

New Publisher Welcome Kit 2026

Winter 2026



Welcome to the CJ Network!

Monetize with CJ Advertisers

If you haven't worked in affiliate before or if it's been a while, we can help you get started.

Basic Affiliate:

1. [Set up your account](#)
2. [Get joined to affiliate programs](#)
3. [Add trackable links \(banner, text, product\)](#)
4. [Monitor performance and optimize](#)
5. [Get paid!](#)
6. [APIs & Other Exports](#)
7. [Advanced CJ network integrations](#)
8. [Leads campaign options](#)
9. [Additional Resources](#)

**Click to jump to sections*



In the next pages, we'll show you how to find advertisers, join their programs, pull links, post rate cards and use the [Support Center](#).

If you are interested in APIs, including product feeds and real time commission reporting, visit [CJ's Developer Portal](#)





Setting Up Your CJ Account

Account Setup

1 

Home

Partners

Reports

Campaigns

Account



SETTINGS

Account Information

2

Network Profile

3

Payment

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Tax Information

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ADMIN

Promotional Properties

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Subscriptions

6

Log-in > Settings | Log-in > Account > Admin

1. Clicking on the Settings cog and Account tab in the Navigation Bar opens drop-down menus to pages to complete your account setup. This is an overview and we go into additional detail in subsequent slides.

2. Network Profile: The Network Profile is your introduction to the CJ network. It's sent to each advertiser that receives your application. [An example is provided on slide 5.](#)

3. Payment and Tax Information: Enter all payment and tax information so that you can be paid for earned commissions. International payment options, including Payoneer, are available. [Learn more on slides 42 & 43](#)

4. Users: Email Preferences Are Located Here. You Must Opt In to Receive Emails from CJ. Each member of your team should have their own log in and password. [Get the details on slide 7.](#)

5. Promotional Properties: Fill out the Promotional Properties page for each of the properties you will use to promote advertisers. Each property you create will have a unique Property ID (PID). The PID is an essential component of tracking links and reporting. Be sure to list all promotional methods. [Learn how to add and edit them on slide 9. Special Instructions for Browser Extension and Sub-Affiliates on slide 12](#)

6. Subscriptions: Create and manage data import and export feeds. More details on [slide 47](#) and in the Support Center articles [Product Feed Exports](#) and [CJ Google Shopping Retail Product Feed](#)

Make sure to click through all the *Edit* pencils on this page when adding info



Network Profile

CJ Demo - Publisher2  \$ Balance Total Shown



Log-in > Settings > Network Profile

Please note: In the future, advertisers will only see your profile information and promotional methods at the *Promotional Property* (website) level. [See the information on slide 9](#) to find out how to update at *Accounts>Websites* to be ready for this required change in the CJ Network.

Network Profile: Introduce yourself to advertisers by filling out your *Network Profile* page. It's your elevator pitch so it's crucial that you get this right. This is how advertisers will review your account to get you approved for their programs.

1. Just click on the *Account* tab in the *Navigation Bar* at the top of your screen and choose *Network Profile*.
2. Click on the edit pencil and fill in the description to tell us who you are, what you write about, demographics, site traffic and social media follows.
3. **Don't forget to add in concise, yet descriptive, unique or niche information regarding your platform/site, and outline any value props (this helps your account become more discoverable via the Recruit Partners solution).**

- SETTINGS
- Account Information
 - Network Profile**
 - Payment
 - Tax Information
 - Users

Example: Yourwebsitewhere.com is a fashion influencer. Our content focuses on the latest activewear and style trends across Southern California. Since our launch in 2015, our reach has grown to 30,000 followers on Facebook, 45,000 on Instagram and 10,000 on YouTube. The weekly newsletter reaches 35,000 subscribers eager for fashion solutions that are affordable as well as comfortable. Seasonal placements and paid placement opportunities are available.

The screenshot shows the CJ Network Profile interface. At the top, there's a navigation bar with a logo, 'Home', 'Partners', 'Reports', 'Campaigns', and 'Account'. To the right of the navigation bar are dropdown menus for 'CJ Demo - Publisher2' and '\$ Balance Total Shown', along with several small icons. Below the navigation bar, the main title is 'Network Profile'. Underneath, there's a 'General' section with a 'Description' field containing placeholder text: 'Describe your business model'. A yellow 'EDIT' button with a pencil icon is located to the right of the description field. At the bottom of the page, there's a note: 'Make a great first impression: state your strengths, your business goals, and relevant statistics about traffic or demographics. [Learn more.](#)'



Adding a Media Kit/One-Sheeter to CJAM

Value of a Media Kit/One-Sheeter

A Media Kit or One-Sheeter is a great way to showcase your promotional properties' details with all the metrics & placement opportunities available for all your promotional properties. These files can be accessible for Advertisers and their representatives to download.

Key Information to Include

- Traffic & User metrics
- Global markets of interest
- Preferred advertiser partner verticals
- Imagery of available placements
- Pricing & cadence for bookable exposure across properties
- Your best contact details

Documents | Post more information for advertisers to consider (Optional)

Add a Document

[Upload File](#)



One-sheeter and Media Kit templates are available in [Network Profile](#) CJ Support Center article

SETTINGS

Account Information

[Network Profile](#) 

Payment

Tax Information

Users

Steps to Upload a Media Kit/one-Sheeter Log-in > Settings > Network Profile

Once in the *Network Profile* section

- Click the *Edit* button on the right side of the screen
- Locate the *Documents* section (under *Promotional Methods*)
- Click *Upload File*
- Choose the document you want to upload
- Click *Open and then OK*
- If successful, a message will appear at the top of the page saying, *"Document was successfully added." It will be available for downloading after virus scan.*
- Click *Save*



Account Users & Opting Into Emails

CJ Demo - Publisher2

\$ Balance Total
Shown



Log-in > Settings > Users

There are four roles available for members of publisher teams:

- **Superuser:** May view, access and edit the account settings and program terms. **There can be only one Superuser per account** and this user is created when the account is created. Can be changed later if desired
- **Operator:** May not modify account, payment or other users' settings.
- **Analyzer:** May not modify account, payment or user settings. Also, cannot accept, decline or expire advertiser partnerships.
- **Link User:** May only search for, view and copy advertisers' available links.

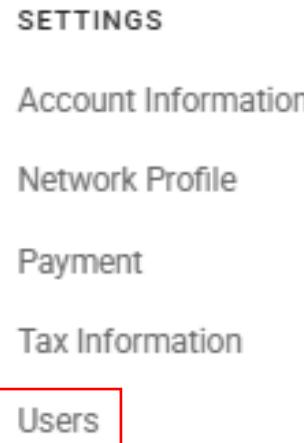
On the **Users** page, Opt In to receive email and important news from CJ.

Under *Communications Preferences*, there are two categories:

1. General Communication – at least one user must be opted into the Account News and Legal/Financial emails
2. Advertiser Messaging – the users that will be consistently dealing with advertiser relationships should opt into these

Marketing Communication: Each user must opt in to receive important emails from CJ regarding events, product updates, education/training, and curated partner opportunities. Depending on responsibilities, each user should tailor the appropriate communications for their roles.

