFind's product search results, on a retailer's own web site, and elsewhere on the Web, providing participating merchants with a way to get higher quality traffic, establish and reinforce their credibility, and improve their conversion rates.

[Find out more about TheFind](#)



FreeCause is the leading provider of next-generation loyalty shopping solutions for social media. At present, our "social shopping" malls and portals are helping monetize over 100 heavily trafficked Facebook applications, fan clubs and affinity sites reaching the majority of their user base (currently 250 million). We work closely with our client partners including the NFL, major charities like the ASPCA, massive social gaming apps such as Facebook's Mob Wars, and music legends, Aerosmith, to

Here is some background on the benefits of using the SEM Policies feature on our [FAQs](#) and [Quick Start Guide](#) to help you get started.

Should you have any questions about the new SEM Policies feature after reading the FAQs and Quick Start Guide, please don't hesitate to contact your account team or client support.

50 Percent of Internet Users Perform Searches in Response to Online Ads

Fifty percent of Internet users eventually perform searches in response to online display advertising. The two channels – online display advertising and SEM – have a closer relationship than many marketers may have thought, according to the study. In fact, it shows that Internet users initially respond to the medium as follows:

- 31 percent respond by directly clicking on an ad;
- 27 percent respond by searching for the product, brand or company by conducting a search on a search engine;
- 21 percent respond by typing the company Web address into their browsers and directly navigating to the Web site; and
- 9 percent respond by investigating the product, brand or company through social media venues.

You can learn more about internet users' behavior when buying online by reading the rest of the article from [eMarketing and Commerce](#).

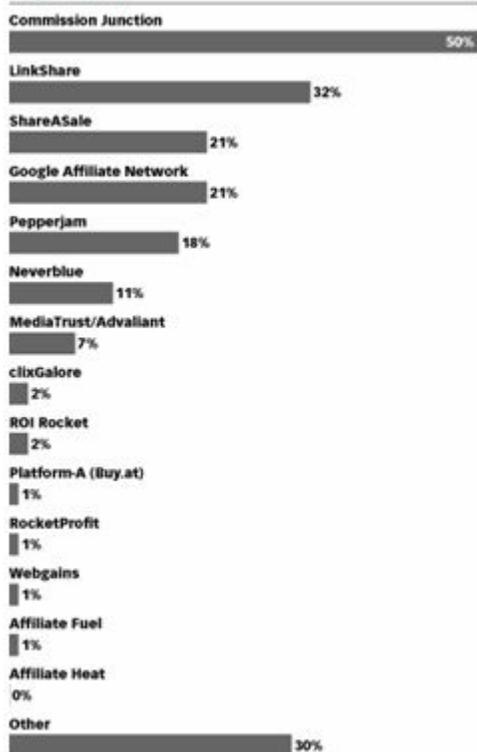
New eMarketer Report

Thanks to all of our fantastic advertisers who bring publishers into our network. It's great to see everyone having such success – way to go!

leverage the sharing and discovery tools which have made social media one of the most powerful marketing channels of all time.

Ask us about how you can tap into our clients' newsletters, have your product "broadcast" on our Deal of the Day system or have your promotion featured across all our mall properties. FreeCause. We build malls where the people are. [Find out more about FreeCause](#)

Leading Networks According to US Affiliates, Ranked by Revenue Generated, January 2009 (% of respondents)



Note: n=336; respondents were asked to choose up to three networks
Source: Econsultancy and MediaTrust, "US Affiliate Census," provided to eMarketer, March 2009

103182

www.eMarketer.com

CJ Tips: Beat the Competition with the Right Keywords

Finding the right keywords for your paid search campaign is one of the biggest challenges in the search space. In continuing to support you in those efforts, CJ Search would like to recommend checking out a keyword research tool that you might find helpful – Wordze (www.wordze.com). It may not be as well known as some other tools you are using, but just might help you beat out the competition!

If you have any general topics for which you'd like to receive strategic advice, please let us know and we will consider the topic for a future CJ Quarterly. Simply use the "Ask a Question" feature available by selecting the "Contact Us" link available in your CJ Account Manager and write "CJ Quarterly" in the subject line.

[Log in now](#)

SUBSCRIPTION INFORMATION

You have received the CJ Quarterly for Advertisers because you are an advertiser with Commission Junction. To edit your messaging preferences, please [log in](#) to your account and go to the "Mail Settings" page in the Mail tab. For assistance with your account, use the Contact Us link in the upper right side of the CJ Account Manager.

Copyright © 2009 Commission Junction Inc. All rights reserved
530 East Montecito Street | Santa Barbara, CA 93103



[Privacy Policy](#) | [Log in](#)