Harvest Big Profits From Mobile

A Year in the Life of Performance Marketing • Succeeding with Mobile Apps
The Future of Mortgage Leads

Fall 2013 : Vol. XI : Issue 16
It’s a T3Leads World
The Global Leader in Payday Loan and Mortgage Lead Generation.
Next destinations...Brazil and Russia Payday.
Expand Your Global Reach

Experience world class affiliate marketing
Service • Solutions • Support • Education

Ranked #1 Best Affiliate Network 2012 & 2013
The BLUE BOOK Awards for Best Performance Marketing Networks

www.linkshare.com
Contents

360 Days in the Life of Performance Marketing ... 4
By Peter Klein, MediaWhiz

Succeeding in the New Mobile App Economy ... 6
By Eric J. Gerritsen, Pulse Mobile

Jumpstarting Your Mobile Affiliate Strategy –
the 7 Keys to Success .......................... 8
By Lisa Mollura, Rakuten LinkShare

The Past and Future of Online Mortgage Leads .......................... 10
By Robert Karaguezian, T3Leads

Understanding Contractual Indemnity Obligations .......................... 12
By Richard Newman, Hinch Newman LLP

What Affiliate Marketing Can Learn From The Voice .......................... 14
By Matt Frary, SmarterChaos.com

Max Men, Why Do Some Networks Thrive
While So Many Die? .......................... 16
By Chris Trayhorn

SPECIAL PRODUCT REVIEW
Mobit: Changing The Game In Mobile Media? ... 20
By Chris Trayhorn, Revenue+performance

Examining Content Locking as an Alternative Visitor Monetization Method .......................... 24
By Tony Cohn, Adscend Media

Disclaimer: Revenue+Performance and revenue.mThink.com include editorial and/or advertising that refers to affiliate programs that often include many different websites. Occasionally, those programs may include websites offering education in casino or card games. In such cases no promotion or endorsement of those sites should be inferred or implied – our editorial coverage and/or advertising relates only to the affiliate program itself. Revenue+Performance magazine and revenue.mThink.com do not accept advertising that promotes online gambling.
360 Days in the Life of Performance Marketing

By Peter Klein, MediaWhiz

The past year was tumultuous for the industry; 2014 should be better but it won’t be without its speed bumps.

As this issue of Revenue+Performance highlights the best-performing cost-per-action (CPA) and cost-per-sale (CPS) networks, it seems a good time to reflect on the past year in performance marketing and to look ahead to 2014.

The performance marketing industry has undergone massive changes in 2013. Many companies within the industry have been acquired or have gone out of business. Success in third-party email delivery has become increasingly more elusive. All this while governments throughout the world have become more involved in specific verticals and consumer privacy.

Despite these significant headwinds, the performance marketing industry continues to grow. According to the 2013 IAB Internet Advertising Revenue Report, performance marketing accounted for 66 percent of the $36.6 billion spent on online advertising in 2012 in the United States.

Additional positive indicators are beginning to emerge. Facebook and Twitter have introduced new ways to increase lead generation for brands advertising on their platforms.

Fueling much of the industry’s growth is increased client spend on mobile campaigns.

Given all of these significant changes, I foresee 2014 to be a potentially challenging year for the performance marketing industry. The prevalence of various international laws and regulations governing nearly everything related to privacy, combined with the splintering of consumer attention across social media platforms and mobile devices, will require marketers to be smarter, more analytical and utilize deeper targeting. Additionally, it will be interesting to see what new services and acquisitions occur from all of the change coming in from every angle.

Analyzing 2013 and predicting 2014 is no small task even for the best of marketing prophets of profit. In this article, I attempt to break down the industry’s major trends into several areas, including companies, services, social media and mobile marketing, and government regulations.

Companies

The performance marketing industry is likely to see a continued and more aggressive consolidation. We need not look further than my own company, MediaWhiz, which Matomy Media Group, a global performance marketing company, acquired last January. Seven months later, mobile affiliate network MobAff joined the MediaWhiz and Matomy families. Combining the best capabilities, expertise and networks of companies such as these is a sign of things to come in performance marketing.

As such, stand-alone affiliate networks can either stay small with low overhead and a small number of partners and/or continue to serve a niche vertical, or become large as part of a bigger service offering to clients. There really is very little middle ground remaining for affiliate networks. Given how tough media buying and mailing has become, I also see many solo players as potential targets to partner up with a network or larger performance marketing company.

Mobile continues to grow, but it should not be confused with its own vertical, since it is part of the performance marketing mixture. These types of networks/companies will also find it tough to survive without proper partnerships.

Overall, there remains a strong within the industry on achieving true ROI for clients while not trying to build another competitor from scratch if it is outside of a core competency. A solid example of this would be the online marketing monolith in Google, which shuttered Google Affiliate Network (GAN) last July. One would think that a media monopoly trading at $900 a share could dominate just about anything, but without a dedicated focus from established its affiliate network never gained significant traction.

Marketing Services

One of the more significant growth sectors in performance marketing will continue to be SaaS and lead-verification products. These help performance marketers and advertisers monitor and optimize for best quality.

On a platform basis, tech-focused tracking platforms such as Cake will continue to be critical for running an affiliate network or becoming an advertiser as we enter a cookie-less world. DSP offerings that conduct real-time bidding (RTB), such as Appnexus and Convert Media, will help advertisers garner more cost-effective leads. Most importantly, quality will be the driver of all marketing campaigns. Scale is great but no longer at the sacrifice of good quality to hit ROI targets.

More online marketers will turn to companies like CPA Detective to ensure the authenticity of incoming leads and, therefore, quality. The MediaWhiz Affiliate Network is one such example of many, in that we rely on CPA Detective in real time to keep our Advertisers happy and our quality at the high end of the scale. Services like LeadID have also slowly become a seal of approval in verticals like education in an effort to create online trust from both the lead provider and buyer. In many cases utilizing a service such as LeadID is a requirement of working with a college or university. Marketers working within the education, finance and other regulated verticals should get used to verifying the quality of their leads via lead scoring.

Given all of the changes in online marketing, it is clear to me that database management platforms (DMPs) and similar
segmentation services will grow increasingly important for “smart marketing” efforts. Most performance marketing companies amass hundreds of millions of clicks and conversion data, but do little with the information to market more intelligently. Inferences are made based on experience, and media platforms allow for varying levels of targeting. Ultimately, though, the onus will rest on performance marketing companies to get even more intelligent in media buying in order to increase profit and client ROI.

Social Media and Mobile

Social media and mobile are still what many refer to as “new” media. The frenzy surrounding many of social media companies is driven by mobile ad growth. An examination of the stock shares of LinkedIn ($250 at the time of writing), Yelp ($65) and Facebook ($45), all of which trade at large multiples, in addition to Twitter’s planned IPO, indicates that social needs mobile for sustained growth and vice versa.

