

KEY STATS

- ✘ Netx client year over year growth up 30-100% in 2010
- ✘ Relationships with 100s of the top affiliates in the industry
- ✘ Database with hundreds of 1000s of publisher contact info
- ✘ Network agnostic - working with all top affiliate networks
- ✘ Active member on top affiliate network advisory boards
- ✘ Advisory Member of the Performance Marketing Alliance (PMA)
- ✘ Research division responsible for producing the largest affiliate survey in the industry
- ✘ TopSEO.com – Best Affiliate Marketing Company

DIFFERENTIATORS

Everything we do is to improve results. Affiliate marketing has unlimited potential and with the right vision and some TLC the channel can easily become a Top 5 in your overall marketing mix.

- ✘ We are extremely results oriented. Your goals are our goals.
- ✘ We take pride in understanding the true goal of the affiliate channel, where it is today, and the long term vision.
- ✘ We take a team based approach in day to day management and strategic development. Hey, two minds, three minds, four minds (you get the point) are better than one.
- ✘ We balance innovation with the basics to get the best results while maintaining efficiencies.
- ✘ We are an extension to your team and take accountability as such.

CAPABILITIES

The affiliate channel can be one of your most efficient marketing channels. After managing affiliate programs for 10+ years we've designed our approach around getting results while staying within efficiency goals. It starts with thoroughly learning a client's business and then taking care of every aspect of an affiliate program.

- ✘ **Affiliate Relations** – affiliates perform their best when they love a brand, and we make affiliates our clients' biggest fans.
- ✘ **Top Line Strategy** – having a clear plan and execution strategy gets you to your goal.
- ✘ **Recruitment** – we thoroughly vet content and potential before adding affiliates to your program.
- ✘ **Optimization** – we personally reach out to affiliates to help them do better and increase results.
- ✘ **Affiliate Performance** – understanding trends shows us areas that can be improved.
- ✘ **Creatives** – we know what it takes to get a customer to convert and give recommendations to close the sale.
- ✘ **Positioning** – we make sure offers and brand positioning are consistent with your standards.
- ✘ **Offers and Promotions** – we recognize how offer performance varies and make recommendations to increase revenue, increase average order size, increase conversion rate, and more.
- ✘ **Key Placement Opportunities** – a placement is only as good as its performance. We evaluate historic performance and recommend placements that will give you the desired return.
- ✘ **Datafeeds** – having an up to date, fully optimized feed is integral to an affiliate program. We know what works and offer services to optimize and update your feed without tech resources. That's right, no tech resources!
- ✘ **Quality** – we make sure all orders are legit. No one gets credit if the order's returned or not real.