
**THE
POWER
OF
PERFORMANCE**

Index

We are TradeTracker	3
Making waves	5
So, what is affiliate marketing?	7
The TradeTracker approach to affiliate marketing	9
Why advertisers love TradeTracker	11
Trusted by the world's finest	13
The science behind the TradeTracker difference	17
It's time to unleash the power of performance	25
Let's get started	27



We are TradeTracker

It all started with the dream to create an Affiliate Network with an altogether fresh approach to performance marketing. We saw a collective of reputable brands, a world of digital expertise and audiences who were relevant and ready.

It would take an approach that values interaction and inspires open, transparent and honest relationships that thrive under great performance.

We wanted to make the advertising world a better place, but who could have imagined that an idea for a revolutionary marketing platform, that was brought to life in a garage, would have transformed the performance of this many brands around the world?

We did – today TradeTracker is a respected international marketing authority with a compelling proposition and, thanks to the team that works tirelessly to keep us at the forefront of this invigorating arena, we are changing the face of Online Advertising.



Chief Executive Officer
TradeTracker.com



Making waves

Making waves

Today, TradeTracker is one of the world's fastest growing Performance Marketing Network and it is fair to say our award-winning performance powerhouse is making waves. Every day, we bring global advertisers and publishers together within a unique meeting place that inspires collaboration, online marketing ingenuity – and results.

We help businesses and brands grow with unrivalled specialist support, technological innovation and remarkable strategic insight; all this whilst faithfully applying the key TradeTracker tenets to deliver impactful campaigns that consistently optimize revenue and performance.

“It is Performance Marketing that is driving sales, reaching audiences and achieving potential like no other”

It's about quality and knowledge

From our platform, our people and the market intelligence we convey to the businesses and audiences we connect, this is high calibre Performance Marketing.

Scalability

With industry specialists based in offices across the globe, we are ready when you want to exploit new markets with customized campaigns and local insights from experts on the front line.

Transparency

With transparency comes trust. From the first interaction, we offer a complete picture of the conversion path and total control over every campaign.

Technological excellence

Proprietary, state-of-the-art software and effortless API integration means a customized dashboard with all the industry-specific reporting, tracking, management and market intelligence you need.