Many social media companies are beginning to offer performance marketing capabilities for advertisers that they often shunned in the past. They are helping drive not only mobile growth, but also the aforementioned smart marketing efforts via RTB and DMPs. Last April, Facebook launched CPA bidding through its API. Facebook Exchange (FBX) also allows retargeting and offline data matching. Twitter launched its Ads API last February and added Lead Generation Cards in May. These new lead-generation capabilities by social networks are welcomed, as they will lead to new and more powerful retargeting capabilities. The realization that ROI is king and that performance marketers have such focus is what brings all of this things together.

Privacy and Regulation

Every year the government finds new ways to get involved in marketing efforts, and especially in online performance marketing. I could fill this entire publication with specifics and pontifications about how each one will affect the industry. However, for fear or boredom from all sides, I will stick to the most recent developments.

The Nexus tax law debate continues with seemingly no end in sight. Likewise, the controversial Do Not Track proposal currently winding its way through Congress (where it has been stuck, with little progress, for several years), continues to hamper tracking of marketing efforts and allegedly make consumer privacy more secure.

Three other significant regulatory hurdles are worth noting:

- State legislatures continue to crack down on the Payday (cash advance) industry;
- Updates have been made to the Telephone Consumer Protection Act (TCPA), effecting how advertisers — and affiliates — engage and market to consumers; and
- The Federal Trade Commission’s ongoing investigation into sponsored advertisers posts and reviews on third-party editorial sites.

continued on page 7
Succeeding in the New Mobile App Economy

By Eric J. Gerritsen, Pulse Mobile

A new and prosperous marketing ecosystem is taking shape around mobile apps, creating major revenue opportunities for publishers and a new set of challenges for marketers. In these largely unchartered mobile waters, it’s crucial to understand key market dynamics before you jump in feet first.

More and more, consumers are doing their day-to-day business through a mobile app; creating a bonanza for marketers through increased demand for products and services. This year alone some 84 billion apps will be downloaded across a wide spectrum of verticals, including gaming, travel, messaging services, dating, and entertainment.

According to market researcher AppNation, the U.S. mobile app economy will double from $72 billion today to $151 billion over the next four years, making the global opportunity worth over $300 billion. In revenues, mobile apps will generate $35 billion in 2014 and $74 billion by 2016.

Tips for app marketing success

App marketing differs substantially from other types of internet marketing in its phasing, media mix and downstream objectives. Consider the following tips to maximize your efforts:

App marketing needs a separate plan

App marketing means balancing an entirely new set of marketing goals. Whether it’s achieving a certain rank within app stores; acquiring users that actually use your app; or hitting a target cost-per-install metric -- every step of the marketing process needs to be tracked and integrated into a plan that is separate from an overall marketing plan.

Integrate all parts of the app monetization process

You’ve got an app, but how can it make you money? The first phase is to surge installs that drive store rankings. This will allow for more users to find the app organically. Keep in mind that surging installs can be expensive and may or may not have the desired effect. The second is the stretch phase, where other marketing plans need to be in place to gain users over a longer period of time. Finally, the in-app phase focuses on continued communication with users to encourage purchase of further game credits, merchandise or other services. The holy grail of app marketing is the loyal, return user; a consumer who makes an app part of their regular economic routine.

Consider the performance marketing channel

Marketers looking for app distribution have a wealth of traditional and modern channels to draw upon, including real-time bidding and programmatic trading platforms, as well as the affiliate marketing channel. Mobile publishers working in the affiliate marketing channel on a Cost-per-Install (CPI) basis can deliver global scale, surge capability and superior cost effectiveness.

Explore global markets

App markets outside the U.S. are exploding. Before you take the leap overseas, do your homework and understand that things are done differently internationally. For example, in the U.S., apps are typically found in the Apple or Google stores; but in China there are hundreds of app stores that require a very different marketing approach.

Asian app game developers are taking the world by storm with literally thousands of developers in China, Japan and Korea, who are producing app game titles to be exported outside of Asia. To take advantage of traffic controlled in the U.S. and Europe, publishers would be wise to find winning Asian app games.

Outside the U.S., new app-based platforms are emerging, like the social messaging platform WeChat, which has seen over 300 million downloads.

App marketing: hot new opportunities for publishers and content owners

Back in the 00’s, innovative publishers introduced new media purchasing models, aggressive split testing strategies, and creative optimization to create the performance industry. Today, a whole new crop of publishers is doing the exact same thing in the app economy.

Monetization of publisher traffic via app marketing is the fastest-growing part of the performance marketing world right now. App-related revenues from simple downloads to more complex revenue streams like revenue-share of in-app revenues, are opening up new opportunities for media buyers and owners of content.

For publishers looking to cash in on the explosion of game revenues, the most important person in the ecosystem is the head of new user acquisition. He/she is responsible for finding the perfect marketing mix of upfront surge money, long-term roll out, and in-app monetization that comes from loyal, long-term players.

Finding a network or agency with global access to the heads of new user acquisition is vital for publishers and content owners to succeed.

About Eric J. Gerritsen

Eric J. Gerritsen is Vice President, Pulse Mobile & Asia. Together with GlobalWide Media and Neverblue, Pulse Mobile provides full-service mobile marketing through a global app marketing platform, media buying, brand development and mobile performance marketing capabilities.
Payday is perhaps the No. 1 online marketing target in the regulatory crosshairs at this point in time. Once a highly profitable industry for online marketers and lenders alike, more of these companies continue to shutter their doors due to increasing regulatory challenges and consumer lawsuits. Payday is now illegal in at least 15 states as I write this article. Even Native American groups, which once provided a seemingly nice shelter, are slowly taking a step back from engaging in Payday practices. The Payday industry will likely continue in some fashion, but marketers should be keenly aware that consumer protection must be a priority when engaging in any kind of Payday marketing campaign.

This year also saw a major update made to the TCPA, which was originally enacted in 1991. (Updates to the TCPA went into effect Oct. 16.) TCPA was enacted to ensure that consumers have the ability to opt-in and opt-out of receiving commercial phone calls before being contacted in any kind of automated fashion. This includes both auto-dialing by businesses and a recorded voice. I highly recommend reading the overview and analysis for marketers and advertisers on the website of industry legal experts Klein Moynihan Turco LLP for a much more in-depth follow up. A good portion of lead generation, especially by brand advertisers, is followed by an outbound phone call. Whether you market insurance, health and wellness products, or home services, you need to take the TCPA updates seriously.

Last but not least, the FTC is beginning to conduct greater research on what is frequently referred to as native advertising (also known as testimonials) on desktops and on mobile devices. According to the FTC, the Commission will “bring together publishing and advertising industry representatives, consumer advocates, academics, and government regulators to explore changes in how paid messages are presented to consumers and consumers’ recognition and understanding of these messages.” Once again, the focus here is on the consumer, at the expense of the marketer.

2013 was a major turning point for the performance marketing industry. The pendulum has clearly swung over to being in favor of the consumer. Expect innovation and regulation to get more technical and wide reaching. Companies will continue to bifurcate along two common threads: combining forces to become large entities with the scale and breadth of capabilities necessary to meet advertisers’ increasingly complex lead-generation and customer acquisition needs; or small firms will focus more on the underserved niche segments of the performance marketing industry. The middle ground will likely not be able to sustain business.

