

**oxono**  
CROSS-AFFILIATE-MARKETING

by iuventa GmbH

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  - Goals
- 3 Business segments
  - [absahnen.de](http://absahnen.de)
  - [bee5.de](http://bee5.de)
  - [adgoal.de](http://adgoal.de)
- 4 Fraud protection
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10 years of experience being a publisher, merchant and independent agency

### **Vision:**

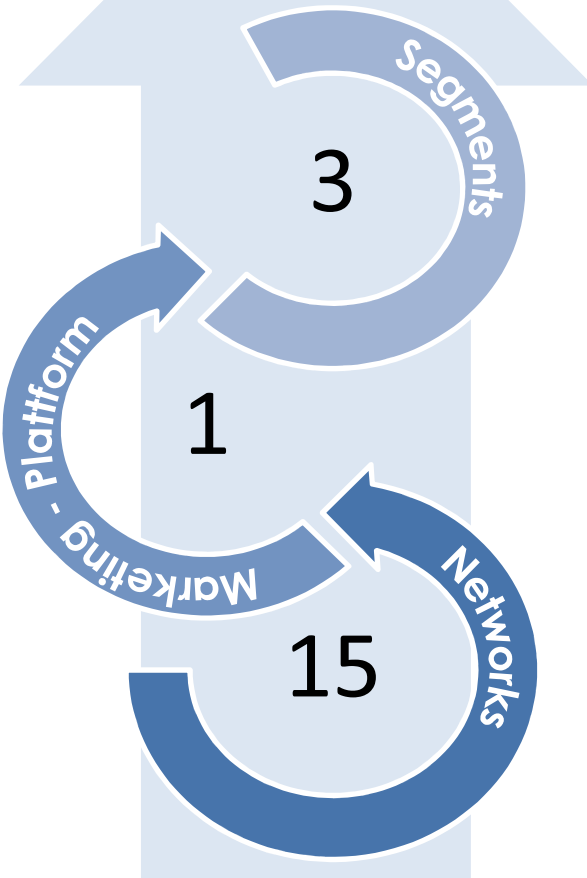
We want to achieve a more efficient affiliate marketing which helps all participating parties to extend their network in a profitable way.

### **We are an award winning company:**

- Premium partner within 15 affiliate networks
- „Zanox VIP“ since march 2010
- Zanox „Partner Of The Month“ in april 2006
- Tradedoubler „Best Publisher-Award“ 2008
- Affilinet „Top Publisher“



**7.000 affiliate programs**  
**300 million PI per month**  
**600.000 commissions in 2009**



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OXONO: the marketing platform based on affiliate marketing

We provide an inhouse meta affiliate solution which supports the iuventra processes internally.

The key competency is automation and optimization of existing affiliate marketing processes.

OXONO means aggregating, unifying and enriching affiliate program information for a higher impact of the target audience.



**3** Segments  
**15** Affiliate networks  
**7.000** Affiliate programs  
**600.000** Commissions in 2009  
**300 Mio.** Page impressions / month

Our goals for our partners - publishers, merchans, agencies and networks

- **Sales and revenue maximization**
  - Acquire new customers
  - Customer loyalty with higher shopping volumes and frequencies
- **Cost reduction**
  - Save time
  - Optimize existing processes
  - Target aligned traffic by optimized publishing
- **Maximize returns by**
  - Reduction of opportunity costs
  - Contracting of new high-quality publishers
  - Win-Win situations for merchant, agency, network and publisher

# BUSINESS SEGMENTS



**All about:**

Raffles, coupons, free offers, product samples and bargain buyings.

**Value delivered:**

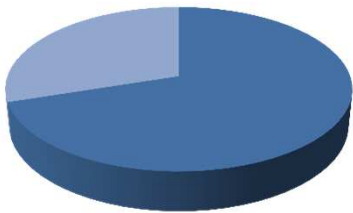
Editorial capturing, rating, categorization and publishing of short-run campaigns.

**Result:**

Optimized and targeted delivery into a large content partner network.

**Target audience:**

Over 2.500 partners including Blogger, Private Websites, Clubs, Link Lists and many more.