The screenshot shows the 'Communication Preferences' section of the CJ platform. It is divided into three main sections: 'General Communication', 'Advertiser Messaging', and 'Marketing Communication'. Under 'General Communication', there are three checked checkboxes: 'Account News', 'Legal/Financial', and 'Order Inquiry Updates'. Under 'Advertiser Messaging', there are three checked checkboxes: 'Advertiser Messaging', 'Program Term Change', and 'Deactivation & Reactivation'. A red box highlights the 'Marketing Communication' section, which contains a single link: 'Manage Marketing Communication Preferences'. At the bottom right are 'Cancel' and 'Save' buttons.



Account Users & Opting Into Emails

CJ Demo - Publisher2  \$ Balance Total Shown



SETTINGS

Account Information

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Partner Contact:

Once you add the all the users, select the best person for the partner contact who owns the responsibility of your partnerships. **This contact email will be used on your publisher detail page that advertisers see in their view of the CJ Account Manager**

To select the Partner Contact > Log-in > Settings > Users

Click on the user that you want to select as partner contact and click the checkbox and hit save.

Name	Email 	Verifi...	User Type	Phone	Title	Partner C...	General	Advertiser
User Information								
Name		Email: 				Title:		
CJ Training		test@cj.com					Test	
*First Name:	<input type="text" value="CJ"/>							
		Verify Email						
*Phone:				555555				
*Last Name:	<input type="text" value="Test"/>							
User Type:								
Superuser								
<input checked="" type="checkbox"/> Partner Contact 								



Promotional Properties

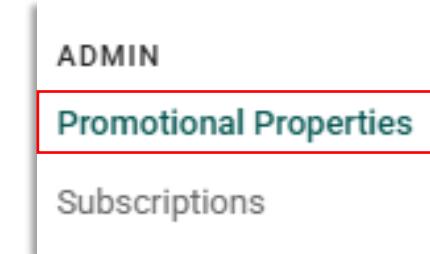
[Home](#)[Partners](#)[Reports](#)[Campaigns](#)[Account](#)

Log-in > Account > Promotional Properties

Promotional Properties : Let brands know where they can find you. List all promotional properties - websites and social media, such as Facebook, Instagram or Pinterest - to make sure that each one has a CJ website ID, called a PID. This is essential for tracking sales and earning commissions.

1. Click on *Account* at the top of the screen and choose *Promotional Properties*, to open the page.
2. After the *Promotional Property Manager* page opens, click on *Create Property*.
3. Fill out the *Create Promotional Property* checklist to define your property and obtain the PID for your tracking links.
4. Once created, you'll be able to choose the property from the website list on the *Links* page to incorporate your PID.
5. **Don't forget to add your relevant Keyword Tags at the bottom for each PID (this helps your account become more discoverable via the Advertiser Partner Discovery Solution).**

The *Promotional Properties API* is available for publishers who have a high number of promotional properties that require automation to manage. The documentation can be found in the [CJ Developer Portal](#)



Promotional Properties								CREATE PROPERTY
Property Name	Property ID	Type	Primary Model	# of Models	Last Updated	Status	Actions	
Instagram Account	100370222	Social	Content/Blog/Media	1		Active	::	
Facebook Account	100370226	Social	Content/Blog/Media	1		Active	::	
Food Blog	100370224	Website	Content/Blog/Media	1		Active	::	
CJ Demo - Loyalty Publisher2	8149854	Website		0	Sep 2, 2016	Active	::	
10 per page					< 1 / 1 >			4 total records



Partner Discovery Optimization

[Home](#)[Partners](#)[Reports](#)[Campaigns](#)[Account](#)

[Log-in](#) > [Settings](#) > [Network Profile](#)

| [Log-in](#) > [Account](#) > [Promotional Properties](#)

The Advertiser Partner Discovery Solution – allows advertisers to search and find relevant publishers via the CJ account manager Recruit Partners tool. It offers an easy to navigate, smart keyword search functionality that returns relevant matches based on the publisher's promotional properties and network profile information. This solution introduces brands to publishers by tapping into rich data sets and smart matching capabilities in CJ. We recommend publishers use some best practices to ensure more visibility/discoverability via the tool to ensure they are matched more successfully during advertiser recruitment searches. CJ recommends the following:

- 1. Network Profile (Settings):** Update your account description and data regularly, at least once a year. Include your account/website name, overview of your business model, value you bring to advertisers, audience, traffic, site stats, placement conversion, opportunities performance, newsletter open rate, markets/countries of promotion and where/how you plan to promote brands on your platform.
- 2. Promotional Properties:** Ensure to all add active promotional properties; anywhere you are adding CJ links and promoting brands. Confirm these are completely filled out and all have defined property type, promotional model, name/description for each.
- 3. PID Keyword Tagging:** Each PID (promotional property) has an area where you can add Keyword Tagging. Once you have filled out the information for each PID, at the bottom there is an area for Keyword Tagging. These Tags help advertisers discover your account via any niche/specific or general Keyword Tags that are relevant to your platform. We have found advertisers are most searching for types of content they want their brands to be in or appear next to. The more specific and relevant Keywords and the accurate information you can provide in all your account descriptions, the better!





Browser Extension

My customers view my content on an extension, add-on or toolbar that they download onto their web browser.

Software Name *

Enter name

Platform *

Chrome Download Link (must start with https://chrome.google.com)

Firefox Download Link (must start with https://addons.mozilla.org)

Safari Download Link (must start with https://apps.apple.com)

Opera Download Link (must start with https://addons.opera.com)

Our publishers are expected to be transparent about any browser extensions they use to promote advertisers. You may not promote advertisers on your browser extension until the CJ Network Quality team approves it.

I have read and agree to the [CJ Software Policy](#). *

Description *

Enter description

Please use the description box to describe how your browser extension functions and how customers engage with it. Completing this description and keeping it updated for any changes in functionality is required to be compliant with CJ's Software Policy.

Log-in > Account > Promotional Properties

Promotional Methods That Require Network Quality (NQ) Approval:

Browser Extension - Under Promotional Property>Define Your Property, you'll find the form shown on the left.

- Fill out the form
- Read and agree to the CJ Software Policy.

Sub-Affiliate Network - All sub-affiliate networks have CJ Network Compliance teams that work with them to monitor traffic and transactions and to ensure CJ Network Compliance (NC) standards are adopted and enforced. CJ teams and sub-affiliate networks are in frequent communication and often schedule meetings to review network compliance related items, such as:

- Assign unique Promotional Property IDs (PIPs) to each sub-affiliate or traffic source
- If you have a large number of promotional properties, you may prefer to use our [Bulk PIP Management API](#)
- To enter manually, log into CJ account > Account > Promotional Properties > Create Property

To Learn more: [Sub-Affiliates Setup and Compliance Guidelines](#)



Sub-Affiliate & Browser Extension Publishers Only

Sub-Affiliates

Click [here](#) to review our policies for sub-affiliate networks. A quick summary of things to note:

- All sub-affiliates/traffic partners must be disclosed transparently by Property in the “Websites” area of your Account tab.
- Each sub/traffic partner’s traffic must be separated by property ID when launching a campaign.
- Any browser extension sub-affiliates/partners you may have must also comply with our browser extension policies
- A list of prohibited platforms where your subs/partners cannot buy traffic from or partner with can be viewed on slide 12 of [the Compliance deck](#) or requested by submitting a [Support Ticket](#).

Browser Extensions

Click [here](#) to review our policies for browser extensions. A quick summary of things to note:

- Extensions must be disclosed in the “Websites” area of your Account tab.
- Network Quality must audit and approve your extension before you can launch CJ advertisers in it.
- Stand-down rules do apply, so please review all documentation in the Support Center link above.