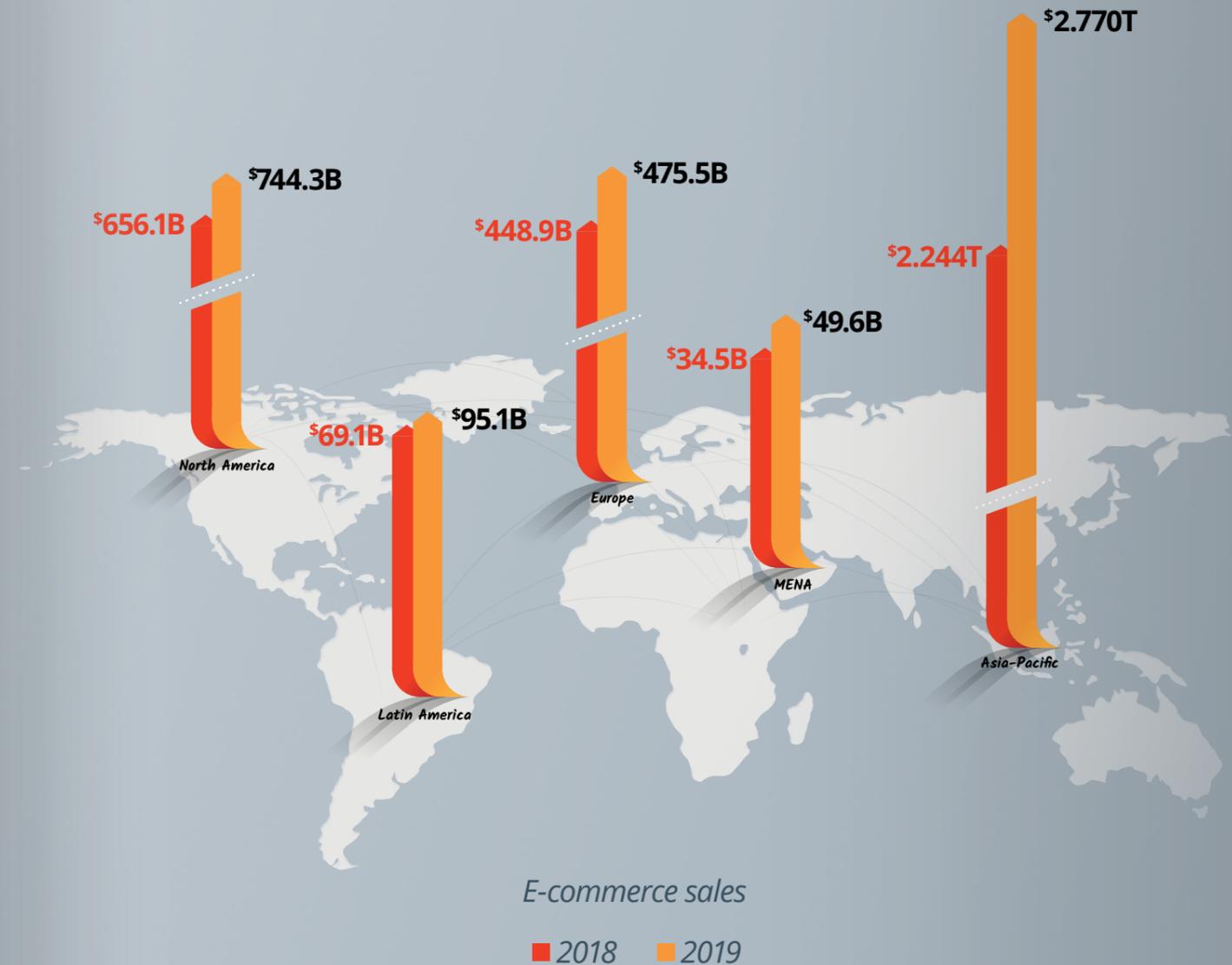


So, what is affiliate marketing?

No other online advertising concept is more focused on driving sales than affiliate marketing. It has fast become the go-to strategy for businesses that want to capitalize on ecommerce growth, increase traffic and generate results with minimal risk for the advertiser.

The simple fact is that ecommerce is continuing to grow at a phenomenal rate with global ecommerce revenues averaging almost 25% year on year. Moreover, the proliferation of online shoppers is increasing in unison with this growth – as is the variety of channels they're using. Media consumption is being derived from consumer blogs, social network feeds and news updates to recommendation sites, newsletters and apps, to name but a few.

Affiliate marketing is deeply rooted in all these channels and is ready and waiting to satisfy an eager audience. Answering this call is an affiliate network that brings together advertisers with goods or services to sell, publishers who promote them and consumers who are attracted to buy. Key to it all is an experienced intermediary who can provide a dynamic meeting place and the digital expertise to create winning online strategies that are based on the most sophisticated technology and market intelligence available.



Welcome to a world of opportunity with TradeTracker.

It's a place where affiliates strive to promote your campaign and deliver the returns you seek – a place where you only pay for rewards after they've been achieved.

This is a world led by smart people with an award-winning approach that works. It's a world of results.



The TradeTracker approach to affiliate marketing

We believe it's not enough just to do affiliate marketing; it's about implementing campaigns that are strategic, proven and consistently powered by decisive information – and it's about people.

Our network comprises a collection of leading publishers who are ideally positioned to feature your brand, expose it to their targeted audiences and deliver high quality, converting visitors to your site.

We believe in results – it's what we live for. So, we apply the TradeTracker difference that's based on tailored solutions that meet the exact criteria of our specialist industries. It also means the provision of future-proofed, sector-specific tech and metrics that are so integral to the success of our advertisers' marketing activities.