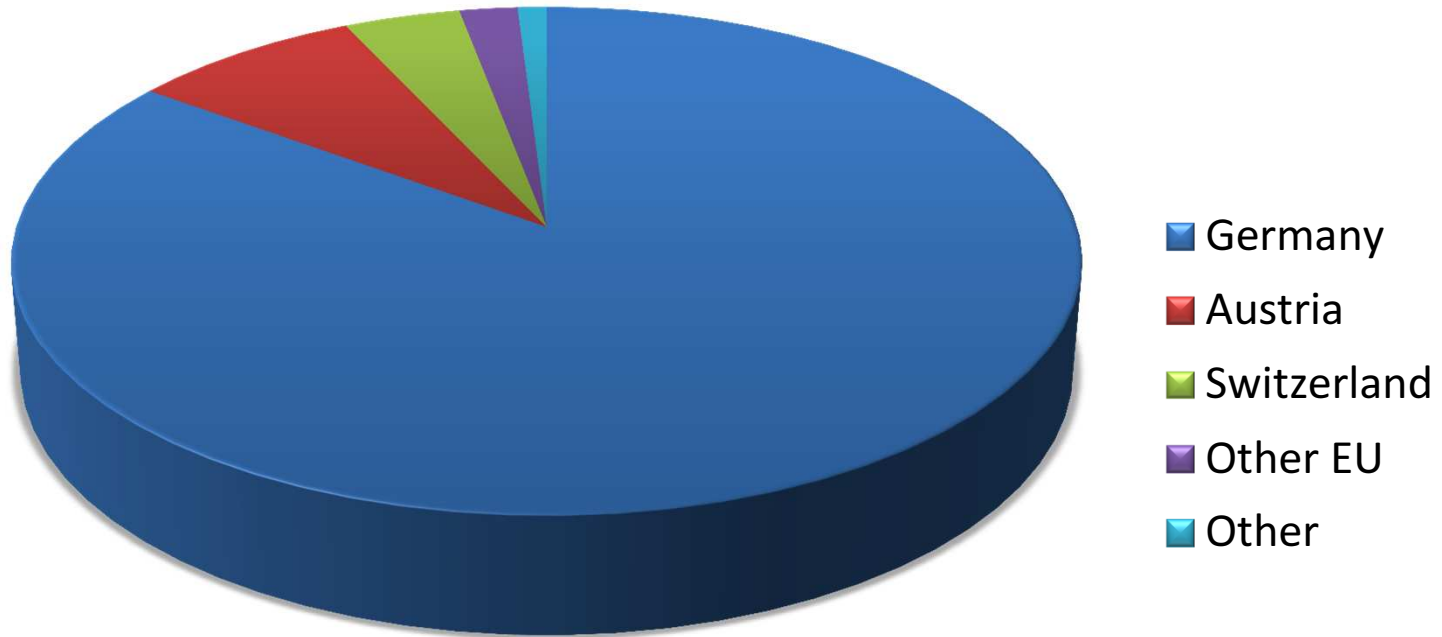
70% commission share for absahnen.de partner



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### Traffic by country



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## Advantages for merchants

- Broad reach of publishing
- Target aligned publishing
- Centralized campaign management by absahnen.de
- Consideration of every special case like paidmailer, bonus-systems, email-marketer etc.
- Quality assurance
- Great time saving
- Only success based payments (CPL / CPO)





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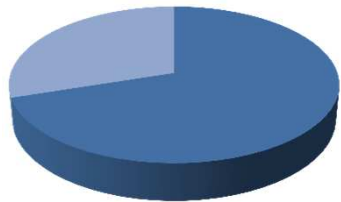
Bee5 is a recommendation marketing tool for social media offering affiliate marketing based short URLs.

**Target audience:**

Blogger, Webmaster, Twitter, Social Communities.

Bee5 delivers the technology to create shop- as well as product-deeplinks within seconds.

Every merchant still has the ability to make reimbursements for their customers.



