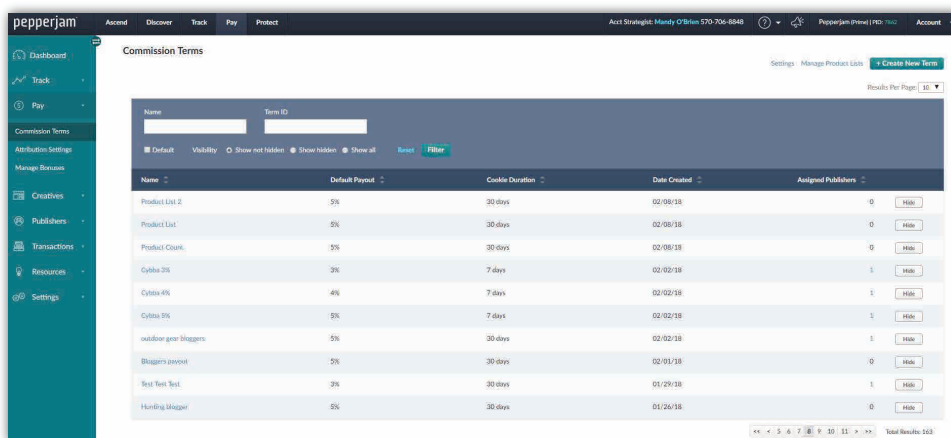


# PAY: THE FLEXIBILITY YOU NEED TO REWARD RESULTS

Affiliate is no longer a last-click channel—reward your partners accordingly.

Pay gives you the flexibility you need to equitably reward your partners for their contribution in the buyer journey. Partners engage when they know they will be treated fairly. With Pay, you finally have the flexibility and visibility you need to build the trust required to make sure you never miss out on the opportunities you need to maximize your return on ad spend.



The screenshot shows the 'Commission Terms' page in the Pepperjam Pay interface. It features a table with columns for Name, Term ID, Default Payout, Cookie Duration, Date Created, and Assigned Publishers. The table lists various commission terms for different products and publishers.

Name	Term ID	Default Payout	Cookie Duration	Date Created	Assigned Publishers
Product List 2		5%	30 days	02/08/18	0
Product List		5%	30 days	02/08/18	0
Product Click		5%	30 days	02/08/18	0
Cyber 3%		3%	7 days	02/02/18	1
Cyber 4%		4%	7 days	02/02/18	1
Cyber 5%		5%	7 days	02/02/18	1
outdoor gear bloggers		5%	30 days	02/02/18	1
Bloggers event		5%	30 days	02/01/18	0
Test Test Test		3%	30 days	01/29/18	1
Hunting Blogger		5%	30 days	01/24/18	0

“Pay gives me the flexibility to customize my commission structure and automate partner rewards so that I can focus on strategy.”

- Head of Digital for a Direct to Consumer Brand

## SUBSIDIZE THE COST OF ACQUISITION WITH TECHNOLOGY THAT LETS YOU:

- **Pay for outcomes, not access** with dynamic commissioning structures that let you maintain control over spend.
- **Maximize reach without sacrificing revenue** using attribution capabilities to compensate partners based on the value that you assign to their role in driving results.
- **Automate partner rewards** for conversion attributes like AOV threshold, customer type, click stream position, order value and more.
- **Easily adapt to the changing consumer journey** with tools like Preferred Partner, Code Suppression, First Click, Exclusive Code and In-Cart Attribution that reward partners for their contribution to your results.

Get in touch to learn more.  
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