Advertiser Relationships

Find Advertisers

[Home](#)[Partners](#)[Reports](#)[Campaigns](#)[Account](#)

Log-in > Partners > Find Advertisers

Connect with Advertisers in the Network: CJ is an open network but still requires you to apply to join each advertiser you intend to promote. Click on *Advertisers* in the *Navigation Bar* at the top of the screen. When the *Advertisers* page opens, you'll see the top of a list of over 3,500 brands. Narrow your search using the *Search* tool on the left side of the screen. To search by name, type it into the first window of the *Search* tool.

Take some time to open all the different filtering options.

Find Top Brands in Your Target Country by Using Filters in the Search Tool

- **Serviceable Area:** Countries to which the advertiser provides services and ships goods
- **Geographic Source:** Use this filter to find out which advertisers are converting best in a particular country, sorted by conversions.

Monitor Advertiser Partnerships:

Use the radio buttons in the *Status* section to view your relationships.

- My Advertisers (Active) – advertisers who have accepted you into their programs
- Pending Offers - from advertisers that want to work with you
- Pending Applications – to advertisers that you want to join
- Publisher Expired – advertiser relationships that you have expired.
- Advertiser Expired – advertisers who have expired the relationship
- Declined Offers - offers that you declined, rather than accepted
- Declined Applications – advertisers who did not accept you into their program



Program Terms

[Home](#)[Partners](#)[Reports](#)[Campaigns](#)[Account](#)

Log-in > Partners > My Advertisers > Advertiser Box (expands) > Program Terms

- Publishers must comply with advertisers' program policies/terms and conditions, so it's important to read them before you apply.
- Program terms include policies on commission rate, TM+ bidding rights, direct linking, etc., and are strictly enforced. It is a publisher's responsibility to adhere to stated policies
- Advertisers can expire publishers from their program for violating these policies.

AB Elbo (3829751)

Keyword(s)

Save Search | Load Search
Clear Filters

Search

Advertiser

1 3829751 - AB Elbo Accessories

MORE INFO PROGRAM TERMS RELATIONSHIP HISTORY LINKED ACCOUNTS

(Active) - .17 test

Action: Sale
Description: Testing
Referral Period: 45 day(s)
Number Of Occurrences: Unlimited
Commission: 5.17%
Locking Period - Standard: Actions lock on the 10th of the month, unless extended.

Remember, you only receive commissions if you are accepted by the advertiser.

Apply to Programs: When you find a brand that's a good fit for your site, click on the *Join Program* button to the right of the advertiser's name, as shown below, to apply to the program. *Note: It can take several days for advertisers to review your application. Once joined to a program, it will say "Accepted" on the calendar icon. Then, you will be able to pull affiliate links that the advertiser has provided in the *Links* tab

 5147629 - (CW) Coverwallet Commercial	Network Earnings: 	3 month EPC: 1.29 USD 7 day EPC: 0.00 USD Sale: 30.00 USD	<input type="button" value="Join Program"/>
 3022407 - (eUK) eUKhost Ltd Web Hosting/Servers	Network Earnings: 	3 month EPC: 5.47 GBP 7 day EPC: 1.99 GBP Sale: 65%	



Contacting Advertisers

[Home](#)[Partners](#)[Reports](#)[Campaigns](#)[Account](#)

Log-in > Partners > Find Advertisers > Advertiser Box (expands) > More Info

- Contact information for each advertiser is located in the **“More Info” section** of their expanded advertiser listing
- Typically, there will be contact details shown at the top of this area, however, there also could be a contact email listed in the Description area (see different advertiser examples below)

<input type="checkbox"/>	2539603 - AeroGrow Garden	Network Earnings: 	3 month EPC: 27.01 USD 7 day EPC: 85.11 USD Sale: 10%
MORE INFO PROGRAM TERMS RELATIONSHIP HISTORY LINKED ACCOUNTS			
Name:	AeroGrow International	Description: Can the perfect online furniture experience exist? As veterans of the furniture industry for more than 20 years, it is a question we ask ourselves. We know there is a better way to buy and sell furniture online that could be more enjoyable for customers and manufacturers.	
Contact:	Connor Bertoni	We identified the areas with the greatest opportunities to rethink the old furniture shopping and selling experience — inflated	
Email:	aerogarden@dmpartners.com	processes, and more — and set out to innovate and bring measurable change to the industry.	
Country:	UNITED STATES	Program Features:	3% Commission Rate
URL:	http://www.AeroGarden.com		30 Day Cookie Duration
Currency:	USD	Search Policy: We encourage affiliates to use generic keywords in their search engine optimization. However, affiliates may not use our domain name or misspellings or variations of these. Please see our Program Term for our detailed SEM policy.	



IMPORTANT CONSIDERATION = It is likely that the best email to contact about partnership and other questions will be the one listed in the Description

[CJ_1StopBedrooms@cj.com](#)

Sign up today!



Program Term Scheduling

[Home](#)[Partners](#)[Reports](#)[Campaigns](#)[Account](#)

Partners > My Advertisers > Advertiser Box (expands) > Program Terms > Relationship History

Key Factors & Benefits

- CJ developed a new functionality that allows the network's advertisers to [schedule Program Terms in advance](#) and over multiple promotional periods
- Changes to Program Terms can take effect prior to the previously established 7-day rollover period

1

Flexible, Nimble Optimization Options

Advertisers can quickly incorporate rate increases to accommodate special events or promotional periods

2

Greater Visibility into Future Commissioning

Transparency into future cadence of commission rate updates and program changes will provide improved planning and account management capabilities

3

Eliminates Manual Acceptance

Reduces potential user error and time spent when terms are updated individually or in quick succession. Removes the need to accept program term outside of business hours

The screenshot shows the CJ software interface with the 'Advertisers' section expanded. A red box highlights the 'Advertiser' dropdown menu. Below it, a search bar is outlined in green. The 'Status' dropdown menu is open, showing options: All (radio button), My Advertisers (Active) (radio button, selected), Pending Replacements (checkbox), Approval Required (checkbox), Auto Rollover (checkbox), and Pending Offers (radio button). Three overlapping windows titled 'Program Terms Change Confirmation' are visible. The top window shows a single term: Start Date 9-Oct-2022 10:00 PM PDT, Program Terms Better than 3% Base Term, and End: Ongoing. The middle window shows a term: Start Date Starts On Acceptance, Program Terms Clone of Lu - test classic with special T and C, and End: Ongoing. The bottom window shows a term: Start Date 8-Oct-2022 10:00 PM PDT, Program Terms CJDemo: To join this advertiser program you must accept some terms and conditions in addition to the Commission junction publisher service agreement. To complete the form, please review the special terms and conditions and press the accept button at the bottom of those terms., and End: Ongoing. Both middle and bottom windows have 'Accept Terms' buttons at the bottom.



Program Term Scheduling Notifications

Summary of changes:

- ✓ CJ is streamlining the communication process to **clearly call out program terms' schedule changes** and **clarify subject lines** to ensure publishers know when changes will go into effect.

