



# FACTSHEET AFFILIATE MARKETING

## POWERFUL SALES CHANNEL

With our specialized and international industry expertise, we have been offering Affiliate Marketing, a powerful tool for generating reach, for over 13 years. We successfully and transparently place your products and services using one of the most profitable instruments available in online marketing. At the center of our highly organized and cost-effective comprehensive service package is the targeted networking of high-quality content providers (publishers) with you as the advertiser (seller). Drawing on their expertise, years of experience and excellent contacts, our Affiliate Marketing experts conceive and develop affiliate concepts for you with the goal of establishing new partnerships with top performers. At all times throughout the process, you will have a personal account manager at your disposal to help you with the expansion of your publisher base in sectors that have proven successful, in the acquisition and identification of additional reach, in reactivating existing partnerships and in the building or expansion of partner programs or major partnerships. Industry standard performance-based remuneration also ensures that your financial risk remains low and that you retain control of your ROI.



- **Strategic consulting:** conception of customized affiliate solutions and development of effective recommendations for optimization
- **New reach:** our in-house publisher management department ensures the effective development and scouting of sales-boosting affiliates
- **Comprehensive reporting:** full transparency establishes the conditions for the continual optimization of partner programs
- **Program management:** implementation and management of campaigns on the largest affiliate networks
- **Quality control:** tools to prevent brand bidding and ad-hijacking in addition to qualified staff and automated KPI alerts
- **Comprehensive service:** AD-optimization, A/B testing, campaign management and reporting as well as the creations of ads

### Summary:

Whether it be price comparison sites, coupon sites, cashback portals or deals blogs, affiliate sites often provide the decisive incentive in complex purchasing decisions or deliver the final trigger to buy. As such, they are an important sales solution in the online marketing mix. Partnering with established and trustworthy sales partners on equal footing together with user-centered interaction and attractive partnerships create the ideal conditions for risk-free and performance-based remuneration with a predictable ROI.



The Reach Group's goal is to make digital communication more efficient and effective. The core of this strategy is a steady focus on the end customer. Advertising methods dynamically address the personal needs of the consumer within the customer journey while taking into account current data protection regulations. The process starts at the first moment of contact with a brand, continues throughout the purchase decision process and goes beyond to the establishment of long-term brand loyalty.