



AFFILIATE SOLUTIONS

REACH, TRACK, CONVERT

Pay Per Call is a pay-for-performance model in which publishers promote advertisers' products and services through a large variety of distribution channels via unique trackable toll-free numbers

It is a great method for generating incremental revenue as CJ Affiliate by Conversant's sophisticated tracking capabilities allow you to use a wide variety of channels while ensuring you will be credited for every quality call.

EXPAND YOUR DISTRIBUTION: With our superior online tracking abilities, CJ can now track even more, including online, mobile and offline channels. You can expand your reach by including toll-free, trackable, phone numbers within promotional methods such as print, mobile, outdoor, TV, radio, search, coupons, blogs and email to name a few.

TRACKING: Pay Per Call provides you an easy way to attribute calls to various distribution channels by assigning a unique phone number for each placement or ad type. You can optimize campaigns based on promotional method and placement performance. Pay Per Call also allows publishers to earn on quality calls, sales or both depending on advertiser campaign settings.

INCREASE CONVERSIONS: Phone calls tend to have very high conversion rates (between 20-50%) which translates to better ROI. Online ads that include phone numbers also tend to convert higher than ads without phone numbers.

INCREASE COMMISSIONS: Ultimately, expanding your existing promotions and branching into new markets by including phone numbers can result in increased commissions.

EARN MORE INCREMENTAL INCOME WITH CJ AFFILIATE'S PAY PER CALL

- Get credit for every quality call you generate
- Generate incremental revenue
- Access higher value offers
- Boost your profits on current campaigns
- Earn higher commissions
- Promote more offers from more advertisers

GET STARTED

For more information, contact your CJ representative, email us at paypercall@cj.com, or call 800-761-1072. www.cj.com.



How Pay Per Call Works

1. CAMPAIGN CREATION

Review and apply to advertiser call campaigns. Once accepted, provision toll-free numbers from CJ.

2. PROMOTION

Promote your advertisers' products and services in multiple channels via unique toll-free phone numbers.

3. RESPONSE

Consumers see your ads and call the unique toll-free numbers.

4. QUALIFYING & TRACKING

CJ tracks all referred calls, identifies qualified calls and reports all calls in real-time.

5. EARN INCREMENTAL REVENUE

Commissions are paid for each qualified call.

PARTNER TESTIMONIAL

"Mobile Posse has worked with CJ for the past two years in the Pay Per Call space. Our partnership has yielded monthly revenues of high 5 figures and given us access to multiple, major brand, advertisers. The ease with which we can acquire new campaigns and transparently track performance makes working with CJ's Pay Per Call platform not just easy, but more importantly, worthwhile. "

-Jon Jackson, Mobile Posse

Potential Promotional Channels



Search



Display



Email



Coupon



Blog



Mobile



Print



TV



Radio



Outdoor

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by CONVERSANT