New Email Subject Lines

- [Advertiser Name]
- New Program Terms Activating
[MM/DD/YYYY] from CJ Advertiser
- [Advertiser Name] -
Approval Required by [MM/DD/YYYY]: New
Program Terms from CJ Advertiser with Special
Ts and Cs

Columbia Sportswear - Approval Required by May 6, 2022: New program terms from CJ Advertiser with Special Ts and Cs

Wednesday, April 6, 2022 at 4:16 PM

John Emmer <john.emmer@cj.com>
To: Saloni Parekh

 View in Browser

Columbia Sportswear - Approval Required by May 6, 2022: New program terms from CJ Advertiser with Special Ts and Cs

One of your joined Advertisers **Columbia Sportswear (2844548)** sent you an offer containing new program terms. The new program terms requires your approval because it has changes to the Special Terms and Conditions.

The program terms must be accepted by **May 6, 2022 16:00 PDT** or the partnership will expire.

WHAT TO DO NEXT:

- Click 'Approve Pending Terms' below to login to your account
- Click the Advertiser's 'Program Terms' tab
- Review the pending program term details for changes and accept before **May 6, 2022 16:00 PDT** to remain active in their program

VIEW PENDING TERMS

The summary below may be clipped due to length. Login to see full schedule.

Review: The pending program terms schedule will begin on Apr 27, 2022 00:00 PT and and TurboTax-Online-5% which begins on Dec 27, 2022 00:00 PT will continue as Ongoing.

Pending – Program Terms Name

Dates: Apr 27, 2022 16:08 PT – May 9, 2022 16:08 PT

Program Terms Contain: Special Ts & Cs, Policies, Item Lists, Situational Commissioning

8.00%	– Columbia Sale
5.00%	– Columbia Sale - Mobile
10.00%	– Columbia Sale - In-store
4.00%	– Columbia Sale - App

Pending – Program Terms Name

Dates: Apr 27, 2022 16:08 PT – May 9, 2022 16:08 PT

Program Terms Contain: Special Ts & Cs, Policies, Item Lists, Situational Commissioning

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10.00%	– Columbia Sale - In-store
4.00%	– Columbia Sale - App





Finding & Pulling Links/Offer from CJAM

How to Get a Link

[Home](#)[Partners](#)[Reports](#)[Campaigns](#)[Account](#)

Log-in > Campaigns > Ad Assets > Links & Products

As soon as you are joined to a brand's program, you can put their links on your site.

If you prefer a bookmarklet, our *Deep Link Generator* is described on [slide 21](#).

Click on the *Campaigns* tab and choose *Links & Products* from the drop-down menu.

A *Search tool* on the left helps you find the brand and their links.

1. When you find a link you like, click on *Get Code*
2. Choose *Click URL* from the choice of code types for a simple link.
3. The tracking code appears in the box below.

Now you have the tracking link to place on your site. If you prefer a banner, choose *HTML*.

The screenshot shows the CJ Ad Assets interface. On the left, there is a search bar and a sidebar with filters for Advertiser(s), Keyword(s), and various linking options. A green 'SEARCH' button is highlighted. Below these are dropdown menus for Link Type, Promotion Type, Schedule, Language, Targeted Country, Serviceable Area, Advertiser's Country, Category, Events, and Banner Size. In the center, a list of links is shown for 'CJDemo (1113122) Test Links'. One link, 'http://www.cj.com' (ID 10991692), is selected. On the right, a detailed view for this link shows the 'MORE INFO' section with fields for Advertiser (CJ Demo 233), Link (Test Links (Text Link)), Website (Donuts and Denim - 7579426), and checkboxes for Encrypt link? and Set link to open a new browser window?. Below this is a toolbar with buttons for HTML, JavaScript, Click URL (which is highlighted with a red box and has a red circle with '2' over it), and QR Code. The Click URL button is currently active, displaying the tracking URL: 'http://www.dpbovw.net/click-7579426-10991692' in a red box with a red circle with '3' over it. At the bottom is an 'Update Code' button.

AD ASSETS

Links & Products

Products

Promo Codes

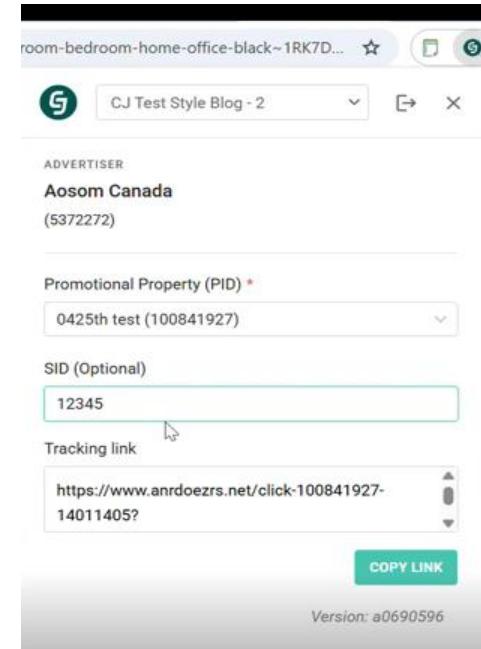
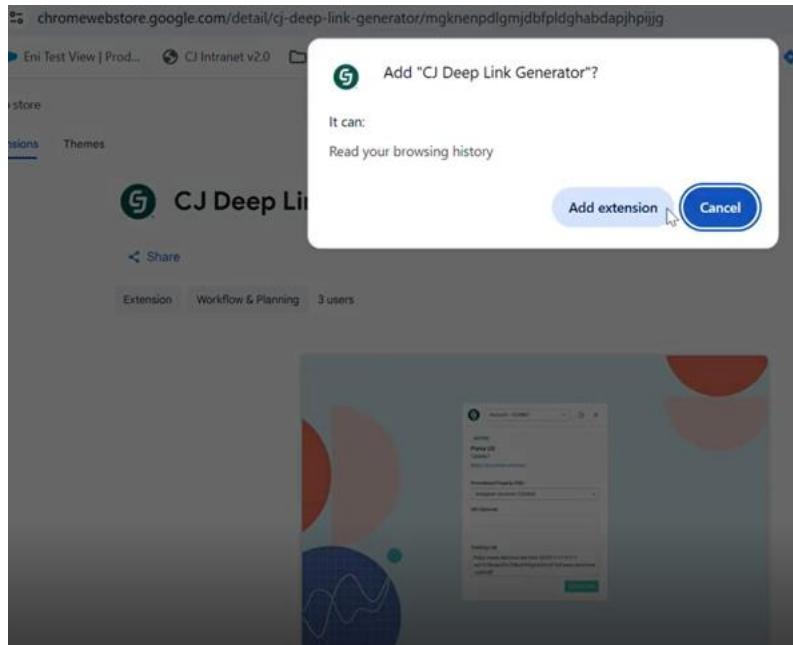


Generating Deep Links

[Home](#)[Partners](#)[Reports](#)[Campaigns](#)[Account](#)

Log-in > Account > Tracking > Link Tools

The Deep Link Generator bookmarklet allows you to create a deep link without logging all the way into your CJ account. [Deep Linking allows you to drive customers to a specific product or category page.](#) Go to CJ's Deep Link Generator Chrome Extension [Chrome page](#) and click Download.



TRACKING

Link Tools

Once the bookmarklet is installed, visit the website of one of your joined advertisers and navigate to the landing page you want to send your customers to. Click the *CJ Deep Link* button and a window will appear with your deep link URL.

Three things to keep in mind:

- 1. You must be joined to the brand's program
- 2. For advertisers who are not set up for the Deep Link Generator, you will have to use the Campaigns tab in CJAM to get their links.
- 3. Pin the extension to your browser for easy access.





