

pepperjam

Discover: 10 recruitment and optimization efficiencies that drive revenue growth

FACT: Modern consumers are exposed to up to **10,000 ads per day**. This ad saturation can be largely attributed to the proliferation of digital-consumption channels, a technology-first mindset and a rise in both accessible devices and daily device use. Not surprisingly, a consequence of consumer hyper-connectivity is the expectation of a fluid and cohesive experience across their buying journey—regardless of which device or medium brand engagement occurs. In turn, the responsibility to create an authentic omnipresence—an initiative that significantly drives up the cost of customer acquisition—falls squarely on marketers' shoulders.

Affiliate marketing gives brands a cost-effective alternative to subsidize their primary sales and marketing channels and create the operating leverage required to fuel growth, by connecting with the right partners to get in front of your target audience

Tap these partners through Discover, the Ascend™ platform's recruitment engine that helps you find, recruit and optimize the right partners:



01 External recruitment that spans beyond Ascend™

Traditional affiliate networks limit your partner opportunities to those available in their database. Ascend™ expands your potential by serving up prospective partnerships from the broader digital ecosystem. Without limitations of partners already active in an affiliate network, you can truly curate your own network.



02 Automated lookalike recommendations

Sophisticated marketers make data-driven decisions—and partner recruitment shouldn't be any different. Discover's recommendation carousel serves up unique partnership suggestions based on real-time data for your target audience demographic. By delivering recommendations based on partner traffic demographic and category, Discover allows you to hit the ground running with partners that already caters to your existing audience.



03 Gain insight into total reach

Total reach shouldn't be limited to site visits. A diversified portfolio needs partners with an engaged audience and strong social presence. Discover serves up partners' social footprint and followers for insight into the full scope of their audience.



04 Diversify your partnerships to increase digital presence

Curating an affiliate network to include a range of partner categories and capabilities gives brands the opportunity to reach more consumers. Working with different partner verticals across a variety of promotional methods—think coupon, loyalty, social, paid search, content and retargeting—opens the possibility of reaching new audiences and nurtures relationships with loyal customers.



Reach your audience with right-fit partners

Cut through the search noise with filtering options or filters that uncover the right partnerships. Brands can refine their searches with advanced fields like minimum monthly visits, social impact, categories and geographic location or reach to find partners that will reach their demographic and build the campaigns necessary to fuel growth.



Customize your network of contacts

While Ascend™ gives you contact information for each publisher partner, you aren't limited to the details within the platform. Adding supplemental contact information for partners ensures that your content is reaching the right person and allows you to efficiently communicate updates to specific recipients.



Optimize your inactive publisher partners

Benchmark comparisons enable you to see how you stack up against other advertisers in your category. Discover's Optimize report allows you to easily identify inactive partners that are joined to your program based on performance across the platform. By easily accessing a report, we've automated a manual task of digging into inactive publisher partners in order to fuel revenue growth.



Monitor the recruitment funnel

See every stage of your recruitment funnel from prospect to joined partner with a readout of partners in each phase—transparency that gives you better insight into your recruitment efforts.



Contact prospects and partners with integrated email functionality

Contact prospective partners, coordinate featured placements, negotiate commission terms and more without leaving the platform. Discover's native messaging capabilities enable you to craft and view historical communications for individual messages as well as newsletters without leaving the platform.



Convert traffic drivers

Partners that are promoting your brand but haven't driven a sale for your program are the perfect targets for revenue growth. Easily uncover these opportunities with Discover's Activate Report which displays partners that are sending traffic to your site but have not yet driven a conversion. Accessible insight into site visits that haven't yet converted makes optimizing your partnerships for revenue growth less time consuming.

For more information on how Discover will change the way you recruit partners, contact us at pepperjam.com/contact.

