


pepperjamSM

Agency Partner Program



Agency:
a-gen-cy; noun

a business or organization established to provide a particular service, typically one that involves organizing transactions between two other parties.

Developed in 2016, the agency team was created to consult agencies on how to excel in the affiliate space with Pepperjam as a partner.

The team focuses on 3 main areas to help agencies expand their portfolio and exceed their client's expectations.

Education & Training on network technology & new enhancements

Open Communication
From a dedicated staff serving only agencies

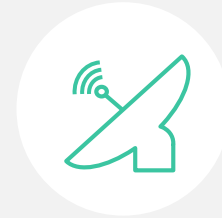
Support & Insights on how to build effective programs and exceed KPIs

Agency Partner Program.

Created only for agencies.

The Agency Partner Program is dedicated to agencies who manage affiliate programs and are looking to excel in the market place. Agencies receive support in successfully bringing their programs to market from a team of dedicated managers who know how agencies work, and what they need to thrive in the market. Not only do agencies receive full access to our technology, but have access to educational materials, publisher recruitment tools and a suite of detailed reporting to best manage their programs day to day.

This is a non paid service, offered to our agencies to help them grow!



Technical Support: A dedicated team is available to consult and answer questions our agencies have relating to education on how to use the network most effectively



Agency Support: Agencies receive a dedicated service line depending on if they are Preferred or Pro.



Access: Access to platform and support management tools, monthly Industry/Best practices Webinars, & new and notable publishers

A person in a white shirt and dark tie is leaning over a table, holding a pen over several documents. The scene is dimly lit, with a blue tint. The text 'Agency Partner Program' is overlaid in white, bold font, with a horizontal line underneath it.

Agency Partner Program

Agency Partner Program.

Defining our Agency Breakdown

Pro Agency

- New to Pepperjam
- Establishing our relationships
- Do not meet requirements to become Preferred
- Have not participated in Certification for different reasons (if qualified)

Preferred Agency

- Met qualifications for becoming Preferred & invited to certification
- Average tenure with Pepperjam is over 1 year managing brands; need at least 3 months of brand management before becoming
- Open communication with Pepperjam & a partner we can rely on
- Certified at yearly off site event

* Yearly Preferred Status review required to maintain this service line

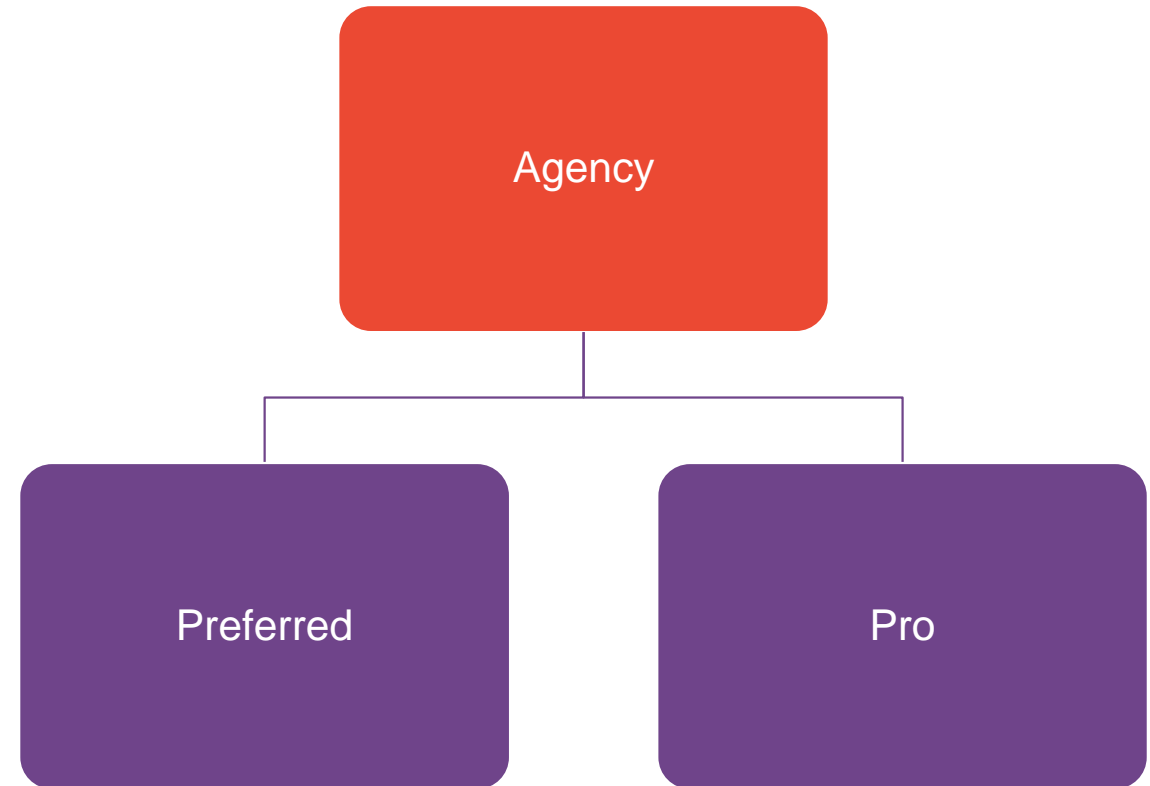
Agency Service Accountabilities

Preferred

- Monthly call
- Monthly reporting
- Monthly publisher recommendation
- Monthly publisher placements
- Monthly program recommendation
- Quarterly Gap
- Quarterly Competitive Review

PRO

- Quarterly Call
- Quarterly Publisher recommendation
- Quarterly Publisher placement
- Quarterly program recommendations
- Quarterly Reporting
- Quarterly GAP



On Going Communication & Education

Agency Partner Program - Meet the Agencies

Pro Agency- 52 Current Agencies

Preferred Agency – 28 Current Partners





Becoming Preferred

Qualifications for Agencies to meet to be invited to become Preferred

- ✓ Trained by a Pepperjam Account Manager
 - ✓ Regular communication cadence
 - ✓ No Billing Issues
 - ✓ Actively Managing programs
- ✓ Twice a month communication with publishers
- ✓ Respond to publisher feedback in a timely fashion.
 - ✓ No tracking issues
 - ✓ Mobile tracking installed
- ✓ Work with Pepperjam staff for 90 days before being able to be qualified
- ✓ Preferred Status review at one of our offsite sessions

What is required of being Preferred?

What do agencies need to do?