AD ASSETS

Links & Products

Products

Promo Codes

Log-in > Campaigns > Ad Assets > Links & Products

Evergreen link is New Link Type that CJ launched last year; it is a long-lasting link type that takes consumers to the home page of an advertiser's website. It is deep-link enabled, so publishers can customize it to navigate to a different page if needed.

LINKS PRODUCTS

Advertiser(s)

Keyword(s)

My Advertisers Only

Deep Linking Only

Mobile Optimized Only

Mobile App Download Only

Cross Device Only

[Save Search](#) | [Load Search](#)

[Clear Filters](#)

SEARCH

Link Type

Advanced

Banner

Content Link

Flash Link

SmartLink

Text Link

Evergreen Link

24-7PressRelease (2898768)
Evergreen Link for 24-7PressRelease
<http://www.24-7pressrelease.com>

15734478

MORE INFO | GET CODE | ADVERTISER

Advertiser: 24-7 Press Release

Link: Evergreen Link for 24-7PressRelease (Evergreen Link)

Website : ***** new property test - 9110028

Encrypt link?

Set link to open a new browser window?

Destination Url:

SID:

Size: other

UPDATE CODE

HTML JavaScript Click URL QR Code

```
<a href="https://www.tkqlhce.com/click-9110028-15734478" target="_top"></a>
```

The Evergreen Links launch automatically creates a deep link for advertisers (when eligible) and publishers will have a unified filter to get homepage links

- Available in CJAM and Link Search API

Evergreen links are less likely to be disrupted by deletion

- Advertisers will communicate changes in deep linking functionality so links can be swapped out with no gap in tracking



Link Pulling How-To | Amazon Sellers Program



Link pulling for Amazon programs is different than in traditional affiliate programs. Check out this [step-by-step link pulling demo video](#) to ensure successful link generation or follow the steps below.

In your CJ account > Campaigns > Links & Products >
search for the 'Amazon Marketplace' Advertisers you are joined
to>

Click "GET CODE" >

Click "Get HTML from advertiser"

The screenshot shows the CJ Links & Products interface. At the top, there are search filters for 'LINKS' and 'PRODUCTS'. Below this, a search bar contains 'SmartLink' and a dropdown menu shows 'CJ Demo (1113122)'. On the left, there's a sidebar with filter options like 'My Advertisers Only', 'Deep Linking Only', etc. A large blue arrow points from the 'Get HTML from advertiser' button at the bottom to the 'Get HTML from advertiser' button on the right side of the page. Another blue box highlights the 'Get HTML from advertiser' button at the bottom.

1. Link Search Portal with 10 filters, Sort functionality, & ASIN search
***click any product to generate a tracking link**
2. After clicking on a product, you can enter an optional SID for campaign tracking

The screenshot shows the CJ Link Search Portal. It displays a grid of products from 'LilyAna Naturals Amazon'. Each product card includes an image, the product name, a 'Best Seller' badge, a 'Coupon' badge, price, and estimated payout. A blue box highlights the first product card, and a blue arrow points from the 'Get HTML from advertiser' button on the left to the 'Get HTML from advertiser' button on the right.

3. Click "Get Product Link" to get your tracking link with your PID built in

The screenshot shows the CJ Create a Link interface. On the left, a product detail page for 'LilyAna Naturals - LilyAna Naturals Eye Cream for Dark Circles and Puffiness, Under Eye Cream for Wrinkles and Bags, Anti Aging Eye Cream helps Improve Dryness; for Sensitive Skin (Caffeine, 1.0 Ounce (Pack of 1)) Caffeine 1.7 Ounce (Pack of 1)' is shown. The ASIN is B0DFQF64F3 and it's in stock. On the right, there's a 'Create a Link' form with fields for 'PID (Required)', 'SID (Optional)', and buttons for 'Get Storefront Link' and 'Get Product Link'.

CJ Tracking Links

Understanding what makes up a CJ tracking link and how the different parts work is essential for your affiliate program to run smoothly.

To verify that the link that you are testing is tracking properly, you can run a *Performance by Link* report a couple of hours after testing to see if the clicks and/or impressions are appearing. Navigate to *Reports > Performance Reports*. Filter *Performance by* to filter by *Link*. Adjust any other filters, such as *Date Range*, and click *Run Report*. If your link is reporting clicks or impressions, it is tracking.

Your **PID** is your website *ID* number and is unique to each of the [websites](#) you have added to your account.

The **AID** is a *link ID number* which identifies a specific link and enables us to track the performance of your individual links, as well as credit you when you earn a commissionable transaction.

SID is custom tag made of a series of letters and numbers that you create and add to a link that can be used for a variety of different tracking purposes. ([More info available in the Support Center article: Shopper ID \(SID\) Overview](#))

Destination URL the advertiser sets a location for the audience to land on as the destination URL for a standard link. A standard link generally links to the advertiser's homepage, though product links, as noted above, do link to a specific product. If you want more control of the link destination, use the deep link generator

`https://www.jdoqocy.com/click-9265128-10463300?sid=TEST1234&url=https%3A%2F%2Fwww.staples.com%2FPhoto-Paper-Supplies%2Fcat_CL168887`

CJ Tracking Server

PID

AID

SID

Destination URL





Understanding CJ Reporting

Performance Reports

[Home](#)[Partners](#)[Reports](#)[Campaigns](#)[Account](#)

How can I measure the success of my advertisers, websites, products and links?

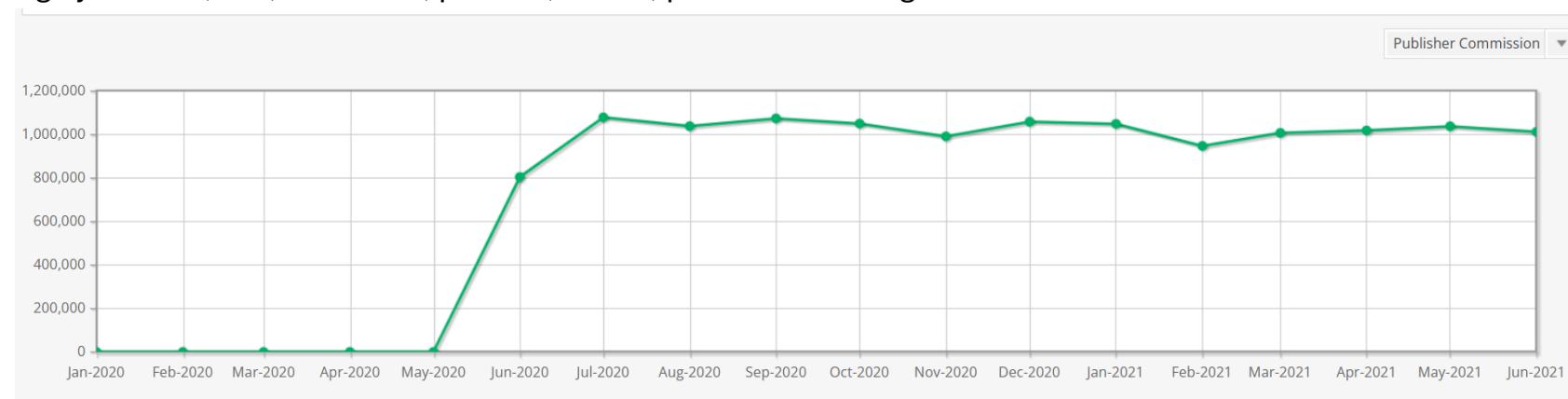
Performance Reports:

- Key performance metrics: advertiser, advertiser category, sales, commissions, leads, clicks, impressions, EPC, CPM, CTR, CR
- Data updated multiple times an hour
- Transaction data displayed by event date (when the transaction occurred)
- Choose reporting by website, link, advertiser, product, action, platform and widget

REPORTS

Performance

Transactions



- Customize your report by choosing which columns you want to include. Click on the icon that looks like a small book at the top of the report columns and check off your choices.