As the performance marketing industry continues to mature, there will be a growing suite of services to help drive smart media buying and lead quality. Change within the industry will continue and there will always be a new opportunity just around the corner.

About Peter Klein

Peter Klein is senior vice president of media services at the performance media company MediaWhiz, a Matomy Media Group company. He can be reached at pklein@mediawhiz.com
Jumpstarting Your Mobile Affiliate Strategy – the 7 Keys to Success

By Lisa Mollura, Senior Marketing Manager, Rakuten LinkShare

1. **Optimize your website for mobile.** This may sound like an obvious point but given the data from the small business survey cited above, it's clear that a good many advertisers may not have taken all of the necessary steps to ensure that their website is optimized for a better mobile user experience. And we all know what happens if a site doesn't accommodate a mobile shopper.

   In fact, 61 percent of consumers participating in a recent Google survey said that if the site isn't mobile friendly, they would shop elsewhere. On a more positive note, however, if a site is mobile friendly, 67 percent of consumers said they're more likely to make a purchase.

   With this in mind, here are three ways to help drive conversion on mobile.

   - **Ensure a fast and engaging user experience.** While download speeds aren't entirely in your control, you can make sure that your mobile website isn't cluttered with unnecessary images and content that can slow the downloading process.
   - **Proactively answer customer questions.** You already know that consumers on mobile devices are more likely to be looking for bottom line information as opposed to browsing. To address their needs, be sure that relevant information such as location, hours of operation, and click-to-call appear front and center.
   - **Provide a seamless, end-to-end shopping experience including easy checkout that is secure yet doesn’t require extensive log-ins or leaving the page.**

2. **Separate your tablet and smartphone marketing strategies.** While many of us tend to group smartphones and tablets together under the mobile umbrella, it's important to recognize that the user experience on each of these devices is quite different.

   Specifically, tablets are more widely used at home and are ideal for creating rich, user experiences that take full advantage of the latest innovations in technology. These include presenting look books, 3-D views of products, and extreme close-ups on goods.

   Creating a growing population of “couch consumers,” tablet shoppers make purchases in a more leisurely environment as opposed to the more task-oriented shopper conducting transactions on a smartphone.

   The purchases made on a tablet, by the way, tend to have a higher AOV. To accommodate this audience, you may want to consider creating a tablet-enabled website or a tablet shopping app.

   As hinted above, the smartphone shopping experience is more “on-the-go.” And while there are bound to be overlaps in your audience of tablet and smartphone shoppers, recognizing these different experiences, and not necessarily different users, is a critical differentiator for success in m-commerce.

3. **Ask your affiliate network about its mobile tracking capabilities.** The battle for smartphone domination has made for interesting theater yet can wreak havoc on your m-commerce affiliate strategy as new releases of phones and operating systems are being continually rolled out.

   Instead of assuming that your performance marketing network will properly track and credit transactions on smartphones, tablets and desktops, you need assurance that they are rigorously and regularly testing their technology on the latest devices and platforms.

   This is not an easy feat as it may require a separate installation of tracking capabilities as well as additional technical resources. However, it’s a requirement you shouldn’t overlook, especially as m-commerce continues to grow.

4. **Explore opportunities in the mobile gaming market.** Raise your hand if you've whittled away more hours than you care to admit playing Words With Friends, Candy Crush or Farmville.

   Of course, the opportunity to reach a captive and engaged gaming audience has not been lost on advertisers. While in-game advertising may not be suitable for every brand, it’s still very much a green field opportunity that’s worth further exploration. One company that's having success with it is Social Growth Technologies (SGT).
Essentially, SGT delivers high performance online advertising and virtual currency monetization in social gaming and e-commerce environments. They rely on the affiliate channel to help drive deals and capitalize on the merging of real world sales with virtual currency and monetization. What this creates is a new way of doing business that empowers brands by building qualified and motivated traffic, uplifting brand awareness, and generating new and repeat sales that enhance customer loyalty.

5. Pay attention to data feeds. As data feeds become increasingly more important, take note that the feed requirements for mobile sites can differ. For this reason, advertisers may want to consider talking to publishers about their data feed requirements to make sure they’re optimized for mobile commerce. And it wouldn’t be a bad idea for advertisers to allow publishers to customize their data feeds. Along with this, both advertisers and publishers should keep a close eye on the feed to make sure characters or symbols aren’t inadvertently inserted in place of text, images aren’t too small or of low quality resolution, and that each image is accompanied by compelling and accurate product descriptions.

6. Recognize and support the omnichannel. In today’s non-linear path to purchase, mobile is just one of the many potential stops along the way. The most successful affiliate strategies recognize all the customer touch points and credit publishers accordingly.

While we all realize the dangers of last click attribution, it’s still the most commonly used measurement model, according to recent findings by Adobe. To avoid alienating your sales drivers, make sure you’re recognizing each contribution to the sale with a fair and equitable distribution based on effort and action.

7. Form closer ties with your publisher community. Since m-commerce is still in its early stages, it’s important for advertisers and publishers to work closely together on their m-commerce strategies. If a publisher site, for example, delivers a great mobile experience and leads a buyer to the retailer’s site only to have it perform at a subpar level, both sides lose. To thwart this potential issue, connect with the account manager at your affiliate network to foster these conversations and make sure your mobile campaigns are in sync.

M-commerce promises to deliver huge opportunities in the coming months for those advertisers and publishers that have carefully mapped out their strategies, addressed any potential technical issues, and are aligned with the right partners and affiliate networks.

About Lisa Mollura

Lisa Mollura is senior marketing manager for Rakuten LinkShare.
The Past and Future of Online Mortgage Leads

By Robert Karaguezian, T3Leads

The internet has changed the way America shops. The convenience and speed of the process are too enticing. It appears that consumers simply love being able to buy almost anything from anywhere. Home financing is not immune from these innovations. The ability to compare multiple lenders with a few keystrokes, vs. driving around town visiting office or bank locations, is also too big a convenience to resist.

But online mortgage products provide yet another big advantage in the way that they can satisfy the consumer’s appetite for mortgage information. Consumers now research products more than ever before, and this is at least partly because the information is so easy to access. For website owners, this kind of quality content also acts as a “seal of approval”. Consumers are more likely to trust a site with good, quality content. It’s no coincidence that many of the best and most successful mortgage product websites also have some of the most useful information on the topic.

The Past: The Impact of the Mortgage Crisis of 2007

The initial impact of the mortgage crisis of 2007 was nearly fatal for the American economy. Home values sank precipitously and many people were stuck with mortgage loan balances higher than the value of their homes. The situation was dire. At the worst of the crisis in 2009, according to the S&P/Case-Shiller home price index, 26% of all home mortgages were underwater (this figure has since decreased to 14.5% in June, 2013). Homebuyers under-40 were hit hardest, largely because the majority were first time homebuyers.

The result of all this was that most homeowners remained in their current homes when they were able to. Selling or buying activity dropped dramatically, and hardly any home equity loans were taken because there was no equity to access.