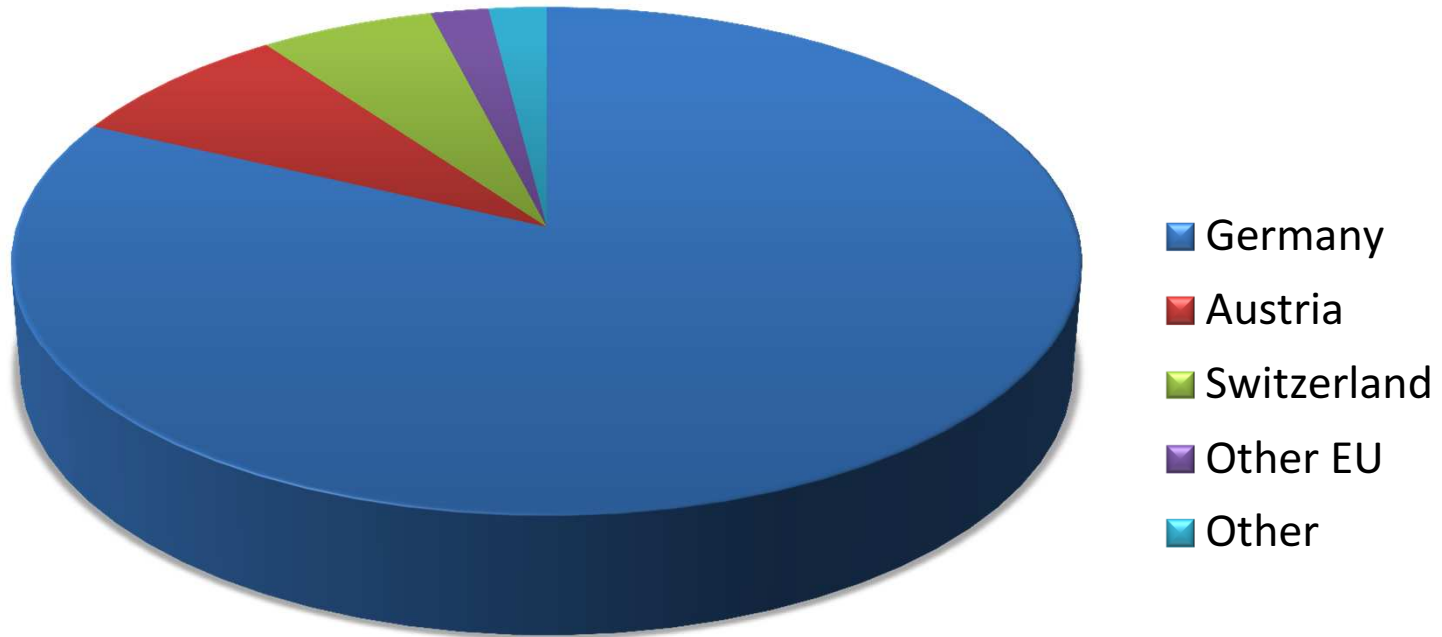
70% commission share for bee5 user

*„Nobody sells your product better than a satisfied customer“*





### Traffic by country



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## Advantages for merchants

- Regular customers acquire new customers
- High incentive to recommend a product
- Leveraging viral communication
- Low entry and usage barriers
- Vast network of participants
- Only success based payments (CPL / CPO)
- More customer loyalty with cashback offers



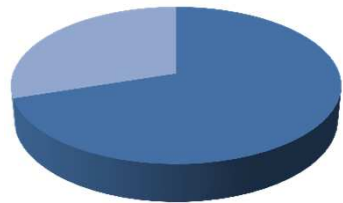


Adgoal is an agency for publishers specialized in Search, Social, Shopping, Communication and Content.

Huge offering of innovative services for automatization and optimization of affiliate marketing.

**Conditions of admission for publishers:**

- Professional website with at least 100.000 visits per month
- Technical contact person
- Commitment to follow our code of conduct and „Fair-Play-Rules“
  - NO Spam
  - NO ForcedClick
  - NO Cookie-Dropping