This technology-driven approach draws on novel ideas and next-generation concepts derived from the TradeTracker community. Together, we are providing invaluable tools that keep you at the leading edge of innovation and in the perfect position to capitalise on your performance marketing drive. Everyone benefits from the TradeTracker approach.

Why advertisers love TradeTracker

With all the tailored technology, tools and market intelligence they need at their fingertips, our advertisers can create powerful ecommerce campaigns in no time and, when they need a helping hand, they have TradeTracker's vast support network on their side.

Our advertisers also love our no-nonsense approach to pricing; our no-win, no-pay model means that, if you don't get paid, neither do we.

Publishers are only paid when visitors to their channel – whether it's a website, newsletter or app – are redirected to your domain to perform the required actions and buy or act. The result: we're rewarded only when we perform well and deliver the results we're so renowned for.

Advertisers choose TradeTracker because results are everything.



Trusted by the world's finest

A generic approach simply won't cut it in the world of affiliate marketing. It takes a team of dedicated experts who are specialists in their fields, who know how to talk your language and who can create a performance marketing campaign that means business.

We're proud to be judged by the company we keep; our customers are influential players in their sectors. Together, we're helping them intensify their online presence with tailored approaches that articulate the marketing message to perfection in the highly competitive industries of Travel, Telecom, Shopping, Finance and Services.

Travel

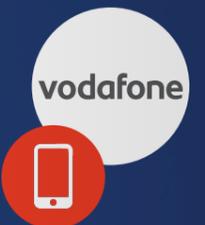
Regardless of the final destination or the way it's reached, you can rely on TradeTracker's team of travel industry experts to execute an effective travel campaign that will keep PAX turnover high and brand loyalty intact.

Think of this team as your very own digital marketing specialists who are hard at work placing high impact campaigns, like 'early bird' and 'last minute' offers, in the most appropriate travel portals, including other relevant publishers. We'll also give you access to our proprietary, travel-specific comparison widgets that place you directly in front of your target audience. This is just part of the tailored TradeTracker service for the travel industry.

Telecom

When communication is king, it takes a tailored network with the expertise to host and formulate a bespoke telecom campaign and position it alongside the brands that count. Our experts from the telecoms industry will partner you with the names you simply have to be associated with and let the results do the talking.

The TradeTracker platform is truly global, but it's the local knowledge we share with you that's so critical when it comes to marketing in this industry. We are providing tailored technologies that give you a precise view of your customers' subscription process.





Shopping

Nowhere will you find a more diverse array of products than online. It's a fast-paced market that can make it hard to reach your audience – let alone engage with it, but our retail industry experts can identify those with your product range in mind and connect you, quicker and more easily than you ever thought possible.

With perfect placement that puts products right in the line of vision, our retail customers are enjoying enhanced tracking tools designed exclusively for retailers from fashion widgets to hosting interactive creatives. All are aimed to convert.



Finance

TradeTracker's finance team comprises experts with first-hand experience of this exciting, yet challenging, industry. Their financial prowess and ability to immerse themselves in high-calibre banking and insurance marketing campaigns is transforming our finance sector clients' online transactions with outstanding results and unparalleled analytical vision.

We are leading the way with a wealth of tools and insight designed specifically for the world of high finance that answers the call for clarity and security, engendering trust and confidence at every step. From transparent tracking to decisive metrics, this is performance-based sales for the new generation of online marketing.

Services

Imagine a network of service industry professionals connecting seamlessly with the people who need them every day. It's all happening thanks to TradeTracker's commitment to capture the essence of your market and partner you with associates who mirror your values and respect your reputation.

Our portfolio of tools is designed to suit an array of professional fields, from dating services, gamers and florists to educators, web techs and legal eagles. We're giving them outstanding conversion rates, heightened brand visibility and optimized campaign revenues – all within a totally accountable performance marketing solution.



The science behind the TradeTracker difference

The world of performance marketing is dynamic and capable of delivering truly remarkable results and return on ad spend. But you will only achieve that with the help of tools and resources to direct a digital advertising campaign with confidence.

