



# Scale Influencer Marketing Performance with CJ.



Looking to easily connect and work with quality influencers and content partners to scale your brand's reach? You need an efficient and effective way to manage your programs and campaigns that provides greater visibility into the true value of those partnerships. As the global performance marketing technology leader, CJ delivers scale, quality, expertise, and transparency for your influencer marketing programs.

## An Award-Winning Partnership

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### Two industry leaders. One great solution.

CJ's technology has received industry awards and accolades including Bronze and Silver at the Influencer Marketing Awards in 2020 and 2019—and we just took it a step further.

In partnership with award-winning influencer and content creator platform, CreatorIQ, we offer brands access to off-network content partnerships, real-time reporting and insights, and the strategic expertise to manage it all.

CreatorIQ has also taken home numerous industry accolades including multiple awards at the Influencer Marketing Awards 2020: Best Relationship Tool, Best Campaign Planning and Management Tool, and Industry Choice of Technology or SaaS.

*CreatorIQ "Stands out as the highest performing pure-play in-house influencer platform." – Forrester.*



# Our Tech, Data, and Expertise. Your Brand Growth.

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## Identify

Our platform allows you to easily identify content creators that are the right fit for your brand and seamlessly work with these partners to meet and exceed KPIs. Combined with deep data assets that help you measure and benchmark the success of these partnerships, and strategic expertise that aligns these programs with larger business goals, we are wholly committed to your growth.

**Content Certified Network:** A consistently curated and vetted network that gives your brand access to a wealth of pre-qualified, high-quality influencers and content partners.

**Partner Discovery:** A robust, in-platform recruitment tool that makes it easy for you to find influencers and content partners, searching based on keywords and promotional methods (blog, social platform, etc.) You'll also get access to critical audience metrics powered by CreatorIQ including social following, engagement, impressions, and more.

## Engage

**Tech to Empower Creators:** Tools like the Deep Link Generator make it simple for influencers and content partners to grab links, making our network attractive to top creators.

**Strategic Support for Brands:** Get customized strategies and consultations with our content experts and take the guesswork out of how to engage with influencers and content partners.

**Opportunities to Connect:** We host both in-person and virtual events that are focused on creating face time for brands and content creators.

## Measure

**Comprehensive Tracking:** Not only do we track KPIs such as impressions, clicks, and revenue—our Affiliate Customer Journey reporting provides visibility into the complete consumer journey, allowing you to understand how your influencer and content partnerships are contributing to your overarching brand goals.

**Cross-Device Tracking:** Cross-Device tracking technology provides insight into consumers' shopping and purchasing behavior across channels and devices, allowing brands and content creators to understand the channel's true value in order to allocate resources accordingly.

**In-Depth Reporting:** Only seeing sales and clicks limits your understanding of consumer intent, which ultimately limits your overall marketing strategy. Gain valuable transparency into metrics like originating device, originating platform, new vs existing consumers, the number of partners in the consumer journey, and much more.

**Competitive Benchmarking:** Verticalized benchmarking across retail, travel, finance, and network service sectors allows you to leverage share-of-voice and share-of-wallet insight to understand where you fall within the competitive landscape. Competitive Publisher Indexing lets you monitor the relative effectiveness of your content creator relationships, compared to similar Advertisers.



# Take Content Even Further with VIP Influencer Campaigns

Want us to handle everything for you? CJ's VIP Influencer Campaigns manage recruitment, negotiation, campaign execution, and tracking of multiple placement opportunities on your behalf. It's like having your own in-house team of content experts.



### End-to-End Solution

Leverage CJ's technology suite, combined with complete CreatorIQ capabilities, and a dedicated team of experts to manage all aspects of your campaign. Get real-time, interactive reports that layers verified impressions, reach, engagements, engagement rate, earned/social media value—all in combination with transactional data from CJ.



### Tenured Experience

Our dedicated team has years of experience creating and executing highly individualized campaigns for boutique brands, established names, and everything in between.



### Holistic Approach

The VIP Influencer team collaborates with brands' affiliate, social, and PR teams to create strategic content campaigns that align with overarching business goals.



## What our clients are saying.

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“Our favorite thing about working on CJ VIP Campaigns is that every campaign is personal. No matter the brand—big or small, new or established—each partnership we’ve had through CJ is carefully planned out, excellently communicated, and successfully executed due to all the hard work that goes on behind the scenes.”

- **NICOLETTE MCKINLAY, BRAND PARTNERSHIPS, HOW DOES SHE**

“CJ’s onboarding process elevates what it means to be a ‘best network’. At American Media, we still actively choose CJ over other affiliate networks when possible and encourage advertiser partners to as well, both those advertisers currently participating in affiliate and those from our AMI digital campaigns looking to get into the field. I’d encourage any publisher to begin their sub-affiliate migration to networks with CJ.”

- **KARA KAMENEC, SENIOR DIRECTOR E COMM AT AMERICAN MEDIA (US WEEKLY, MEN’S JOURNAL, INTOUCH)**

“The CJ Content team has been invaluable in helping to grow some of my clients’ programs by making connections with larger publishers and highlighting new partners. Especially in the case of some smaller programs with smaller budgets, the team was realistic with opportunities shared and acted as a great extension of my clients’ teams.”

- **EMILY BAVER, AFFILIATE MANAGER, GEN3 MARKETING**