70% commission share for adgoal-Partners



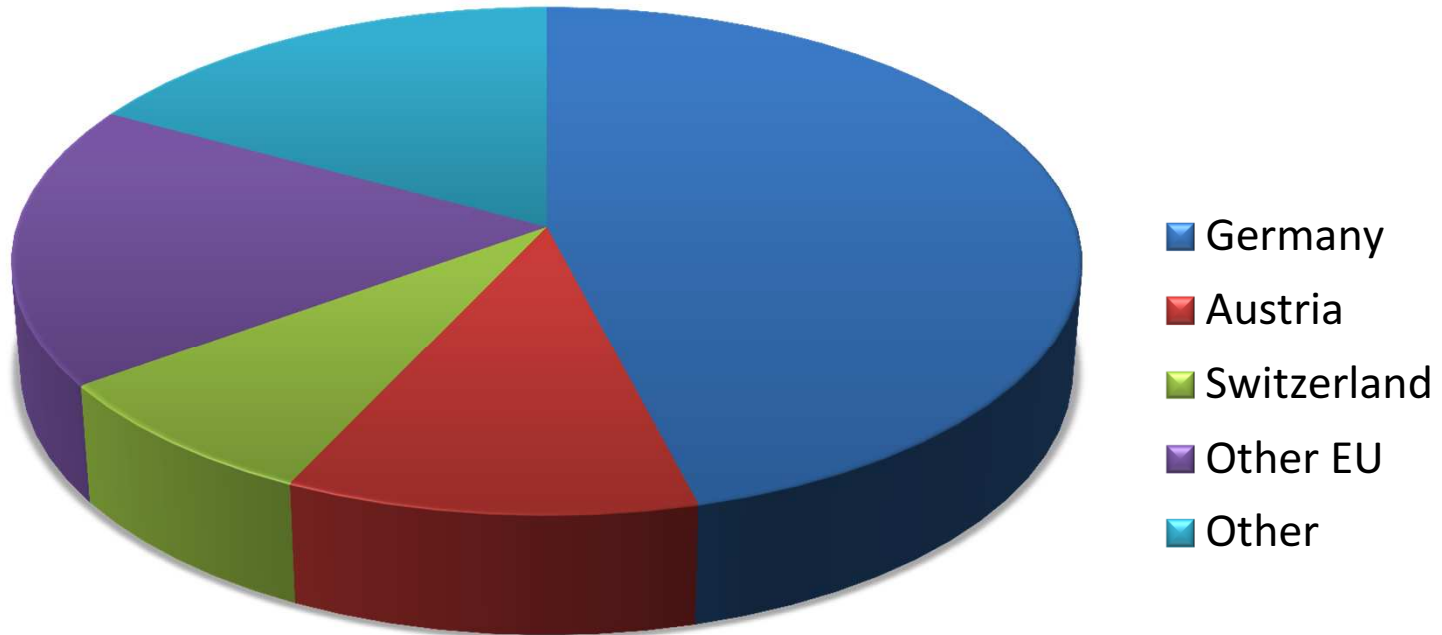


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	<b>SmartLink</b>	<b>SmartTag</b>	<b>Webservices</b>
<b>Description</b>	Innovative tracking method to alter external Links „on click“ to affiliate links.	Innovative method for generating InText-Links.	Professional webservice to automatically enrich and optimize content
<b>Advantages</b>	Direct linkage and therefore higher click rates and full SEO-Effect for merchant.	Additional earnings by additional affiliate links. Discreet appearance and higher click-through rates.	Efficient and targeted marketing (e.g: emphasize visually, optimize rankings, additional content)
<b>Solution Area</b>	Editorial or user generated content (e.g. forums, blogs, etc.).	Editorial or user generated content (e.g. forums, blogs, etc.).	Complex web applications like: search engines, gadgets and mashups
<b>Demo</b>	<a href="http://www.adgoal.de/adgoal-smartlink.html">http://www.adgoal.de/adgoal-smartlink.html</a>	<a href="http://www.adgoal.de/adgoal-smarttag.html">http://www.adgoal.de/adgoal-smarttag.html</a>	<a href="http://www.adgoal.de/adgoal-webservice.html">http://www.adgoal.de/adgoal-webservice.html</a>



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## Advantages for merchants

- Growth in sales by winning of new publishers
- More links through more readiness of linkage
- High-quality (deep)links and context-sensitive linkage
- Opening of new advertisement formats (e.g. campaign manager)
- Full SEO-Effect through “natural links”
- Higher readiness to click on “natural links”
- Higher motivation for publishers to highlight affiliate-programs
- Only success based payments (CPL / CPO)



OXONO includes a clever anti-fraud system to automatically detect and report fraud:

## **Proactive Security-Algorithms to automatically detect fraud by sub-publishers**

- Referrer analyses
- Click analyses
- Conversion tracking
- Continuous manual check of payouts
- Partner verification by personal contact
- Watch- and blacklisting (names, domains, email-accounts, payoutinformation)

## **Forceful action when detecting fraud:**

- Automated contact with request for comment
- Preventative contact of merchant to quality-check leads and sales
- When fraud is detected: freezing of balance and payouts
- Contact to affiliate network, agency or merchant for retrospect cancellation of leads and sales
- Complete reversed transaction and documentation of fraud. Order to stay away with
  - Possible clawback of pay-offs
  - In drastic cases: forwarding of documentation to merchant and
  - initiation of legal steps

Become a part of the OXONO-Network!

We are happy to help with any question you may have. Please do get in touch!

We are looking forward to working with you.

*Eugen Falkenstein*

CEO of iuventia GmbH

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