The screenshot shows a report table with the following columns: Website Name, Website ID, Day, Publisher Commission (USD), Items, Sales, Sale Amount (USD), Impressions, Leads, Clicks, CTR, CR, CPM (USD), and EPC (USD). A red circle highlights the 'Website Name' column header.

Website Name	Website ID	Day	Publisher Commission (USD)	Items	Sales	Sale Amount (USD)	Impressions	Leads	Clicks	CTR	CR	CPM (USD)	EPC (USD)

Article in the Support Center: [Performance Reports Overview](#)



Transaction Reports



Home

Partners

Reports

Campaigns

Account

REPORTS

Performance

Transactions

How do I track commissions?

Transaction Reports: Transaction reports provide you with the current status of commissionable transactions, including bonuses, reversals and corrections, that have posted to your account. Drill down into detail or view a summary.

- Commission Detail – Displays detailed information about each transaction that has resulted in an earned commission.
 - Transaction Detail - This report displays individual transactions and amounts included in the most recent commission payment that you have received.
 - Transaction Summary by Advertiser – Also for the last payment you received, summarized by advertiser.
 - Transaction Summary by Type – Options include sale, lead, adjustment, bonus, performance incentive, and placements payment.

Customize your report by choosing which columns you want to include. Click on the icon that looks like a small book at the top of the report columns and check off your choices. Here's a screen shot of a Commission Detail report with just a few of the columns available.

How to articles in the Support Center: Transaction Reports, Customizing and Saving Reports

Balance Details

What's the best way to predict my next payment?

Balance Detail: Click on balance details under the [Account > Payment](#) tab to view your account balance. This will show you all commissions available for payment as well as pending commissions.

New – Transaction posts to CJ servers and displays a status of “New.”

Extended – An advertiser on a standard lifecycle has the right to “extend” any transaction for an additional month (one time only).

Locked – The review period for advertisers has ended and transactions can no longer be modified. Typically happens on 11th each month, unless transactions were extended (these can lock outside 11th)

Closed – Locked transactions will move to “closed” two times each month. Once transactions move to this status, you can assume payment in that month.

[Home](#)[Partners](#)[Reports](#)[Campaigns](#)[Account](#)

PAYMENT

Balance Details

Payment Status

Balance Details

Review current account balance details

Need help understanding the publisher payment process? Learn more in the [Support Center](#)

Commissions Available For Payment

Balance forward from last month	\$0.00
Commissions closed this month	\$1,347.28
Fees and other	\$0.00
Payments issued	<u>\$1,347.28</u>
Ending balance available for payment	\$0.00

Pending Commissions

New	\$579.57
Extended	\$0.00
Locked	<u>\$661.00</u>
Total pending commissions	<u>\$1,240.57</u>

Account balance

\$1,240.57



PROGRAM INSIGHTS

Program Overview

Performance

[Log-in](#) > [Reports](#) > [Program Insights](#) > [Program Overview](#)

View top performing partners, links, websites, browsers, devices, or countries with our gauge-expand functionality, as shown in the next slide. You can use any combination of these metrics to filter your Dashboard.

Expand any Insights performance gauge and you'll find "Top Performing Country" views available for all *Program Performance Overview* dashboard metrics. Use the dashboard-level filter to narrow analysis across all performance gauges to a specific country or region.

These features provide an effortless view into program performance metrics by and across countries, and provide an efficient route to actionable optimization insights, on a global scale.

Use Top Performing Country Views within performance gauges, and "By Country" dashboard filters to:

- **Understand** period over period impact of international partnership and optimization efforts, in-real time
 - Filter by partner, expand a key performance gauges like AOV, and select Country in the Top Performing section
- **Learn** which active partners have cross-border growth opportunity.
 - Filter by partner, expand the Click gauge and select Country in the Top Performing section
- **Assess** the change in actions by country over time to evaluate international purchasing trends
 - Expand the Actions gauge and select Country in the Top Performing section
- **Analyze** all Insights Performance Overview data by country and / or region.
 - Filter the dashboard by a specific country or region (multiple countries)



CJ Insights: Program Analysis

[Home](#)[Partners](#)[Reports](#)[Campaigns](#)[Account](#)

WHERE TO GO

- Log into the CJ Account Manager
- Select *Reports > Program Insights > Program Overview* in the top navigational bar

HOW TO USE

- Use the **date range tool** to select the time period and comparison period you would like to view data for
- Alternatively, you can select “None” for Comparison Period to view data for a single period.
- Use the **Dashboard Filters** to choose different views that will automatically filter all of your gauges. To de-select a choice, click the “X” to the left of the item

ADDITIONAL DETAILS

- The dashboard will populate in your functional currency by default, but you can use the **currency dropdown** at the top of each dashboard to change the displayed currency

DASHBOARD FILTERS

Accounts	The Accounts dropdown lists all of the accounts you are associated with. Use the dropdown to select one or multiple accounts to view in the dashboard.
Partners	To isolate performance data by specific partners, type the first few characters of a partner name or CID and select the partner from the suggested results. You can select multiple partners in this field.
Link IDs	To view data related to a particular link or links, enter the full Link ID in the field and press Enter.
Device Type	To filter your data by different device types, use the dropdown to select the devices you want to isolate such as phone, tablet and computer.
Browsers	To filter by browser, use the dropdown to select the browser(s) you want to isolate. Use this filter to explore the impact of browser-related consumer privacy features on your program.
Country	To filter your data by country or countries, use the dropdown to select the country or countries you want to isolate. To look at performance by region, select multiple countries.
Coupon	If your advertisers include the Coupon parameter in their conversion tracking pixel you can filter the dashboard by coupon codes they offer. If your advertisers aren't currently integrated to utilize coupon codes Top Performing Coupon will show up as (Unknown).



