



CREATIVE SERVICES

Drive Sales with Fresh, Effective Creative

Creative components are an extremely important element in building and maintaining a successful affiliate marketing campaign. Keeping campaigns fresh and impactful with a regular supply of new and original creative helps **drive clicks**, **increase conversions** and ultimately **drive sales**. Designing and developing new creative or even simply refreshing existing creative can be time consuming. Commission Junction answers this need with our Creative Services value-added service.

[continued...](#)

It is vital, not only for the success of your campaign, but for the success of your publisher relationships, to provide your partners with good creative in as many sizes as possible. Maintaining your creative is an ongoing process. To avoid stale creative you need to refresh creative messaging regularly, while maintaining brand consistency. How often you update or develop new creative depends on many things including seasonality, special offers, and inventory updates.

Offering over 10 cumulative years of experience, our Creative Services team leverages their deep, well-rounded design background to develop new creative themes or enhance existing creative for your affiliate marketing campaigns. Whether you are in need of new creative, or require a re-fresh or extension of your existing creative library, Commission Junction's Creative Services has a package designed for your needs.

Once you choose the package you desire, our Creative Services team works with you to establish your theme, color scheme, and creative desires. Our designers understand how to create the most effective banners, and offer creative consultation specific to motivating Web traffic, catching the consumer's eye, popular sizing, best 'call to action' practices, and other important creative aspects. In order to maintain consistent corporate branding we will strictly adhere to your branding guidelines or style guide.

After consulting with you, our designers provide you with three sample sizes for a revision round. The revision round offers you the opportunity to see our initial designs and tweak any elements to perfection. Once the design concept is finalized, we provide you with your complete creative package in less than five business days. We pride ourselves on a quick turnaround time and highly competitive pricing that enables you to develop new creative and refresh your existing creative quickly and as often as necessary to keep it fresh and effective.

➤ Creative Packages

- Our **New Creative Package** enables you to create an entirely newly themed campaign with up to ten ad sizes.
- Our **Refresh & Library Extension Creative Package** allows you to reformat or revise pre-existing creative in up to ten sizes.

➤ Increase the Effectiveness of your Affiliate Marketing Program Today!

Find out more about Commission Junction's Creative Services by calling your Commission Junction Account Manager, or contact your Sales Manager at **888 316 0953**.

This value-added service, along with several others is available for purchase to customize our CJ Access™ and CJ Vantage™ solutions. Contact your Commission Junction Sales Manager today for a complementary needs assessment to find out which value-added services meet your specific needs.

Commission Junction is the global leader in the online advertising channels of affiliate marketing and managed search. We drive quality results, deliver superior service, and develop sustainable relationships for advertisers and publishers through our performance-based solutions.

530 East Montecito Street . Santa Barbara, CA 93103
p 805 730 8000 f 805 730 8001 www.cj.com



commission junction