Over time the Federal Reserve chose to keep interest rates at historic lows in an effort to stabilize home values and the economy as a whole. As the recovery got under way, these low rates led to record numbers of refinanced homes. 30-year fixed rate mortgages at 3.5% proved very attractive and this led to massive re-financing with unprecedented levels of associated online activity for re-financed mortgage loans. The internet was the epicenter of the mortgage re-financing craze.

Between 2007 and 2013 the mortgage industry did rebound, although not back to pre-crisis levels, and mortgage products beyond refinancing gained additional interest. Now that the crisis is finally coming to an end, there still remains uncertainty in the online mortgage industry. The refinancing boom is slowing and the question is, will there be a next big thing and if so, what is it?

The Future

Industry experts expect demand for a number of products to increase including adjustable and fixed rate mortgages, as well as home equity loans. The key to this growth is home values. Most markets have stabilized and many are on the upswing. The hope is that this will provide lenders the confidence to increase lending across all types of mortgage products.

It should follow that increasing valuations will encourage homeowners to invest in their homes once again, resulting in home equity loans growing in popularity. For this to happen in a big way, interest rates need to remain relatively low and home values must increase.

With regard to new mortgages creating rapid growth in online mortgage lead generation, one challenge looms for online marketers: driving new home buyers, especially first-time buyers, to the web in their search for information and mortgage sources. First-time homebuyers are a particular challenge. Not only was this group hit especially hard during the downturn, but they often receive referrals from their real estate agent. This is the very centerpiece of the challenge for online marketers.

Interrupting the norm and driving the buyer to your site for information and loan offers.

To interrupt this process and succeed at becoming the trusted provider of advice and information, online marketers must direct messages to these buyers explaining the advantages of using web research in addition to any referrals they receive. As an online marketer, it is extremely important to focus on content that speaks to the first time and new home mortgage shopper.

The financial industry, like many other industries, finds that much of its business has moved online. This is good news for online mortgage lead generators. The key to your future success is to provide consumers what they’re looking for right now, but always to keep an eye to the future.

About Robert Karaguezian

Robert Karaguezian is an account manager at T3Leads with over 9 years of online advertising, finance and business development experience. In addition to his account management responsibilities, he is also heavily involved in developing website content for the entire T3Leads mortgage vertical. He can be reached at Robert.k@t3leads.com. 877-778-3532 x239
Fluent is a digital performance marketing company bridging the gap between advertisers and publishers to provide integrated solutions for online customer acquisition and monetization. Our proprietary web and mobile ad-serving technology helps advertisers better engage, qualify and communicate with their target audience. We promote interaction between brands and consumers with the end goal of providing tangible results through a pay-for-performance model.

Find out more about our suite of digital marketing solutions at www.fluentco.com
Understanding Contractual Indemnity Obligations

By Richard Newman, Hinch Newman LLP

Just about every contract contains an indemnity provision. However, more often than not this section is overlooked as being inconsequential. The reality is that the breadth of an indemnity clause could have enormous financial repercussions on all contracting parties.

Simply stated, indemnity allows the “indemnitee” to shift responsibility and seek reimbursement for the entire amount it is forced to pay to a third party as a result of damage caused by the “indemnitor.”

Example: Company A is a lead generator. It enters into a contract with Company B, a lender. Company B is subsequently named as a defendant in a lawsuit initiated by a consumer who alleges that Company B’s telemarketing efforts violated the Telephone Consumer Protection Act’s “prior express written consent” requirement. Company B now seeks indemnity from Company A based upon the manner in which Company A obtained consent.

The language that you negotiate is critical. What type of potential loss does it cover? Is a broad indemnity obligation reasonably likely to be satisfied? Does the clause provide for an apportionment of relative fault? Do third parties have standing to enforce the indemnification provisions? Who must consent to a settlement and compromise?

Contractual indemnification provisions may also require that claims be asserted within a defined period of time. If the notice clause is drafted as an express condition precedent then the indemnitor could potentially contend that the failure to deliver timely notice excuses any obligation to defend or indemnify. Conversely, indemnity provisions may be drafted to state that defective notice does not excuse the indemnification obligation unless the indemnitor is prejudiced as a result.

Responsibility for handling the defense of a third party claim is another critical consideration. Remember, the obligations to indemnify and defend are two distinctly separate concepts. The former does not arise unless the outcome of the claim is adverse while the latter is not dependent upon the outcome of the claim and may be imposed in the absence of a duty to indemnify. As a general rule, unless an indemnity clause also includes an express obligation to defend, the indemnitor has no legal obligation to provide the defense.

The foregoing illustrates the importance of carefully negotiating indemnity language. Perhaps the indemnitee will desire to control the defense of a claim asserted against it. Conversely, the indemnitor – the party that may ultimately have to pay for the defense – may prefer to hire legal counsel and call the shots. The availability of insurance coverage may also have a significant impact on what type of an indemnity obligation a party is comfortable insisting upon or assuming.

Also worth considering is the possibility that the protected group of indemnitees can be much larger than just the signatories to the agreement. Directors, employees, agents, affiliates, parents and subsidiaries are often included. Additionally, indemnity clauses frequently provide for attorneys’ fees when such monetary recovery would not otherwise be available.

Not to be overlooked is the fact that when the scope of an indemnity obligation is poorly defined it can, and often does, spawn litigation. Consider negotiating a threshold amount of damage that the indemnitee must suffer before a claim for indemnification can be made. The situation may also call for a limitation on the duration of the indemnity and a cap on the indemnitor’s exposure.

Note that third parties, such as lenders, may likely perceive your carefully drafted indemnity agreements as a form of security. In fact, many jurisdictions permit a party to be indemnified for its own negligent conduct under certain circumstances.

Do not enter into a contractual relationship with your eyes closed. Seek a business litigator’s review of relevant language and focus upon those issues that have a high probability of occurring.

A legitimate basis for refusing to indemnify or defend a claim may exist. However, the consequences for doing so are not insignificant. For one, the indemnitor will lose the right to contest the reasonableness of defense expenses and may ultimately be responsible for reimbursing the indemnitee for any amounts paid pursuant to a final judgment, along with expenses.

Indemnification obligations are perhaps the least understood and most important contractual concepts. Be careful of boilerplate language and focus on mitigating exposure. At a bare minimum, understand these legal obligations, even if they are not negotiable.

Disclaimer: This article is intended for informational purposes only and does not constitute, nor should it be relied upon, as legal advice. No person should act or rely on any information in this article without seeking the advice of an attorney.

About Richard Newman

Richard B. Newman is an Internet Law Attorney at Hinch Newman LLP specializing in advertising, intellectual property and digital media matters. His practice includes commercial litigation, conducting legal compliance reviews of advertising campaigns, representing clients in regulatory investigations and enforcement actions, and negotiating and drafting legal agreements.
A Global Force For Good (Conversions)

The full service global affiliate network

www.MediaWhiz.com
What Affiliate Marketing Can Learn From The Voice

By Matt Frary, SmarterChaos.com

Hey advertisers! Do you judge your traffic the right way? Are you using the right metrics? Do you know which ones really count? Are you choosing the right affiliates, networks, and distribution partners?

To use the metaphor of the TV show, The Voice, what makes you turn your chair around?