CJ Insights: Program Overview

[Home](#)[Partners](#)[Reports](#)[Campaigns](#)[Account](#)

PROGRAM INSIGHTS

[Program Overview](#)[Performance](#)

WHERE TO GO

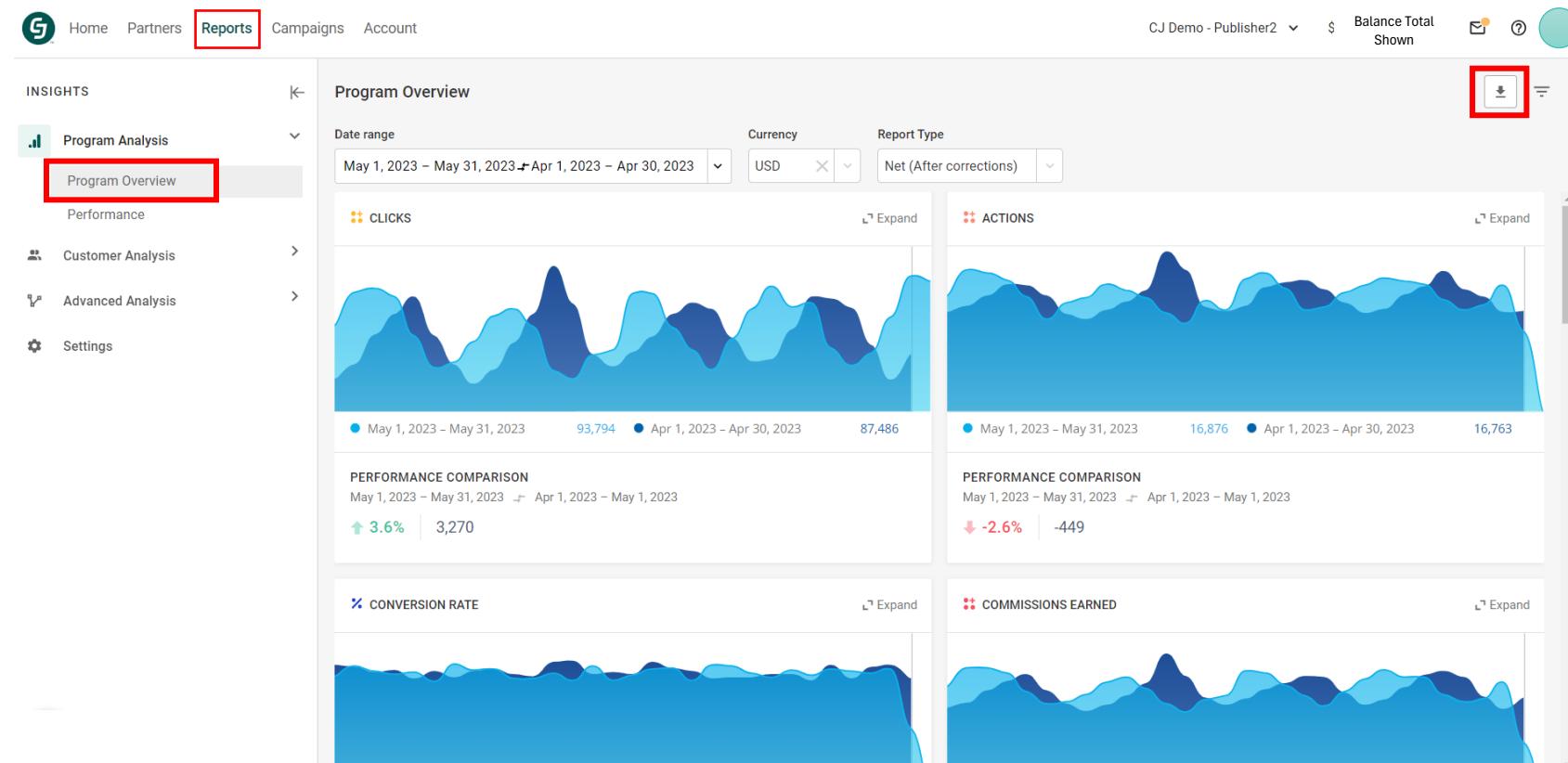
- Log into the CJ Account Manager
- Select [Reports > Program Insights > Program Overview](#) (default view)

HOW TO USE

- Using the **date range tool** and **dashboard filters**, define the parameters used to populate the gauges in the Program Overview
- Click the **Expand** toggle in the upper right-hand corner of each gauge to view more granular data, including top performing partners, links, websites, countries, and more

ADDITIONAL DETAILS

- Visit the [Additional Resources](#) section of this deck for definitions on all Dashboard Gauges
- Program Overview data can be downloaded in CSV format by clicking the **download** icon in the top right-hand corner of the dashboard



CJ Insights: Performance

WHERE TO GO

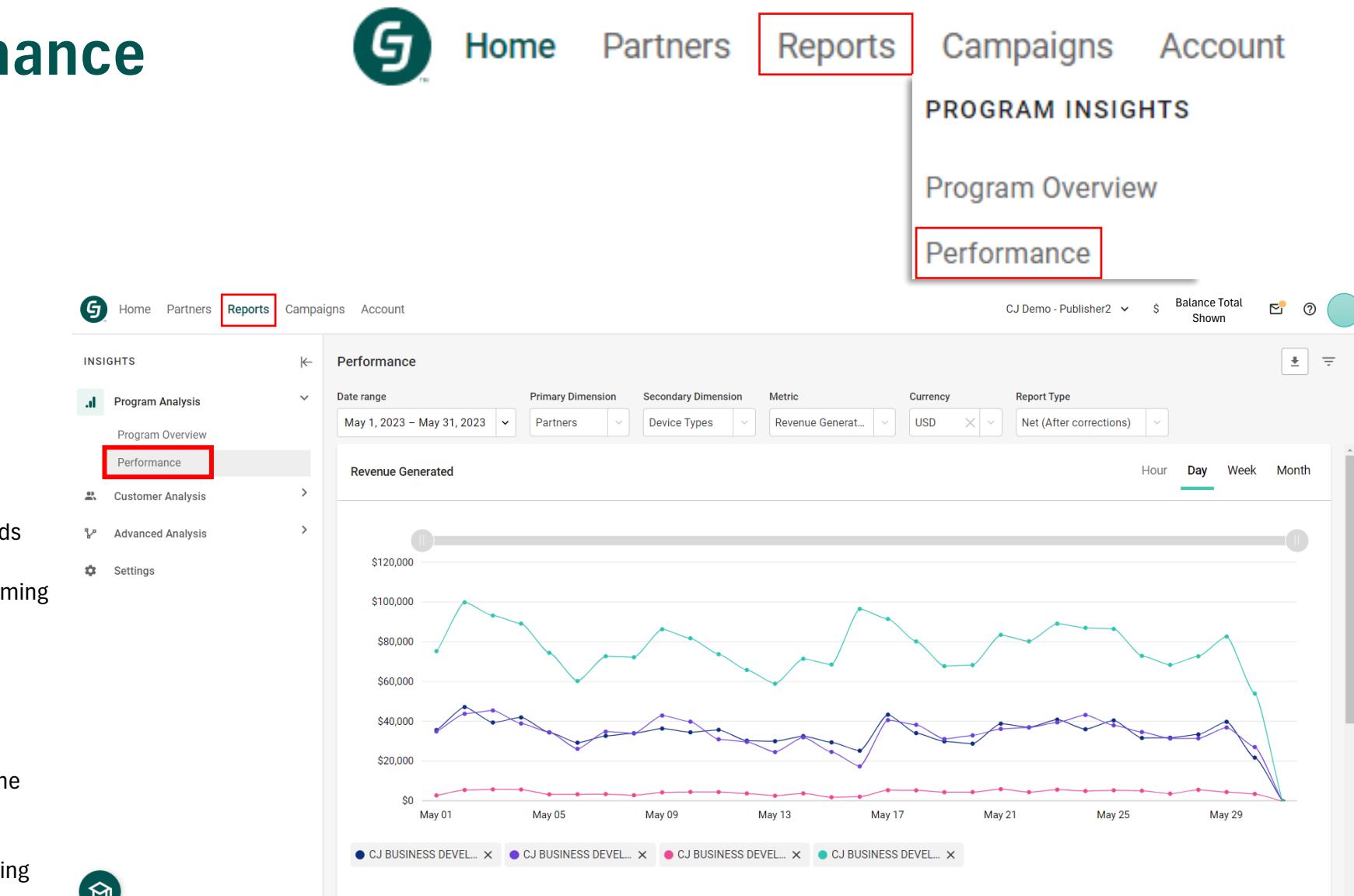
- Log into the CJ Account Manager
- Select Reports > Program Insights > Performance