The TradeTracker difference gives you total transparency, decisive market intelligence and an unbelievable edge. Welcome to breathtaking technological ingenuity.

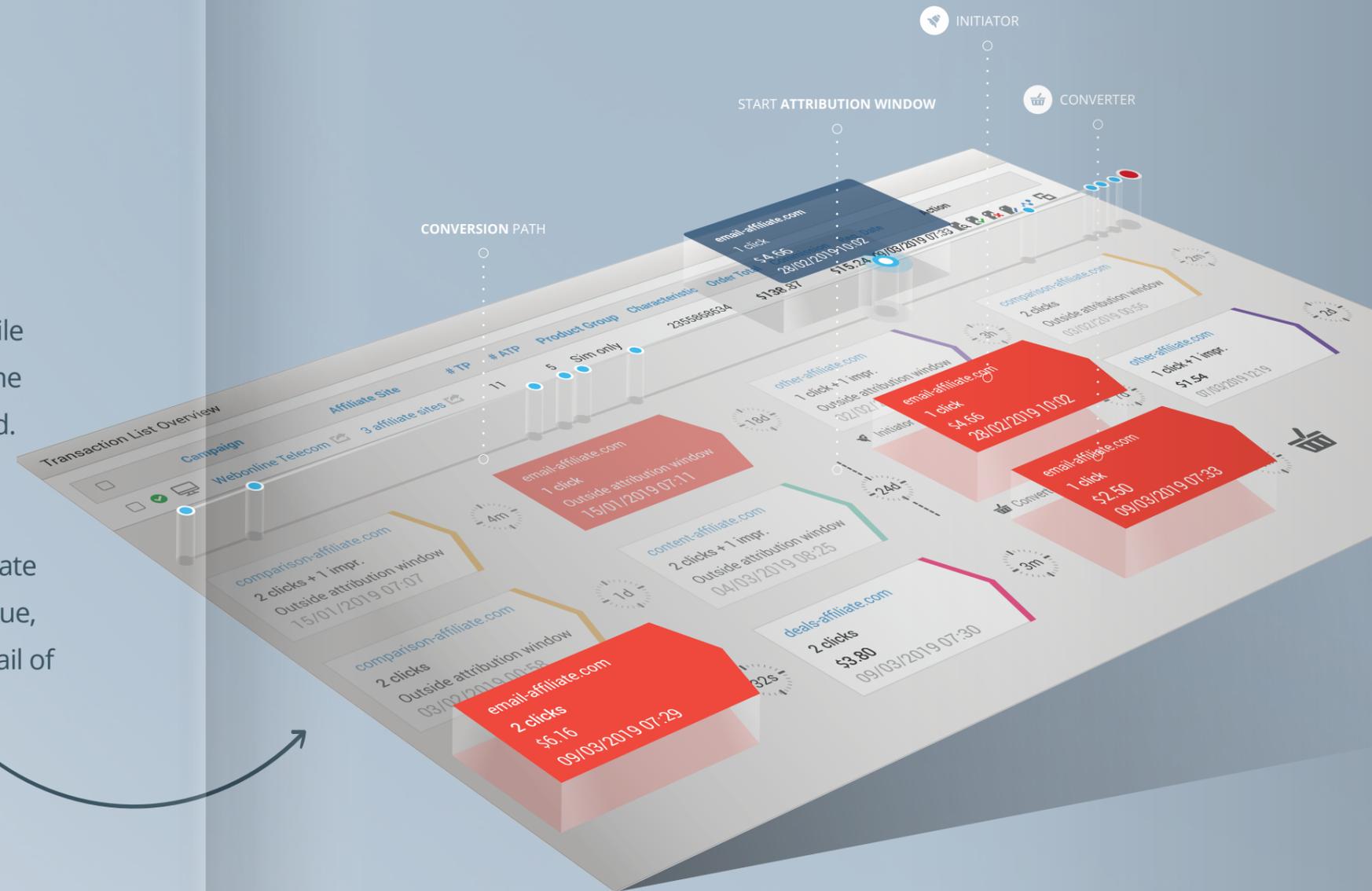
Bring what you need to see to the surface for an entirely personalised experience



Real Attribution

The performance marketing industry has been dominated by that illustrious last click, with rewards captured by the last touchpoint while the contribution of publishers to the conversion path is neglected. The disparity between activity, value and reward has been left unresolved. Until now.