I usually don’t get into many shows on TV because I tend to be too involved in dealing with insertion orders, pixels, and subids. I just don’t have the time to commit to watching every episode of a series. I do enjoy a great talent show, however, and I especially become wrapped up in each season of The Voice. I think there are some lessons to be learned from it for performance marketers.

For those readers that haven’t seen it, The Voice is a competition between singers, in which the judges do not see the performers before making a judgement – they keep their chairs turned away until ready to give a verdict. The show has a purity to its process because the judges are not focused on the bling, the look, the appearance or the window dressing that may surround each performer. Instead, each judge is just listening for a certain characteristic that will turn their chair. If I were a judge, I’d probably be Blake Shelton. Yes, I do wish that I had the abs of Adam Levine, but I like the honesty and simplicity that Blake represents.

We could take a few cues from that kind of simple, pure approach. We could learn to measure opportunities based on very targeted metrics.

How well do we do that in affiliate marketing? How often do we strip each opportunity down to the bare core of what we are looking for? If we were able to parallel what is done on The Voice, we would ensure that we understood in advance what we were looking for when building our team. Once we had developed that visualization of a strong distribution team, we would go and find those potential team-members in a very targeted way and try to sell ourselves to compete against all the other advertiser opportunities that are out there. If we really focused on building our “ideal” team, we would ask each affiliate that truly fitted to be a part of the team and we wouldn’t stop until they said yes.

Similarly, just as judges do in the later stages of The Voice, in affiliate marketing we need to keep an open mind to all the different aspects of an opportunity. Just as Christina Aguilera is this year actively looking for country singers because she has realized that they add value in certain situations for her team, as performance marketers we need maintain open minds and really investigate opportunities before we reject them.

As an example, quite recently we have had various advertisers insisting that they don’t want any toolbar traffic or promo codes, no email traffic or virtual currency, and so on. In that kind of situation, if we simply agreed and said, “Ok Mr./Mrs. Advertiser, you are the boss!” then we would be unable to test and evaluate potentially great opportunities when they present themselves.

If eBates called our team and offered our advertiser a top category position through Christmas if we could offer them a unique promotional code, it has to be right that we would fight for that opportunity so that we could drive significant traffic during the most important fourth quarter, even if the advertiser had a prior bias against promotional traffic. Advertisers need to be willing to suspend their judgment on potential traffic sources until they have all the relevant information and understand the size and nature of the opportunity.

In the same way, if we were a successful jewelry company that made a blanket decision not to allow affiliate email traffic because we felt it was not appropriate for our brand, we would miss out on working with Live Intent (just as an example), one of the top email publishers around, essentially running the newsletters for The Wall Street Journal. What jewelry advertiser wouldn’t want to reach the users of The Wall Street Journal, once the opportunity was explained to them?

The danger is that as advertisers and agencies we become so worried about compliance and brand protection and quality, that we end up requiring all our affiliates to fit into a box, advertising exactly the way we want them to. In other words, we end up stifling any real creativity. It’s like Blake Shelton turning around on The Voice during a roof-raising country song and saying “Dang, I didn’t expect you to look like that. Where did you learn to sing like that?”

Sometimes we need to take time to recognize the creative publishers. The mavericks. The outside-the-box thinkers. Picture us learning that one of our traffic sources is email, and then shutting it down because of our strict no-email policy. Then we learned that it was actually Conde Naste, powered by Live Intent, selling our Caribbean Vacations to their readers.

Oops, and dang! I didn’t think she’d look like that!

So, advertisers. Get outside your comfort zone. Take a chance on creativity and don’t be defined by what you have...
heard or believe is the “ideal” affiliate. Of course, every brand wants to protect itself and we can all agree that we should only pay for valid traffic. But beyond that, why have so many hard and fast rules? Think of your affiliate recruitment as being similar to building a team on The Voice, and have a loose definition of what it is that you are looking for but don’t pass over talent just because it doesn’t quite fit your preconceptions. If an affiliate can sing and make you money, take them on.

For affiliates, the same argument applies. If an affiliate really wants to make their voice heard they need to set themselves apart by doing something different to everyone else. There is no point in being just another “me too” affiliate. I’ve often heard affiliate managers working for major advertisers say that they can’t bear to look at yet one more “look alike” affiliate. One even told me that if he got an application from another coupon site or banner farm that didn’t offer any added value, he was just going to hit the reject button. As an affiliate, you don’t want to find yourself as the victim in that situation. You need to differentiate yourself. Don’t be afraid to stand out from the crowd.

Maybe at the next Affiliate Summit we could organize our own version of The Voice? Who do you think should play CeeLo Green? Just wondering. I already have the cowboy hat so I can play Blake, and I have some ideas of who might make a good Adam Levine. Let’s judge the talent based on their voice, not on their appearance, and maybe the best voice will rise to the top.

Some of the best affiliates have come out of nowhere, and not until we really listened to them did we understand the size of the opportunity. There is still massive innovation ahead in affiliate marketing. Don’t miss out on the opportunities that will be created by closing off your ears to what you are hearing.

About Matt Frary

Matt Frary is CEO and Founder of SmarterChaos.com, an Internet marketing and sales agency focused on large brands. Matt was a founder of a former top-30 online ad network called ROIRocket.com, and is a frequent speaker at online marketing conferences. As a Mentor at The Founder’s Institute in Denver, CO, Matt enjoys working with start-ups to realize positive ROI quickly and is a passionate and serial entrepreneur. His career also includes branding for the Smart Car at Mercedes Benz, marketing at eBags.com, lead generation for the Auto Channel at MSN (DriveOff.com), brand agency experience at The Integer Group in Denver, and becoming a dominant force in ethical lead and sales generation online.
MaxBounty Has Been Top-5 In The BLUE BOOK Rankings For Three Years Straight
How do some performance marketing networks keep succeeding against all odds? Why is it that while some CPA networks vanish almost overnight, others survive and grow?

Over the last few years the CPA sector of the performance marketing industry has experienced a series of massive changes. From Acai berries and flogs, payment processing shutdowns and changes in FTC enforcement protocols, the sector has borne the brunt of storm after storm of negativity. The sector itself has been transformed by the development of commoditized network platform software that has lowered the barrier to entry for new networks to near-zero. And, of course, just to make things more interesting, the recession has meant that more advertisers than ever have been going belly-up, unable to pay their bills. As a result, the industry has seen a series of major network flameouts, with names such as Epic, Hydra and MediaTrust effectively disappearing.

Through it all, some networks have continued to thrive, and we have seen the rise of a group of networks that somehow consistently overcome the odds. These are companies such as Max Bounty, Neverblue and Clickbooth, each of which have featured in every one of the BLUE BOOK Top 20 CPA rankings over the last four years.

What is their secret? How do the MAD-MEN of CPA keep winning?
150 years ago Charles Darwin coined the term “survival of the fittest” to describe the ability of organisms to evolve and compete in a world of ever-changing environments. Contrary to popular belief, he didn’t mean that the biggest and strongest would always win out. Instead, he meant that it is adaptability that is most important.

