



pepperjamSM

Discover a new competitive edge.

The Pepperjam Network:
Technology & Services Overview

Reach your customers wherever they are, with the right content and offers they want.

Finding a competitive edge in the marketplace has never been more of a challenge for marketers.

Consumer behavior is constantly changing, making the mission to drive transactions all the more complex. Differentiating your brand from the competition—while keeping consumers engaged—requires a laser-focused strategy and smart execution. Our goal is to fuel mutually profitable relationships that empower advertisers, publishers and agencies with a team dedicated to their performance and dynamic technology that is transparent, efficient and provides insights that are easy to implement.

The Pepperjam Network is now the largest affiliate network offering in the world, and we've been shaping the industry since the very beginning—for over 20 years. Our proprietary platform gives your brand access to virtually every publisher, everywhere. We provide powerful tracking and dynamic commissioning technologies, as well as customized and innovative analytics that scale to the demands of the largest global organizations.

Create flexible solutions

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

Increase speed to market

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

Turn insights into action

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

Unleash innovation

Think of our ecosystem of commerce experts and developers as your R&D division that provides solutions.

The Pepperjam Network difference



Publisher network

Reach an unlimited amount of active network publishers across 20 promotional categories and 30+ verticals. Recruit publishers based on category, promotional method, geographic location, quality rating and more.



Content curator

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



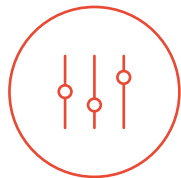
Online/offline coupons

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



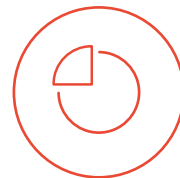
Robust analytics

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



Dynamic commissioning

Manage your ROI granularly according to your margins and goals. Don't pay one commission for all conversions, pay higher commissions for new customer orders and a lower commission for existing customer orders. Do the same with device type, coupon code, product SKU, basket size and more.



Advanced attribution

Get extensive features that streamline your attribution processes like In-cart attribution, code attribution, preferred publisher attribution, dynamic pixel, code suppression and coupon attribution.



Social offering

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

New tools of the trade

In-cart attribution

Stops “drive by” commissions and establishes a set amount of time that is acceptable between click and transaction—giving the proper commission to the influencer instead of the closer.

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

Code attribution

Allows marketers to tie a promotion code directly to a publisher so that if the code is used, the publisher receives credit.

Key Benefit: Simple way to negotiate placements and make campaigns exclusive for publishers, great way to track publisher transactions in various channels like mobile, tablet or offline.

Preferred publisher attribution

Gives 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

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

Key Benefit: No publisher receives commission for using an unapproved promotion code.

Service levels

Prime

This self-managed service gives you the tools necessary to manage your program to its full potential.

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

Select

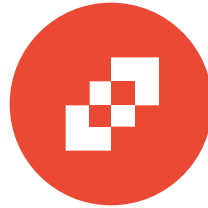
This second tier service offers a consultative approach that helps you with the day-to-day tasks of your affiliate program.

- Dedicated Account Manager
- Publisher application review
- Creative refresh packages
- Newsletter creation
- Monthly calls
- Quarterly business review

Elite

Our highest tiered service provides you with a comprehensive management solution.

- Dedicated team
- Strategic planning
- Goal setting & forecasting
- Program execution
- Business intelligence
- Customized reporting
- Weekly calls
- Quarterly business review



Contact us.

Sales team

For more information on how you could incorporate Pepperjam's exclusive technology, contact our sales team at **sales@pepperjam.com**

Publisher development

To discuss opportunities or to get started as a publisher on the Pepperjam Network, please contact the publisher development team at **publisher-support@pepperjamnetwork.com**

Agency Partner Program

For more information on our Pepperjam Partner Program, contact Erin Killian at **agencypartners@pepperjam.com**