TradeTracker's Real Attribution is a game-changing approach to affiliate marketing and it's motivating publishers with fair rewards, added value, transparency and results like no other. Real Attribution is the holy grail of affiliate marketing – and it's here now.



Fair Share

Give all publishers a fair reward for their promotions. They're working hard to generate transactions and Real Attribution ensures that they gain a healthy ROI on every promotion.

Increase Results

Thanks to attribution, publishers' ROI values will increase and lead to them directing more traffic and transactions to your campaigns.

Value Added

You have full control to assign your affiliate budgets between specific site types, categories and positions to meet your strategies by fine-tuning your model so publishers are inspired to add value where you want them to.

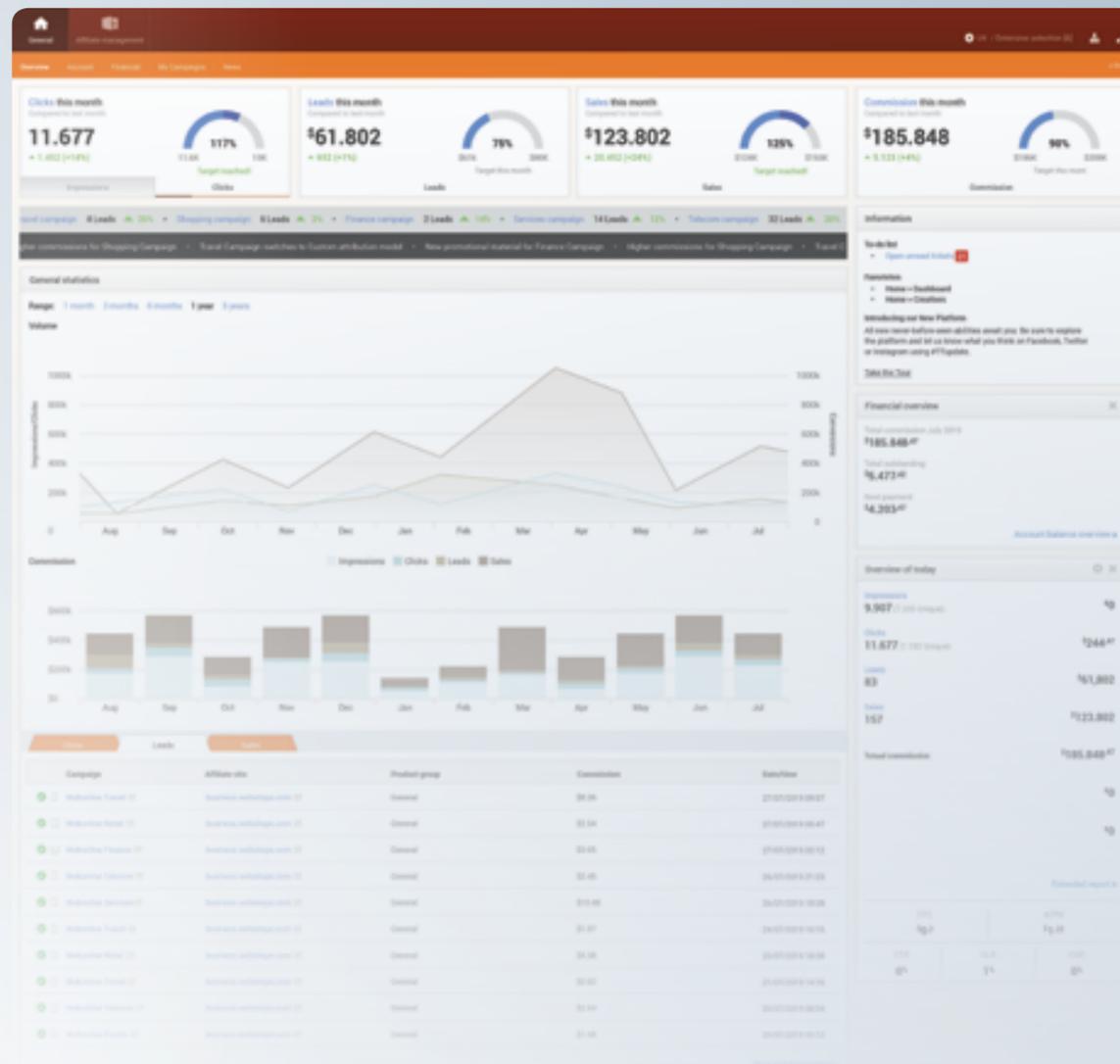
Full Transparency

Enhance your attribution model as much as you want by incorporating different elements without compromising transparency on either publisher or advertiser sides. There is no hidden information, additional charges or surprises.