Tyrannosaurus Rex is the most powerful predator to have ever roamed the planet, but it was the descendants of the scurrying, mouse-like early mammals around Rex’s feet that ended up dominating the world. When the meteorite hit and the Earth’s ecosystem changed, the dinosaurs couldn’t adapt and so died out. Mammals evolved, adapted and then grew up to run performance marketing networks.

As the publisher of Revenue Performance magazine we see this same process of adaptation vividly illustrated each year when we research and compile our annual BLUE BOOK Top 20 performance marketing network rankings. Time and again we have seen networks that appear to be doing everything right but suddenly find themselves in trouble, with affiliates and publishers going unpaid, and reputations in tatters.

What is most interesting is that some networks consistently buck the trend. MaxBounty for example, is certainly not the biggest CPA network in the industry, yet over the last three years it has ranked 6th, 5th and 3rd - a consistently high performance. Similarly, networks such as Neverblue (1st, 2nd and 2nd over the last three years) and Clickbooth (3rd, 4th and 1st) seem to always find a way to beat their competitors.

What is most interesting is that some networks consistently buck the trend. MaxBounty for example, is certainly not the biggest CPA network in the industry, yet over the last three years it has ranked 6th, 5th and 3rd - a consistently high performance. Similarly, networks such as Neverblue (1st, 2nd and 2nd over the last three years) and Clickbooth (3rd, 4th and 1st) seem to always find a way to beat their competitors.

So what’s going on? What are these networks doing right? Perhaps the place to start is to consider the effect of low-priced, on-demand network platform software. It brought an influx of new network owners into the industry, many with little or no experience in managing the kinds of risk that running a network entails. Many successful network owners see the network failures of the last few years as evolution at work, with weaker companies falling away.

JP Sauve founded MaxBounty with his brother Steve in 2004. He says, “I think it is too easy to blame an economic downturn when you look at the number of networks that have gone out of business. I think it was more of a network bubble that finally popped. There’s such a low barrier of entry to becoming a CPA network - indirectly it plays a big part in the problems we have seen with some networks.”

Solid networks like MaxBounty who value and protect their clients, both affiliates and advertisers, are still running strong. Risk assessment is one of the most important parts of running our business. It’s important to consider whether we know an affiliate well enough before we recommend an advertiser to them, and it’s equally important to consider whether an advertiser’s campaign is simply too risky to list. The balance of looking out for both our affiliates and advertisers is critical. Protect your clients and you protect your business.”

That emphasis on relationships and the implied criticism of the short-term viewpoint of many newcomers into the business is echoed by John Lemp of Clickbooth, “we have been able to thrive and grow over the past ten years by focusing on building long-term value for everyone involved. Survival is about building quality relationships. Being successful in performance-based marketing is not a question of simply reacting to changes but of also building something of value for the future, not short term. Look ahead and create long term value for you and your partners.”

“The biggest threats to the performance marketing industry aren’t things like the end of continuity offers or evolving compliance terms. Those things make the business environment more challenging but good networks can cope with that and still thrive. What does not bode well for the industry is when anyone can create a CPA network overnight by simply signing a check, no questions asked.”

What is interesting in talking to successful network owners is that there is a consistency about what they prioritize. Reducing risk while providing a high level of service is a constant theme. JP Sauve told us, “Look, the biggest threats to the performance marketing industry aren’t things like the end of continuity offers or evolving compliance terms. Those things make the business environment more challenging but good networks can cope with that and still thrive.”

“But what does not bode well for the industry is when anyone can create a CPA network overnight by simply signing a check, no questions asked. Who’s running these new networks and what effect are they going to have on advertisers? That’s the biggest threat to the growth of performance marketing.”
The point being made is that with no barriers to entry in place, a new CPA network can be set up in minutes by an affiliate embedded in the world of black-hat marketing. With so many offers being rebrokered through multiple layers of networks, poor quality or fraudulent traffic can be laundered and much harder to spot. JP Sauve brings it back to relationships, “Who needs yet another network without any direct relationship to an advertiser? Rogue affiliates look for networks that simply rebroker offers because they understand the network has much less invested in giving value to the advertiser. Reduce the number of networks and you’ll see less fraud. Less fraud will lead to more business for everybody.”

The longer-term viewpoint of these networks is also apparent when talking about opportunities, rather than threats. Identifying an opportunity and then executing efficiently is deemed to be critical. Eric Gerritsen of Neverblue told us, “You need to start with an effective and long-term core strategy. In our case it has been international markets and mobile. We focus on long-term clients within multiple hundred-billion dollar global industries where we can embed deeply into the core marketing flow and conversion pathway.” That scale of vision still needs to be built upon a foundation of the personnel within the company. John Lemp again, “We take advantage of opportunities by maintaining our values and focus. We don’t try to dominate every area of the vast performance marketing industry; instead we focus on our core strengths and values, and those of our partners.”

Eric Gerritsen also expanded on this theme, “We stay focused on our core strategies of international market development and mobile. We stay in learning mode, keep an entrepreneurial culture and connect to passion to do great work. We are focused on embedding deeper into the digital marketing processes and flows of the world’s great companies. That will allow us to take advantage of the giant inflows of money from non-digital to digital marketing.”

Ultimately, in talking to these network owners and executives, what comes out is that the personality of the company so often reflects the personality of its leadership. That makes sense if you consider the repeated emphasis on business relationships: competence, trustworthiness and quality of execution are all characteristics of successful individuals as well as of great CPA networks.

JP Sauve captured this is describing his relationship with his brother and co-founder, Steve, “The personality of the network founder definitely affects the potential success of a network. It may be my insistence on risk assessment speaking, but I find that conservative people make the best network owners. If you need an accountant, do you hire one who acts like a rock star or one who quietly works hard to ensure your money is safe? The same logic should apply to being a network owner. I was fortunate to be able to found MaxBounty with my brother Steve and we counterbalance each other. I’ve always been driven and focused on growth, while he is detail-oriented and emphasizes rooting out difficulties before they become a problem.”

The bottom line is that each of these networks is succeeding in the face of an international recession, challenging compliance conditions and advertisers that are often overly-worried about levels of fraud. It’s not how big these networks are that is letting them beat their competitors. It’s their unrelenting focus on what is important in today’s business environment. They move when they need to, they look to where the long-term opportunities are and they evolve.

Survival of the fittest.
Israel-based performance marketing network Matomy Media Group recently launched a new mobile media buying platform called Mobit. It offers conversion tracking, campaign management, near-realtime reporting and a sophisticated analytic “Mobit Insights” function that automatically identifies the most important campaign optimization priorities.

The introduction of Mobit, described as a “smart tracking and analysis tool for mobile affiliates and media buyers,” comes during a period of rapid expansion for Matomy. It follows the recent acquisition of US-based affiliate networks MediaWhiz and Adperio, mobile marketing specialist network MobAff, and German network Team Internet. Much of Matomy’s success has been built on their expertise with mobile offers, and Mobit is a development of the proprietary tools their own mobile media buyers use in-house.

Our team spent several days recently using Mobit and talking to Matomy’s CEO, product manager and media buying team in order to find out just what the deal is.

