

A close-up photograph of a hand in a blue button-down shirt pointing at a screen. The entire image is overlaid with a semi-transparent red filter.

pepperjamSM

Drive growth. See results.

Performance Marketing Services Overview

Channel agnostic portfolio management designed with your goals in mind.

Channels don't matter to the customer; they engage with brands when and wherever they want.

Our goal is simple: drive performance for our clients by engaging thoughtfully with customers on their path to purchase, regardless of channel. At Pepperjam, we focus our attention on channel agnostic portfolio management and make recommendations based on a deep understanding of how the marketing mix should be optimized for maximum ROI. We plan with a stance on fluid budgeting and a proactive strategy around where to place your next dollar.

With marketing services fueled by data, insights and real-time trends, we offer a unique, holistic approach to portfolio management.



Why we're different

Our approach to portfolio management is backed by more than 15 years of cross-channel experience, best-in-class tool sets, and detailed attention to the nuances of each individual client business. We use a bottom-up approach from purchase, and align budgets to performance results, brand strategy, and your specific audiences.

Advanced analytics is our standard.

Our marketing teams are tasked with more than just channel execution, using forward-looking analytics to optimize based on scenario planning and real-time data. We pull everything together for a holistic view of the world and your business.

We let your customers and the numbers command our strategy. And we deliver results.



Our services



Analytics & Insights

The Pepperjam Analytics and Insights team is uniquely positioned to offer business-enhancing, data-driven optimizations—at scale—to the world of commerce. We focus on four areas of optimization:

- Performance Marketing Optimization Leveraging Attribution
- Content Optimization Through Testing and Web Analysis
- Reporting Automation and Solutions Engineering
- User Research

Performance Marketing Optimization Leveraging Attribution

Multi-channel marketing attribution analysis identifies the top sites/networks/channels responsible for driving conversions throughout the customer journey. We twist and turn attribution data to understand which campaigns and channels return the most value to our customers, regardless of whether that campaign introduces, influences, or closes a conversion.



Content

Smart, insightful, and brilliantly creative ideas connect the dots between your marketing strategies and your customers. Our team helps to create these ideas, and executes them through expertly-crafted copy and design.

The Pepperjam creative group works hand-in-hand with our account teams and channel leads to fully understand your business and objectives. We examine your customer in depth. What influencers are shaping perception and behavior? What do your customers need? What do they want? Using this information, we devise a creative strategy, employing targeted content and design, to reach your customers in an effective and measurable way.

Our design and copy team relies on its decades of experience in designing for commerce, paying close attention to always-evolving best practices and being sure to align all solutions back to your brand. From one-off campaign banner ads to globally activated marketing platforms, we deliver commerce-driving work with consistency and reliability.

Our services



Search Marketing

Performance-driven paid search sits at the root of our clients' marketing strategy. Our teams combine sophisticated campaign management strategy with detailed attention to customer intent. We test aggressively, always refining strategies as our programs evolve and change. We focus paid search campaigns around driving conversions, new customer acquisition, competitive monitoring, and ensuring our clients are dominating their results pages. Additionally, we are a top partner with Google, Bing and Yahoo!, with first access to exclusive betas for our clients.

Our search engine optimization (SEO) services tackle two important foundations of engine rankings: tech and content. Our fully customized strategies and tactics improve site visibility and integrations between paid and organic programs. We handle everything from site architecture assessments and competitive landscaping, to keyword mining and research, content strategy, and social signals.



Social Marketing

Social marketing has turned into the fastest growing channel over the last decade, ever evolving and providing new opportunities to influence customer purchase.

More than ever, the optimization of social platforms is vital to the success of performance marketing in today's world. We are paving the way in how we bring together social advertising, community management, influencer engagement, and smart social listening to deliver results for our clients. Our teams drive social strategy, content and creative, and audience optimization, with a focus on innovation and new opportunities.

Our services



Affiliate

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.

We offer the ability to:

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

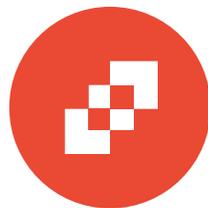


Display Advertising

Display advertising enables our clients to target and reach lucrative, qualified audiences with the right message and drive to conversion.

Our teams are authorities in media planning and buying, from conceptualizing and planning, down to execution and optimizations of programs to the right KPIs. We focus on maximizing engagement, and ultimately purchases, as well as granular audience segmentation and testing. And we are experts in programmatic, with an emphasis on results and efficiencies.

Our goal is to drive incrementality for your business, engage loyal customers, and seek out qualified prospects to support the full purchase funnel and your end business objectives.



Contact us.

If you would like to learn more about our
performance marketing services,
please contact our sales team at
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