

## A MARKETING SOLUTION THAT DELIVERS RESULTS: LinkShare Introduces Pay-Per-Call

### INCREASE TRAFFIC, INCREASE SALES

#### ADVERTISER BENEFITS

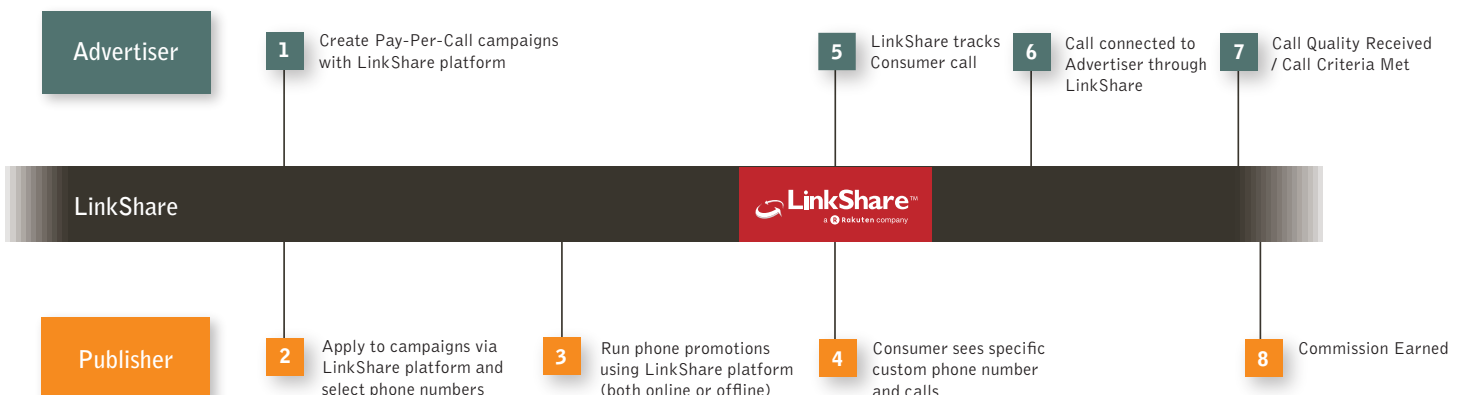
- Increase sales while reducing customer acquisition costs
- Seamless integration with your existing affiliate program
- Offer more high-end products and services through your affiliate channel
- Learn more about customers through richer data
- Attract a larger and more diverse publisher base — both online and offline

As a proven leader in pay-per-action marketing, we've always understood the challenges of finding and generating leads. After over a decade in the business, we at LinkShare are constantly looking for the latest technology to enhance our platform. LinkShare now introduces Pay-Per-Call, which allows advertisers to leverage even more opportunities on our growing global network.

With our new Pay-Per-Call technology, our platform now covers offline as well as online lead generation. We can successfully ensure that high-quality leads generated online, yet purchased over the phone, are tracked from start to finish. With Pay-Per-Call, LinkShare Affiliate marketing can now make use of high-ticket, consultative-type products that until now have been difficult to manage. The ability to offer a greater variety of goods and services, all while tracking referrals with greater precision, benefits our advertisers.

Being a well-known and trusted online marketing channel, we are excited to help you grow your affiliate marketing program. With Pay-Per-Call, it's easy to take advantage of all the opportunities technology has given us while utilizing the unparalleled LinkShare network.

### LINKSHARE PAY-PER-CALL IN ACTION



**GET RESULTS TODAY!** If you can sell your product/service over the phone and have a call center that can receive inbound calls, contact your LinkShare account representative to schedule a demo and get your Pay-Per-Call campaign started.  
Email: [PayPerCall@Linkshare.com](mailto:PayPerCall@Linkshare.com)

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### HOW PAY-PER-CALL TECHNOLOGY DELIVERS RESULTS FOR ADVERTISERS

Increase leads and sales through the affiliate channel with Pay-Per-Call. You can leverage your affiliate program in online and offline media through mobile campaigns with Pay-Per-Call technology. It enables you to offer products and services that are more consultative and typically close over the phone.

### How LinkShare Pay-Per-Call Works

Pay-Per-Call is the latest tool in performance-based marketing. It improves the capabilities of your affiliate marketing program by tracking calls just like you already track clicks. Pay-Per-Call makes use of both online and offline media, giving a campaign more presence and leverage. It makes it easy to use SMS promotions for mobile markets. Pay-Per-Call is also completely transparent for all campaigns.

Pay-Per-Call enables Advertisers to create campaigns that connect customers to their business by phone. It enables Publishers to promote a vaster array of offers through the use of unique, trackable toll-free numbers, ensuring they're paid for all of the leads they generate.

### LINKSHARE PAY-PER-CALL FEATURES AT A GLANCE

Features	PAY-PER-CALL
Average Conversion Rate	30-50%
Lead Credit Reliability	~99%
Usable in Offline and Online Media	YES
Access to Customer Profile	Caller ID
Reliable and Intuitive Interface	YES
SMS Promotion Capabilities	YES
Real-time Identity and Demographic Data	YES
Real-time Reporting	YES
Interactive Voice Response (IVR) System Communication	YES
Built-in Fraud Prevention and Quality Control	YES



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