

Title:
Analyzing Commission Junction

Word Count:
889

Summary:

Commission Junction is one of the 800 pound gorillas of Affiliate Marketing. CJ is part of the
CJ handles affiliate programs for a lot of the big names, including Home Depot, Yahoo and Citi
Can you make money with Commission Junction? Like most affiliate programs it depend on the the

Keywords:

Article Body:

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CJ handles affiliate programs for a lot of the big names, including Home Depot, Yahoo and Citi
Can you make money with Commission Junction? Like most affiliate programs it depend on the the
Our spider ran through the site recently, and I've made a list of the major categories and the
The spider also only saves the top ten advertisers in each category/subcategory, and since some
We've created a metric we call True EPC or TEPC, which measures the actual Earnings Per Single
Note: I only included the first 5 categories here, and only part of the data. All of the data
Here's a very interesting list by category:

Category True EPC / Top Ad & TEPC

Financial Services \$ 2.41 / Get Smart \$ 32.98
Insurance \$ 1.25 / American Life \$ 2.98
Home & Garden \$ 1.16 / Sunsetter \$ 8.21
Web Services \$ 1.13 / Yahoo Hosting \$ 3.75
Computer & Electronics \$ 0.87
Accessories \$ 0.80
Health & Beauty \$ 0.76

What does it all mean? Well, to me it means that if you have a website that gets visitors into
More generally, if you think you can get decent clickthrough on Finance, Home & Garden, Insura
Some commentary on the top 4 ads: what strikes me right off the bat is that the little Yahoo t
What's the flip side of all this data? There are categories that aren't so great at CJ. If you
Not content with my mountain of data, I opened the firehose a little more. I ran a program tha
So what did we learn here? It seems to me that if your site visitors would respond to banners
Lastly, I did a quick comparison of the average Adsense payout (using 80% of the average of ke
There are many hidden insights in the data, and I encourage you to go to the website, print ou

I'd like to put together a free weekly email service that provides stats like the ones on this

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