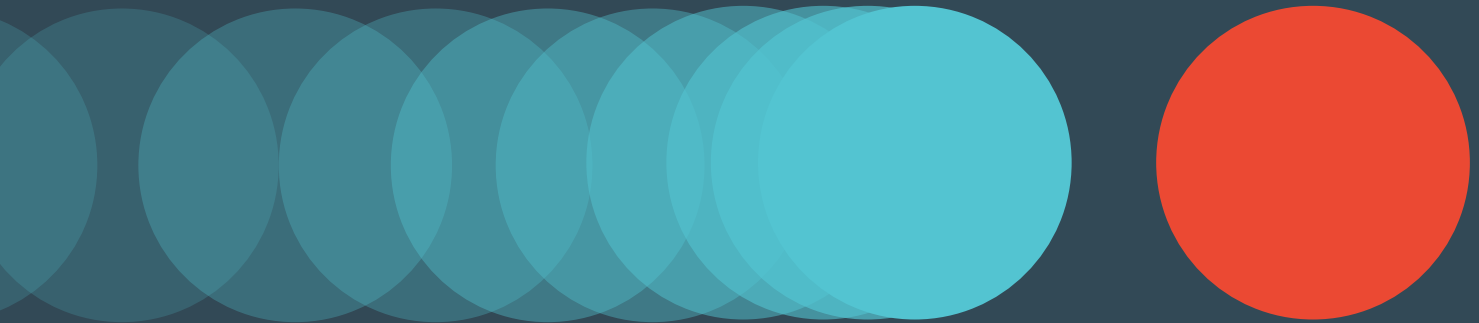


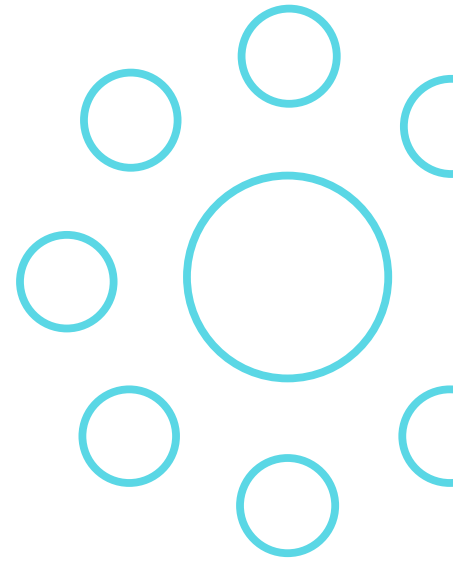
pepperjam<sup>SM</sup>

Discover the  
new affiliate frontier.



Pepperjam Network:  
Technology & Services Overview

Stay **in front** of the curve.  
Reach your customers,  
wherever they are, with  
the right content and offers.



Pepperjam Network is built on a foundation of customer insights and desires.

The affiliate landscape is complex. We've asked for our clients' input on how to make it better. And we've taken their challenges to heart. The result? Technology designed to their specific needs and requirements. Pepperjam Network fuels advertiser and publisher relationships to drive low-risk, cost efficient conversions on a pay-for-performance model.

Our proprietary platform, Pepperjam Network, empowers advertisers, publishers and agencies to drive incremental revenue and build a laser-focused strategy to achieve their goals. Coupled with our team of affiliate experts, you have the tools needed to harness the most power from our platform and find new opportunities for your programs.

#### Enjoy flexibility.

Choose an end-to-end solution or add value to your existing investment with the modules you need today.

#### Gain control.

Get to market quicker and grow your top and bottom line in time for your next big campaign.

#### Increase efficiency.

Act on insights quickly to optimize your business from within a single interface.

#### Unleash innovation.

Find solutions to your toughest problems with our ecosystem of commerce experts.

# The Pepperjam Network difference

From dynamic commissioning technologies to innovative analytics, our product features are customizable and scale to the demands of the largest global organizations.



## Publisher network

Gain access to a virtually unlimited publisher base across 20 promotional categories and 30+ verticals—all of which have been manually approved by our Network Quality team.



## Content curator

Use revolutionary technology from our partner, Curalate, the leading visual product discovery platform. Publishers have the ability to monetize their Instagram or blogs to make their images shoppable.



## Online/offline coupons

Offer robust in-store coupon programs with our unique partnerships and enjoy higher than average conversion rates and incremental revenue.



## Robust analytics

Optimize your program via distinct reporting across countless data points, trends, and timelines.



## Dynamic commissioning

Support holistic business goals and manage your ROI through customized commission payouts for new vs. existing customers, device type, coupon code, product SKU, basket size and more.



## Advanced attribution

Streamline your attribution processes and enable competition among publishers with In-cart attribution, Code Suppression, Exclusive Code, Preferred Publisher, Dynamic Tracking and Exclusive Coupon.



## Social offering

Track and reward groups of influential marketers for promoting your brand across their social networks.



# New tools of the trade

Our features are each designed to help you stay in front of your customers, your goals, and your day. Based on the thousands of hours of market research, our updated tool set will help you gain insight, increase efficiency, and take control.



## Exclusive code

Allocate a promotion code directly to a single publisher so that if the code is used, the publisher receives credit.

**Key Benefit:** Negotiate placements and track granular code redemption data

## Product feed creation

Generate your own advanced product feed--no additional tech support required!

**Key Benefit:** Programs with product feeds are proven to drive more revenue than programs without product feeds.

## In-cart attribution

Eliminate "drive by" commissions with a set time between click and transaction to reward the influencer instead of the closer in the click stream.

**Key Benefit:** Shifts commission to publishers who are introducing new consumers to an advertiser or strongly influencing the purchase.

## KPI attribution

Manage your customized monthly goals through the KPI widget prominently displayed at the top of your interface.

**Key Benefit:** Track personalized goals to real-time performance and toggle to previous month's goals and actuals for a long-term KPI view.

## Preferred publisher attribution

Give influential publishers credit for transactions regardless of where they fall in the clickstream.

**Key Benefit:** This solution ignores last click and allows marketers to target the best traffic sources.

## Code suppression

Limit unapproved promotion codes that are created for specific, non-affiliate marketing channels.

**Key Benefit:** Publishers won't receive commission for using an unapproved promotion code.

# Service levels

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## Prime

Provides advertisers with all the access and tools necessary to manage their program to its fullest potential in-house.

- Full access to platform
- Complimentary newsletters
- Affiliate recruitment portal
- APIs
- Tech/service support ticketing

## Select

Provides a consultative approach and strategic guidance to help clients execute their day-to-day tasks within the affiliate channel.

- Dedicated account manager
- Publisher application review
- Creative refresh packages
- Newsletter creation
- Monthly calls
- Quarterly business review

## Elite

Our most robust service offering providing clients with a comprehensive management solution and a true extension of their brand.

- Dedicated team
- Strategic planning
- Goal setting & forecasting
- Program execution
- Business intelligence
- Customized reporting
- Weekly calls
- Quarterly business review
- Compliance monitoring
- Access to in-house creative team





# Contact us.

## Become a Client

Find out how Pepperjam can help grow your revenue with a service level that's right for your business. Contact our sales team at [sales@pepperjam.com](mailto:sales@pepperjam.com)

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## Become a Pepperjam Publisher

Contact the publisher development team to discuss opportunities and get started at [publisher-support@pepperjamnetwork.com](mailto:publisher-support@pepperjamnetwork.com)

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## Become an Agency Partner

Provide your clients with the technology and expertise to drive results with our Agency Partner Program.

Contact Erin Killian at [agencypartners@pepperjam.com](mailto:agencypartners@pepperjam.com)