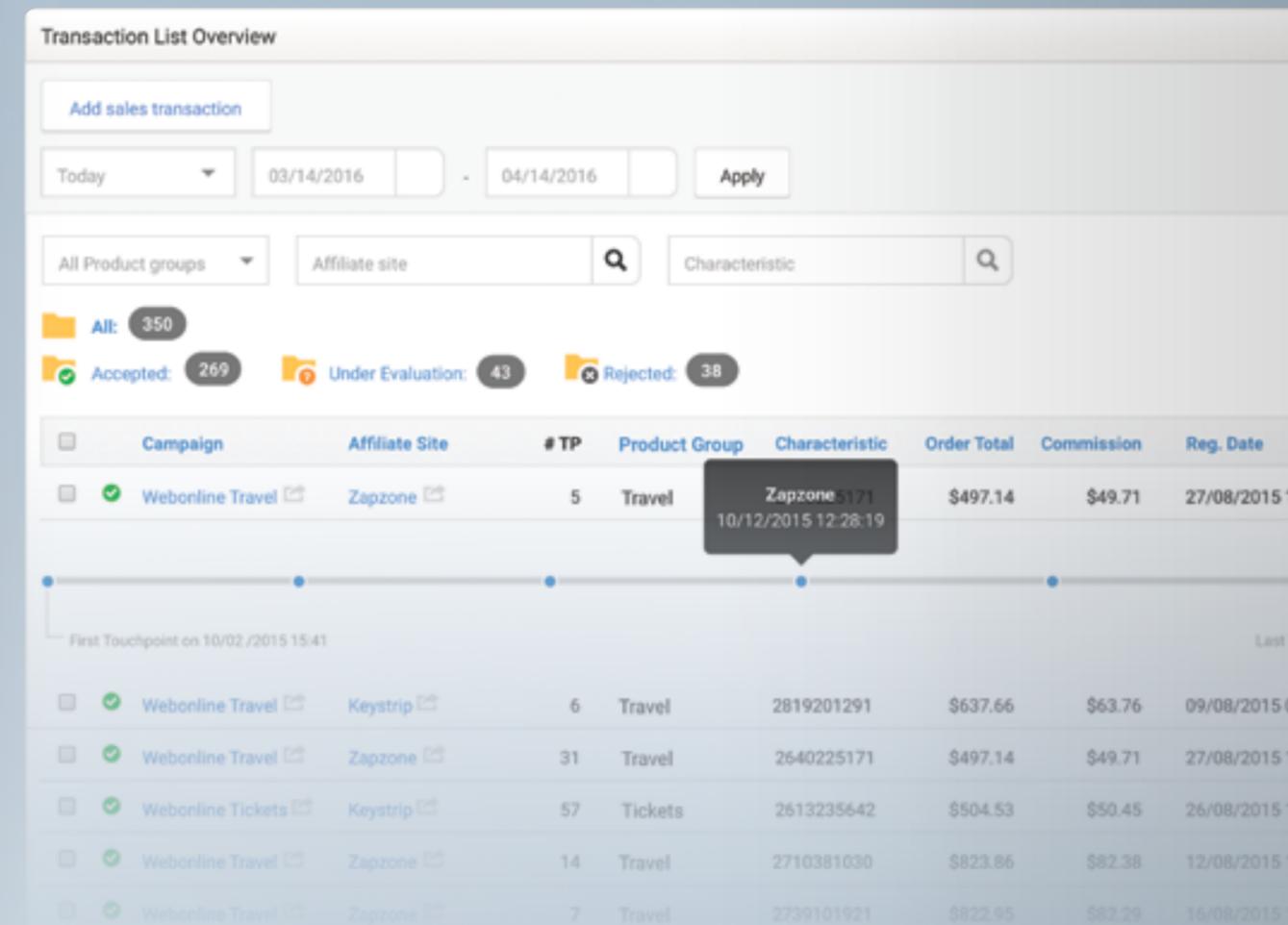
State-of-the-art Dashboard

All the information you need is here – it's a visual feast of data that will help you get connected with vast API opportunities, set targets, track touchpoints and satisfy your urge for updates. Bring what you need to see to the surface for a totally personalised experience and use it to monitor, share, report, react to and optimize every campaign you implement.



Conversion Path Tracking

If you want a unique insight into how customers navigate in the lead-up to a transaction or monitor the effects of an incentive on affiliate behaviour, Conversion Path Tracking is for you. Use it to track and assess the value of every single touchpoint to really optimize your channels of choice and get that critical competitive edge.



AdMonitor™

AdMonitor is a sophisticated tool that's available for use exclusively by TradeTracker advertisers to monitor the exposure of a brand and associated keywords across every search channel. It's a dependable safeguard for your brand – a gatekeeper that ensures no one is exploiting your hard-earned reputation to leverage their own agenda.

Google  bing  YAHOO!  Yandex

Conversion Tools

The Conversion Tools extension seamlessly installs all the TradeTracker conversion codes and automatic order assessment features that you'll use in your eCommerce platform.

Every transaction is neatly registered to your dashboard and automatically approved when you accept them from your backend.

When transaction details are updated from your eCommerce platform, like order amounts or partially returned orders, these changes are applied automatically to the transactions generated by your affiliates.

 Magento®
eCommerce Platform for Growth  opencart®  PrestaShop

Monitor Mode

