

Commission Junction - uSwitch

Background

- Commission Junction launched an affiliate marketing program for uSwitch in September 2005.
- The overall aim being to grow volume and revenues for uSwitch.com, the comparison and switching service.
- uSwitch selected Commission Junction as its affiliate marketing provider because of proven account management and innovative solutions.
- Crucially, Commission Junction could provide uSwitch with the tools and expertise to develop communications between merchants and affiliates.

Client Objectives

- Increase the volume of users;
- Enhance content offering;
- Recruit new specialists affiliates;
- Increase profits;
- Grow the industry energy switching sector;
- Expand its finance program.

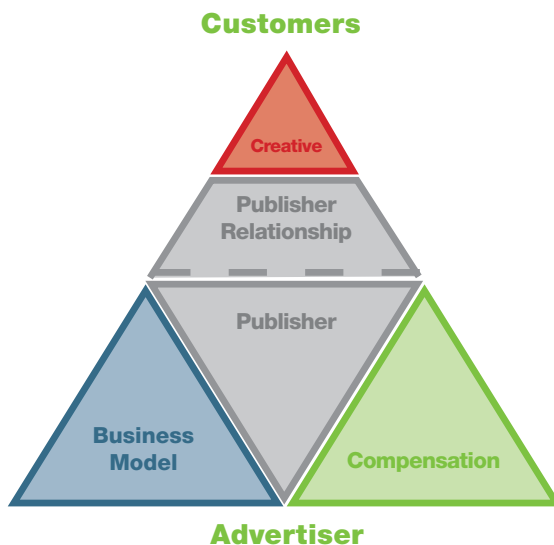


“Commission Junction has added value and focus to our affiliate program by looking at our business model as an individual, and recruiting the right affiliates at the right time. Essentially they have achieved an incremental increase in sales to our bottom line, which sets them apart from other networks that we have worked with.”

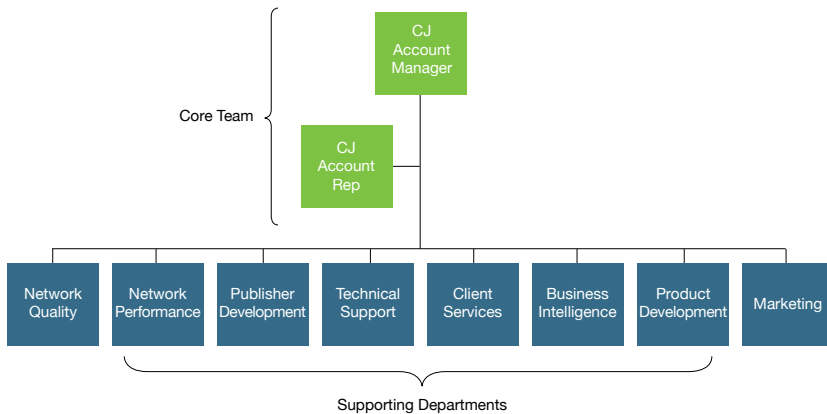
**Ashleigh McGall,
Account Manager at uSwitch**

Commission Junction’s Approach

Through Commission Junction’s structured three point plan consisting of advanced technology, relationship building and a results based ethos, uSwitch.com operates on CJ’s Vantage program.



The Commission Junction Three Point Plan


The uSwitch website

Program Strategy – CJ Access

This service has continued throughout the program. Commission Junction provides continuous feedback and solutions to any issues or new requirements that may arise. This approach means that the program continually evolves to deliver the right long-term and short-term results.

Results

The thriving working relationship between uSwitch and Commission Junction has been fundamental to the program's success. uSwitch have found the team at Commission Junction to be particularly innovative at coming up with original and successful programs.

- Increased sales – 150% uplift 2005 vs. 2006
- Optimised affiliate relations – running an affiliate workshop allowed us to meet with a variety of affiliates who work across search, content, cash back and comparison websites and allowed us to find out how we could improve our program.
- Created new routes to market – increased publisher activity, new email databases and content promotion through the use of editorial and press releases.