



A better way to advertise on your blog.



Most online ad companies use the shotgun approach

The conventional method is to place ads anywhere and hope for the best. This is bad for publishers (like bloggers) because the ads don't match their content, bad for advertisers because ads aren't placed intelligently, and bad for readers because the ads aren't interesting to them.

Then AffinityClick had an idea

Target relevant products from leading merchants exactly where people are talking about them. Automatically. Relevant products from leading brands on topical blogs mean everybody is happy. More clicks, mores sales, higher CPC and CPM payouts. Simple. Effective. Awesome.

What is AffinityClick

So you're the publisher of a website or a blog. You have some readers. You work hard for your site and now it's time to make your site work hard for you.



AffinityClick is an easy to use, pay-per-click (CPC) advertising platform that helps web publishers, retailers and consumers connect in a more meaningful, contextually relevant way.

AffinityClick automatically matches website or blog content with in-line text or graphical advertisements. You blog about cameras, handbags, or cars and we match you with photography, fashion, and automotive accessory retailers selling the exact same products you're talking about.

We've got 25 Million products from over 5,000 retailers around the globe to choose from.

Why AffinityClick Matters

We ♥ Bloggers and we mean it.



Unlike other pay-per-click platforms, AffinityClick allows bloggers and web publishers to maintain control over the type and quantity of ads on their site. We even offer powerful filters to let you precisely control the exact products and merchants that appear.

AffinityClick shortens the gap between publishers and retailers by creating a social marketplace of content providers (that's you) and trusted, brand-name retailers selling top products. No shady games or adult products, just top-quality products from retailers your readers know and trust.

By placing ads that are more relevant to readers, AffinityClick generates more click-throughs and higher conversion rates. Our ads are more effective so our advertisers pay more and publishers earn more. Period.



Advantages for Publishers



Monetize web content without sacrificing control over the advertising appearing on their site



Choose and customize in-text, industry-standard IAB banner display ads, or both. Whatever fits your blog's layout



Keyword relevancy algorithm automatically matches ads to content and maximizes payouts



Powerful filters control what products appear on your site. Allow or deny products by category, merchant, and even keyword for perfect matches



Detailed analytics and intelligence reports monitor keyword performance on both a per-site and network level: find keywords trends, target more lucrative terms



Higher click-through rates through relevant advertising and engaged audience



Higher pay-per-click (CPC) payouts equals more revenue and generous affiliate program pays you to leverage your network

AffinityClick Makes it Simple



No more annoying ads that aren't relevant to you or your content or reader



Attractive graphic ads are elegantly designed and don't distract from the design of the publishers site



Connect readers directly with products that are immediately available for purchase through merchants



Our Javascript product widgets works with all major blogging platforms and browsers including mobile clients



No Flash.
No plugins.
No load-lag



Clean, simple ads and clean, simple code fit your layout and are easy to install



Easy to use—no technical knowledge required. Register, install, and manage your account and widget in minutes

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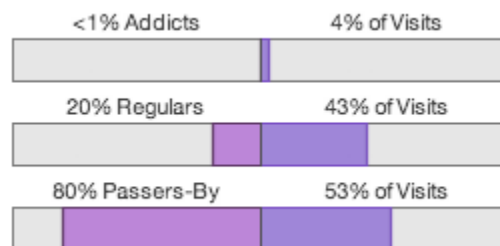
AffinityClick by the Numbers

Top Product Categories by Payout

Category	Minimum CPC Payout
Electronics	\$.20 to \$1
Computers	\$.20 to \$1
Home and Garden	\$.10 to \$.70
Sports and Outdoors	\$.05 to \$.50
Video Games	\$.05 to \$.30
Health and Beauty	\$.35 to \$.80
Kids and Family	\$.10 to \$.70
Jewelry and Watches	\$.15 to \$.60
Office	\$.20 to \$1
Clothing & Accessories	\$.10 to \$.45
Flowers and Gifts	\$.20 to \$.40
Automotive	\$.05 to \$.50
Electronics	\$.20 to \$1
Computers	\$.20 to \$1
Home and Garden	\$.10 to \$.70
Sports and Outdoors	\$.05 to \$.50
Video Games	\$.05 to \$.30
Health and Beauty	\$.35 to \$.80
Kids and Family	\$.10 to \$.70
Jewelry and Watches	\$.15 to \$.60

Payouts depend on specific product, geographic location, and seasonal variances. Our network Intelligence makes it easier to find the top-paying categories and keywords so you can optimize your content

Global Traffic Frequency



Audience Also Likes

Other sites our customers are likely to visit.

	Affinity
technology	1.5x
science & technology	1.5x
science/nature	1.4x
discussion/chat	1.4x
video	1.3x
photo/video sharing	1.3x
computer software	1.3x
politics & commentar	1.3x
career resources	1.3x
computer hardware	1.3x

Our Advertisers

- 25 Million products from leading brands
- 5,000 Retailers
- 5 Countries - US, UK, France, Germany, Australia
- 3 Continents

Contact Us!

We are eager to speak to you about our products and services and see how we can best work together.

