



Searchmetrics launches Affiliate Program exclusively with Commission Junction

Searchmetrics rewards publishers from the Commission Junction network with a one-time payment for each sale of Searchmetrics Essentials

Berlin/Unterhaching b. München, 27. September 2011 Searchmetrics, the leading supplier of search analytics software, will carry out all its advertising exclusively via the network of the Commission Junction (CJ), the foremost affiliate marketing provider. Publishers from the CJ affiliate network in the four core markets Germany, France, UK and USA will benefit from each purchase of the latest Searchmetrics Essentials software done via their promotional measures. After its successful start, the affiliate program is to be extended to a total of 15 countries.

The Searchmetrics Essentials software is modular in design. The modules SEO+SEM and Social provide a quick, targeted overview of a website's visibility the search engines. Thanks to competitive analysis and detailed search options, these modules offer a decisive edge over competitors. The Social module accesses Searchmetrics' social media statistics database, the largest of its kind in the world – this allows analyzing domains internationally and spotting the most popular pages in social networks.

“As the global market leader in search analytics we want to collaborate with the global market leader in affiliate – that's why we choose Commission Junction”, says Dr. Horst Joepen, CEO of Searchmetrics. “The strong Commission Junction network provides us not only with the reach that our product deserves, it also offers publishers a promising revenue opportunity.”

“Searchmetrics' decision once again highlights our strong position in the software environment. We look forward to supporting Searchmetrics in establishing successful distribution partnerships, both nationally and internationally” says Tobias Allgeyer, Country Manager Commission Junction.

Adequate publishers are primarily blogs, tech portals and publishers in the fields of SEO, Adsense, Adwords and online marketing. Payments vary according to the



turnover generated per purchase: from a minimum of 50 euros to a maximum of 500 euros per sale.

About Searchmetrics

The Searchmetrics GmbH is both pioneer and internationally leading provider of search analytics software for enterprises and online agencies. With its unique server infrastructure and software solution – the Searchmetrics Suite – Searchmetrics can aggregate and evaluate for its customers and partners constantly refreshed large-volume data on the ranking of website, search keywords and relevant competitor groups. In addition to these software services, Searchmetrics also offers high-end SEO consulting services to ensure that the customers' websites are found among the first positions of the leading search engines. The fast-growing company from Berlin – with investments by the Holtzbrinck publishing group and the renowned venture capital companies Neuhaus Partners and Iris Capital – currently employs 75 people; with its software services Searchmetrics contributes to the excellent search engine ranking of clients such as bild.de, ProSiebenSat.1, ImmoWelt, Siemens, TUI and Hexal. Searchmetrics has branches in London and New York and distributes its SaaS solutions through a network of more than 70 partners. For further information about Searchmetrics and the Searchmetrics partner program, please visit: www.searchmetrics.com

About Commission Junction:

Commission Junction (www.de.cj.com) is the world's leading provider of affiliate marketing and allows companies long-term affiliate programs as well as short-term lead campaigns. With customized solutions for advertisers and publishers, the network creates successful marketing partnerships with measurable results. Thus Commission Junction stands for internationality, quality and safety as well as personal service.

Commission Junction is a division of ValueClick, one of the world's largest online marketing services companies. The independent company has several divisions and covers the entire range of performance-based online advertising. Country Manager Tobias Allgeyer manages the business of Commission Junction Germany.