It is hard to argue against the proposition that mobile is the future of performance marketing. The adoption of Internet-enabled mobile devices worldwide has been remarkable in its speed. Whether in Western economies where tablets and smartphones are taking ever larger pieces of the ecommerce marketplace, or in emerging economies where in many cases mobile handsets have become the most prevalent form of access to the Internet, mobile is increasingly important to online marketers.

In response, performance marketing is changing and evolving rapidly. With so many different affiliates working to find the best possible way to convert offers online, our industry has filled the role of online marketing’s prototype laboratory, constantly coming up with new ideas, building sites and incentives to test and then dumping the ones that don’t work.

That is why mobile is so exciting to so many publishers and merchants. It is a new territory, where the fittest and smartest have the opportunity to thrive and grow. This is the target audience for Mobit.

Mobit began as a tool developed for use in-house by Matomy’s own media buying team. Like so many mobile marketers, they found themselves struggling to scale and optimize mobile campaigns quickly and effectively, largely because the campaign management and analytics tools available simply couldn’t handle efficiently the sheer volume of data that mobile creates.

After much internal discussion and a lot of software development man-hours, Mobit is the result: a mobile media buying and campaign management platform that offers really smart analytics. Let’s take a closer look.
Features

Mobit has been designed to provide mobile media buyers with a one-stop solution for their campaign analytics and optimization, and as such it provides a comprehensive set of features. Not only does it allow one-click set up of campaigns from Matomy’s network, as well as running CPA offers from any other affiliate network, but it also offers built-in and customizable templates to work with any media buy platform that can be set up and tracked just as easily.

The tracking and reporting functionality is deep too, allowing drill-down into any aspect of a campaign for which data is available, real-time conversion tracking and even an auto-suggest optimization tool, Mobit Insights, that claims to identify best- and worst-targeting options for media buys automatically. The system even offers split-testing and post-click redirects so that traffic can be redirected to different landing pages that have been optimized to each traffic type.

All in all, it’s a feature set designed for the working media buyer or affiliate that needs to move fast, identify what is working and then scale successful campaigns rapidly.

Getting Started

Getting started with Mobit is done by completing a simple registration process. You set up your supply platforms. A supply platform is anywhere from which you buy mobile media. There is a whole list of supply platforms that come ready to use in Mobit, so in many cases you can just pick the one you want. If you need to add a new one, there is a short web form that helps you to create a template for the tracking data you collect and post-back from/to the supply platforms, including tracking token (clickID), data collection tokens (SubIDs) and postback URL. You only need to set up the template once and then it can used for all future media buys from that platform.

Working Interface

Mobit is built around four main screens, each of which is designed to allow you to accomplish a specific task quickly and easily.

The Home screen (see Figure 2) presents a straightforward dashboard with a chart at the top showing trend-lines for both clicks and revenue. The chart defaults to showing the last seven days. Beneath the chart is presented a list of both your best and worst performing media-buys over the last 24 hours. It’s a

Q&A with Noa Benvenisti

Background

I’ve been in the online media industry for seven years and have eight years of experience as a product manager during which I have nurtured the development of several products from scratch to production. Between them all, they have tracked billions (and counting!) of live events.

Out of all of the products I have helped to create, Mobit is the one in particular that I am extremely proud of. Mobit was instantly adopted by our internal media buy teams as well as external media buyers that we showed it to. It is generating amazing traction.

About Mobit Development

Mobit was developed and brought to life by a group of very talented developers. Now with six months of testing by our in-house teams and by several beta customers with high traffic volumes, we are proud to make it available to any media buyers that need mobile media optimization.

Best Features

In addition to the many features already built into Mobit, we have recently incorporated post-click rule-engine redirects. These allow media-buyers and mobile affiliates to pass non-targeted media and redirect it - based on operating system, device, geography and a number of other parameters - to a campaign of their choice. These features will help media buyers maximize the yield of the traffic as well as lowering their media costs by buying non-targeted media. It is yet another way that we have designed Mobit to be the best mobile media optimization platform possible.

Latest Developments

In addition to the many features already built into Mobit, we recently incorporated post-click rule-engine redirects. This feature allows media-buyers and mobile affiliates to pass non-targeted media, and redirect it based on operating system, device, geography and number of other parameters to a campaign of their choice. This feature will help media buyers maximize the yield of the traffic as well as lowering their media costs by buying non-targeted media. It is yet another way that we have designed Mobit to be the best mobile media optimization platform possible.

Figure 2: Mobit’s dashboards are clear and easy to read. Data can be presented graphically allowing trends to be easily recognised and acted upon.
Matomy CEO Ofer Druker Reveals All

Until relatively recently Matomy Media Group had a fairly low profile in the USA, but that has changed dramatically in the last few months with the acquisitions of US-based affiliate network MediaWhiz and mobile marketing specialist network MobAff. We caught up with Matomy Media Group’s CEO, Ofer Druker, to find out more.

Revenue+Performance: Tell me a little about Matomy for people who may not have worked with you before?

Ofer Druker: We started as a small company of just five people back in 2007 and we now have 400 people worldwide in seven locations. Matomy Media Group has established itself as one of the world’s fastest growing ad networks and a leading international performance media solutions provider. It now includes American companies MediaWhiz, MobAff and Adperio, and in Europe there is also Team Internet which is based in Germany.

Revenue+Performance: What do you think is the key to your success?

Ofer Druker: I think it is that we stay focused on what is important to our advertisers and to our publishers. Right now there are three key areas:
• Mobile – We are focused on growing organically as well as making major acquisitions such as MobAff.
• Data – We see data as the key enabler for cross-channel campaigns. Our development of Mobit is reflective of this.
• Consolidation – Consolidation in the industry is desirable and Matomy will continue to play our part, making key acquisitions that allow us to expand and that will add to our tech capabilities and market reach.

Revenue+Performance: How about you personally? Are you enjoying growing Matomy?

Ofer Druker: I’ve been in online media and internet advertising for over 15 years: I co-founded Oridian (Ybrant Digital) in 1998 and Soho Digital International in 2005, for example. But for all the different things I’ve done I must say that I am most proud of Matomy. I work with amazing people – I couldn’t be more proud of them.

Figure 3: Reporting and analytics is a strong-suit for Mobit. In addition to detailed, near-realtime reporting on each campaign, “Mobit Insights” work in the background to intelligently identify both the most profitable and least profitable segments of your media buys.
So long as campaigns and supply platforms are set up properly – and Mobit makes those processes simpler than any other mobile optimization platform than we have yet seen – the reporting is intuitive and fast.

**Mobit Insights**

Mobit Insights is one of the features of Mobit of which Matomy is most proud. Essentially it is a data analytics tool that constantly runs in the background while your campaigns are being tracked through Mobit. When you see the Insights button appear (a star-shaped logo in a circle) you have instant access to a report that tells you exactly which combinations of traffic characteristics are giving you your most profitable conversions, and also which combinations are least profitable.

Imagine you have a campaign that has been launched successfully and now you want to scale it up. What kind of media should you buying? Does it make a difference whether the traffic is coming from iPhones or Android phones? Or from Samsung handsets or those made by HTC? Or from which carrier?