Enable Monitor Mode to review real-time campaigns with a stunning dashboard of KPIs, revealing revenues the instant they're generated. You can compare every detail there and then with the pre-defined targets you've set, continuously review transaction count and so much more. Fully optimized for large screen viewing, your dashboard link can be shared to inform and motivate your team without even having to log in.



It's time to unleash the power of performance



Transparency

A platform that advertisers and publishers love, with unrivalled insight into the conversion path and transaction origin and more control over your campaign than you ever thought possible. Create long-term partnerships that are built on transparency and trust through a direct connection with publishers. Explore where the best, most rewarding value is added and optimize it with all the data and information that you have at your fingertips.



Unbeatable Support

Unparalleled support from dedicated account managers with specialist industry knowledge to ensure results are optimized and opportunities seized. With clear SLAs that are target driven and tailored to your needs, you can spend your time doing what you do best – growing your business.



Ease-of-use

Hassle-free set-up with an award-winning platform that makes it easy to launch a campaign in no time and all the user-friendly tools and features you need to optimize every online marketing strategy. Clear reporting is at your fingertips via KPI monitoring dashboards or simply extract the reporting data you need with just a few clicks. A dedicated team is committed to giving you an unrivalled and completely effortless performance marketing experience.



Global Reach

Dedicated management of your worldwide growth from local experts in each of our international offices. By applying an expert, consultative approach that gets you connected to your target market, you'll feel the difference and deliver that critical edge. We understand those finer local nuances that make good successes great.



