

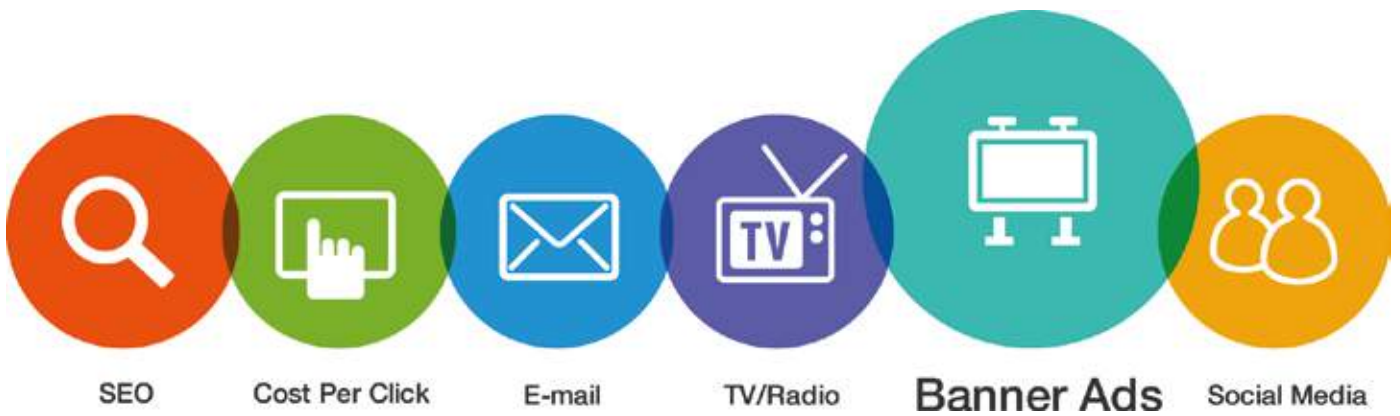


Lead Generation 101:  
**Banner / Affiliate**

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# Banner / Affiliate

One of the most popular and easiest ways to generate Internet leads is through the use of Banner Ads. Banner Ads are small graphic advertisements displayed on websites. These can be animated or static and can be the difference between capturing leads and going unnoticed.



In this White Paper, part of the Lead Generation 101 series, we provide an overview of the use of Banner / Affiliate advertising in lead generation. The eye-catching tools, when carefully developed, can effectively drive traffic and help capture qualified leads.

## Click Here

When a user clicks on a banner ad, they are directed to a landing page that can retrieve the lead's information or sell a product directly. Creating an eye catching banner ad can be an effective marketing tool.

When starting a banner ad lead generation campaign, you must use professional affiliate ad networks to ensure the legitimacy of your promotion. The quality of the ad network you use is paramount to a successful banner ad campaign. The best affiliate ad networks – such as Commission Junction, DirectTrack, or ShareASale – are selective and expensive to join. Don't be fooled by affiliate networks that promote no setup fee and little in the way of making sure your offer is legit.

## Monitoring Quality Can Be Difficult

Monitoring lead quality in ad networks can be very difficult. Systems such as LeadExec 4.0 can filter bad leads, but if you don't have a

monitoring system, you are putting your trust into a network to find quality advertisers to host your banner, which might be a waste of money if the ad networks are bogus.

One of the greatest advantages about Banner Ads is that you can usually set spending limits and a cost per acquisition for each lead created. This helps keep costs down. If you get into one of the big ad networks, you might have a serious opportunity to create quality leads.

Affiliate marketing and banner advertising can be great if you find the right affiliates to help you generate leads. Like most other lead generation tactics, there are some risks involved, especially when it comes to the quality of the leads, so make sure you do your homework on the affiliate networks you hope to join before jumping into this pool. Also, make sure the audience you're targeting is where you're looking.

Here are a few examples of great banners:

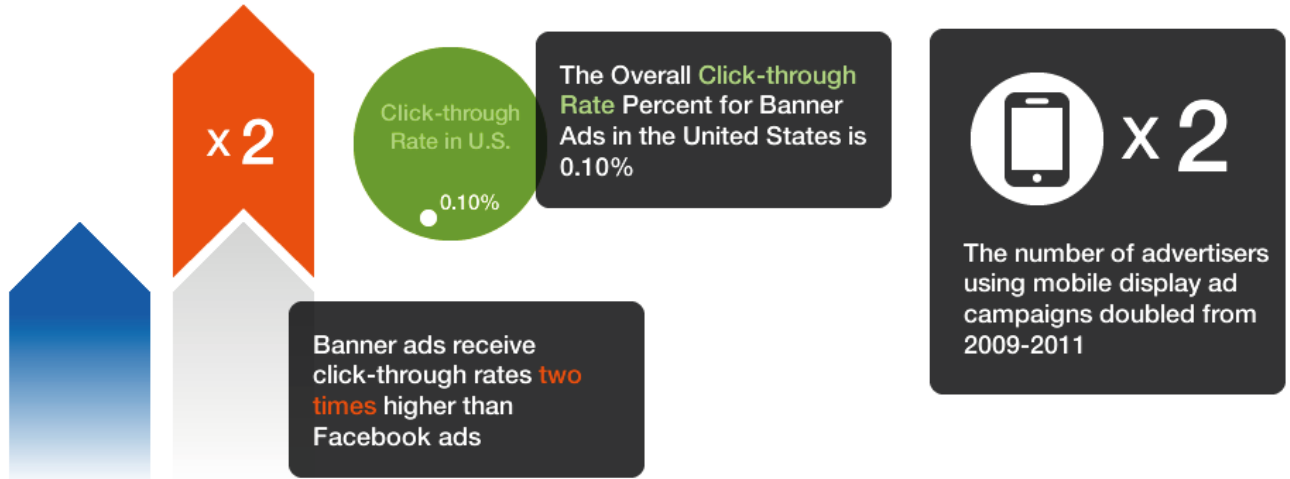


# BANNER ADS



# 84%

of 25-34 year-olds have left a favorite website because of intrusive or irrelevant advertising



## About ClickPoint Software

ClickPoint Software is a lead distribution and lead management company dedicated to decreasing costs and increasing ROI for our customers. Our easy-to-use, easy-to-implement software gives sales and marketing teams the tools they need to distribute, track and manage leads in real-time, helping to increase conversion rates. Unlike other lead management software, ClickPoint offers a complete solution that can stand alone or integrate with existing systems.

ClickPoint Software products help our clients – from the Fortune 500 to small and mid-size businesses – increase efficiency and decrease cost so they can improve ROI in as little as 90 days, so they can focus on profits, not process.

## Want to learn more?

The Team at ClickPoint Software has created this series, Lead Generation 101, to provide marketing and sales professionals more detailed information on the best practices for generating more leads. Download the entire series at [www.clickpointsoftware.com](http://www.clickpointsoftware.com)

Schedule a LIVE Demo of our software solutions and receive a Lead Generation ROI Report at no cost.