These are the kinds of questions that simply don’t apply to online performance marketing, where day-parting and some demographic targeting may be all that is needed in terms of optimization. But mobile is different – carrier, device model, operating system, WiFi or 3G – all these different criteria may have a real and significant effect on conversion rates. The problem is that with so many different data points, analyzing all the possible different combinations can take days of work.

That’s the problem that Mobit Insights aims to solve, and in the short time that we had to work with the system, it seems to work extremely well. Within a few minutes it is easy to look at a campaign, identify what kinds of traffic from which sources aren’t working and then either stop them completely or redirect them to another landing page. That alone can save an enormous amount of wasted media buy. But Mobit Insights also instantly identifies the precise type of traffic that is converting most profitably, meaning that scaling up on successful media buys becomes much easier too. In combination, it means that one can very quickly stop buying traffic that doesn’t convert well, and buy a lot more traffic that does convert - campaign optimization doesn’t get much simpler than this.

Mobit Insights was developed with input from Matomy’s own mobile media buying team and it shows. It goes well beyond the standard reports available in the competing mobile optimization tools we have looked at – in our opinion it is a game-changer.

**Conclusion**

Mobile is the future of online marketing. It is proving to be effective in the form of individual campaigns or as part of an integrated multi-channel, multi-platform efforts. And it only going to become more important. For any publisher, advertiser or agency seeking to succeed with mobile performance marketing, having a deep and wide understanding of mobile media buying is absolutely essential.

In our view Mobit addresses this need admirably. It is able to report on campaigns in near-realtime, it is easy to add new campaigns and to edit existing ones, it aggregates all the available data (including carrier, device OS and particular device model, for example) into one place and can then show which media buys are least profitable and which are most profitable - the list of functions is long. And the good news is that it all works well. The Mobit on-demand platform is responsive, cost-effective and provides good user support. It makes for a simple to use but powerful platform for managing mobile campaigns.

In an industry like performance marketing, where there are literally hundreds of cookie-cutter CPA networks, it is great to see a network investing in technology in order to stand out from the crowd and to take a leading role in the development of new marketing strategies for affiliates. Matomy deserves a lot of credit for launching Mobit - we think it is excellent. Highly recommended.

---

**For more information please visit**

[www.matomy.com/meet-mobit](http://www.matomy.com/meet-mobit)
Examining Content Locking as an Alternative Visitor Monetization Method

By Tony Cohn, Adscend Media

Providing they begin with a properly optimized site, unique content, natural link building and the inclusion of a few paid traffic sources, most sites have a chance to develop a steady stream of visitors within their first year. Save for the occasional “Panda” or “Penguin” attack, these approaches typically generate a strong visitor base for most online businesses. But, while bragging about the number of unique daily visitors can be a favorite pastime for some, successful online business owners know that visitor monetization is the key to profitability.

Monetizing site visitors requires creativity, deep understanding of visitor behavior, solid site structure, and quality content. Often, even with those four crucial items in place, revenue generation from site visitors is still difficult to achieve due to the limitations of conventional visitor monetization methods. As a group, traditional visitor monetization methods rely heavily on ad relevancy. If an ad isn’t relevant to a particular site visitor, the monetization opportunity is wasted. Even when an ad is relevant to a user’s interests, there is no guarantee that the visitor will take action. Banner ads are a perfect example, ubiquitous as they are across the web, yet they are easily avoided by site visitors who simply choose not to click on them. Another example of a popular monetization method, the use of text link ads, can be also be passed over by visitors, and this is often because their very appearance is seen as just another monetization attempt by a site owner.

One fast-emerging option for online business owners who aren’t seeing results from traditional visitor monetization efforts is to integrate content locking into their overall monetization strategy. Content locking is the practice of preventing visitor access to a particular piece of content (e.g. video, song, guide, eBook, mobile app or game, online tool, online game) until a visitor completes a specific action. Most often, this action is to complete an advertiser sponsored offer, provided by a content locking advertising network. Once the action is completed by the visitor, the site owner received a commission from the advertising network and the content is now made available to the visitor, i.e. it is “unlocked.”

To help provide a deeper understanding of content locking, and to help determine if content locking is a good fit for your current visitor base, let’s examine the key steps in the content locking process.

Choosing Content to Lock: The first step in the content locking process is to choose which content should be locked. Businesses that thrive using content locking have content that is unique and/or in-demand. If visitors are going to take an extra step to view your site’s content, they need a compelling reason to do so. Regardless of content type (e.g. audio, video, text, app), if your content is compelling, your visitors will make the extra effort to access it.

Customization: The device that actually prevents a visitor from accessing the content on your site is called a content gateway. Unlike other visitor-facing monetization devices, content gateways can be customized with images, text, and site colors to help create a more integrated experience for site visitors.

Implementation: Adding a gateway to a website requires a site owner to add a snippet of JavaScript code, which is essentially the same process as adding a display ad.

Campaign Selection: When it is time to choose which ads to feature in your visitor monetization campaigns, quality content locking networks provide you with a few more choices than those that are offered by most traditional monetization networks. Besides choosing which offer will work best with your site visitors, content gateways often allow you to automatically display offers based on EPC, visitor country, or in a multiple offer rotation.

Integration: Unlike banner ads, your visitors may not be used to seeing gateways on your site. Therefore, if you decide to begin monetizing your site visitors via content locking, it is recommended that you do so incrementally. Careful consideration should also be given to the page placement of your content gateways, as misplaced gateways may disrupt your site’s user experience. By adding gateways slowly to your site, you are able to gauge visitor response, compare the performance of content gateways versus your other visitor monetization efforts, and split test gateways for optimum performance.

Ultimately, unlike traditional visitor monetization methods, content locking success relies heavily on creating quality content. Introducing content gateways slowly to your visitors is a good approach that will allow you to better gauge which direction your content creation efforts should headed in the future. With compelling content to drive it, content locking offers highly effective monetization and a good website visitor experience.

About Tony Cohn

Tony Cohn is a marketing manager for Adscend Media, a leading performance marketing network that specializes in innovative content monetization solutions. He can be reached at tony@adscendmedia.com. For more information on Adscend Media, visit http://www.adscendmedia.com.
Grow your affiliate earnings to new heights!

Wise affiliates partner with MaxBounty, an experienced network that has a proven track record of reliability.

Does your network go to bat for you? Do they look for alternate solutions to keep you running on profitable campaigns? If your CPA network isn’t getting your model approved on the campaigns you want, help reword your content for advertiser acceptance, and seek higher CPA rates for you… you’re not partnering with the right network.

Knowledgeable affiliate managers, weekly payments that are NEVER LATE, and a policy of non-competition with our affiliates. We do what we do well. This is why MaxBounty has been successful for ten years.

To show our commitment, all NEW MaxBounty Affiliates can earn a $1000 Performance Sign up BONUS.
“MillionaireNetwork is an invitation-only private affiliate network that invites only proven publishers for our exclusive offers.”

Once you’re in, you’ll understand.”

www.MillionaireNetwork.com