LET'S GET STARTED

We are a team of result-driven affiliate junkies. We're devoted to performance and we're always looking to make the advertising world a better place.

And now we would like to do it for you.

Get in touch today to see how we can transform your online marketing strategy with impressive results that really mean business.



International Office

+44 (0) 20 3966 0855

sales@tradetracker.com

www.tradetracker.com

Europe

Belgium

Gistelse Steenweg 300
B - 8200 Brugge
Belgium

info.be@tradetracker.com
+32 50 310 150

Czech

TradeTracker Czech Republic s.r.o.
Vocelova 603/5, Praha 2 | IČO:
24852911
Czech Republic

info.cz@tradetracker.com

Denmark

Danneskiold-Samsøes Allé 41
1434 København K
Denmark

info.dk@tradetracker.com
+45 70 60 59 98

United Kingdom

Unit 309 | Metropolitan Wharf
70 Wapping Wall | E1W 3SS London
United Kingdom

info.uk@tradetracker.com
+44 20 3397 7240

Finland

Mannerheiminaukio 1 A
FI-00100 Helsinki
Finland

info.fi@tradetracker.com
+358 40 683 0468

France

Euratechnologies | 165 Avenue de
Bretagne | 59000 Lille
France

info.fr@tradetracker.com
+33 3 66 72 23 96

Germany

Uhlandstraße 26
22087 Hamburg
Germany

info.de@tradetracker.com
+49 40 370 883 00

Asia

India

#609 | 6th Floor | Global Foyer
Golf Course Road | Sector 43
Gurugram | Haryana 122022
India

info.in@tradetracker.com
+91 971 630 5002

Middle East & Africa

Office 3.04 | Building 3 | DIC
P.O. Box 500044 | DIC 4 Dubai
United Arab Emirates

info.ae@tradetracker.com
+971 4 375 6240

Italy

Via Belgio 1
56021 Cascina, PI
Italy

info.it@tradetracker.com
+39 050 712973

Netherlands

De Strubbenweg 7
1327 GA Almere
The Netherlands

info.nl@tradetracker.com
+31 88 8585 585

Norway

Kanalveien 62, PB 93 Kristianborg
N-5822 Bergen
Norway

info.no@tradetracker.com
+47 950 900 50

South America

Argentina

Torre Bellini | Esmeralda 950
CP C1007 CABA
Argentina

info.ar@tradetracker.com
+54 11 5984 1140

Brazil

R. Prof. Atílio Innocenti 165 - Vila Nova
Conceição SP, 04538 São Paulo
Brasil

info.br@tradetracker.com
+55 11 4810 1397

Poland

Krakowskie Przedmieście 13
00-071 Warszawa
Poland

info.pl@tradetracker.com
+48 791 127 235

Portugal

C/ Emilio Castelar 4-401
35007 Las Palmas GC
Spain

info.pt@tradetracker.com
+34 910 32 64 94

Russia

Str. Nikolskaya, 10
109012 Moskou
Russian Federation

info.ru@tradetracker.com
+7 495 108 1200

North America

Mexico

Paseo de la Reforma 26 | Piso 17
Oficina 103 Colonia Juárez
Delegación Cuauhtémoc 06600
Mexico

info.mx@tradetracker.com
+52 155 71004118

Spain

C/ Emilio Castelar 4 - 401
35007 Las Palmas GC
Spain

info.es@tradetracker.com
+34 910 32 64 94

Sweden

% Epicenter | Mäster Samuelsgatan 36
111 57 Stockholm
Sweden

info.se@tradetracker.com
+46 844 68 07 02

Ukraine

Zhylianska 75, 5th floor
Eurasia Business Center
Kiev 01032
Ukraine

info.ua@tradetracker.com

THE POWER OF PERFORMANCE

We've built a performance powerhouse that's recognized internationally. It's designed to provide a totally transparent platform, optimized results and collaborative relationships. Work with us and you'll have access to the markets you want and the resources you need to unleash the power of performance on your brand.