HOW TO USE

- Select the **Date Range** you'd like to view data for
- Select from the *Primary Dimension*, *Secondary Dimension*, and *Metric* dropdowns at the top of the dashboard to view the data corresponding to each selection
- **Periodic trends** displayed in the line graph can be changed from hourly, daily, weekly, or monthly towards the upper right-hand corner of the graph
- Additional metrics can be brought into the *Top Performing* section by clicking the **columns** icon (next to the **download** icon) in the top right-hand corner of that section

ADDITIONAL DETAILS

- Any **pre-selected filters** will be applied to both the line graph and *Top Performing* sections of this view
- Both data sets in the line graph and *Top Performing* sections can be downloaded in CSV format by selecting each respective **download** icon



Additional CJ Insights

[Home](#)[Partners](#)[Reports](#)[Campaigns](#)[Account](#)

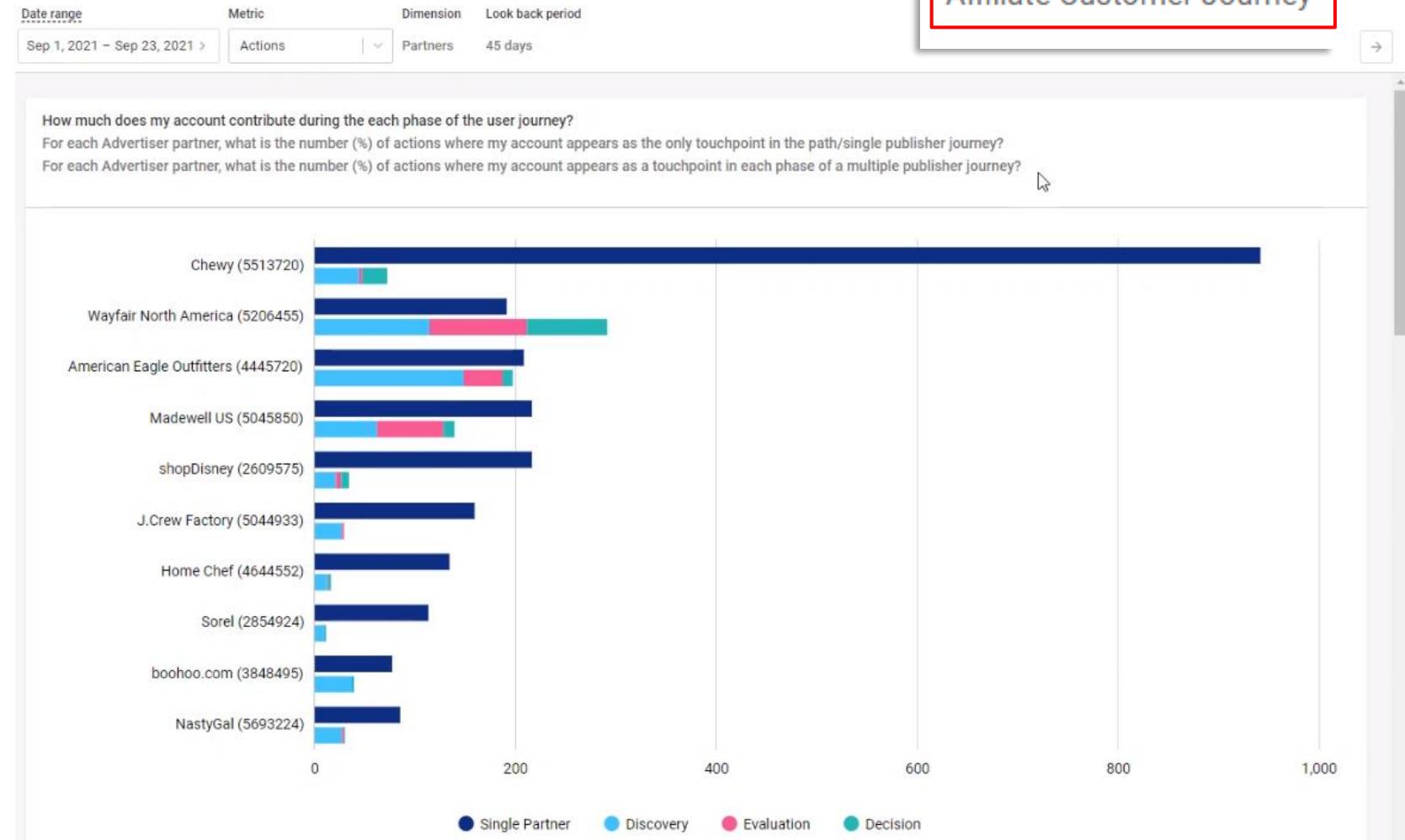
CUSTOMER INSIGHTS

Affiliate Customer Journey

Affiliate Customer Journey (ACJ)

Affiliate Customer Journey (ACJ) reporting gives you real-time, on-demand visibility into the kind of value you drive for your Advertisers, based on when customers interact with your platform(s) in the path to purchase.

 More information on this reporting can be found in the [Additional Resources](#) section of this deck and in this Support Center article: [Affiliate Customer Journey for Publishers](#)



Additional CJ Insights

[Home](#)[Partners](#)[Reports](#)[Campaigns](#)[Account](#)

INSIGHTS

[Program Analysis](#)[Customer Analysis](#)[Affiliate Customer Journey](#)[Advanced Analysis](#)[Peak Shopping & Holiday](#)[Q4 Network Peak Shopping & H...](#)[Estimated Payouts - Publisher ...](#)[Saved Views](#)[Settings](#)

Log-in > Reports > Customer Insights >
Affiliate Customer journey > Advanced Analysis >
Estimated Payouts – Publishers

Estimated Payouts - Publisher View

Forecasted Closing Date

8/13/2024

Currency

USD

Last Updated: Oct 27, 2024

Filters

Accounts

(All)

Partners

(All)

Activity Funding Status

(All)

Activity Lifecycle Status

(All)

Activity Deposit History

(All)

Month of Event Date

(All)

Activity Funding Status

Partner	Activity Deposit History	Aug 13, 2024	Aug 22, 2024	Sept 13, 2024	Sept 23, 2024	Oct 13, 2024	Oct 2
Grand Total		15,676,856	5,442,939	15,119,021	6,855,734	9,211,798	5,67
6511865 Macy's	awaiting funding: deposit made in last 2 months funded	2,445,067	339,789	564,698	1,309,891	108,502	1,65
2125808 Dell Home & Home Office	awaiting funding: deposit made in last 2 months funded	825,357	616,035	1,387,006	1,167,873	44,238	95
1675692 InterContinental Hotels G	awaiting funding: deposit made in last 2 months funded			337,124	377,356	44	
4942550 NIKE	awaiting funding: deposit made in last 2 months funded						

Event Month

Partner	Month of Event Date	Aug 13, 20..	Aug 22, 20..	Sept 13, 20..	Sept 23, 20..	Oct 13, 2024	Oct 22, 2024	Nov 13, 20..
6511865 Macy's	Jul 2024					1,473,446	504,832	
	Aug 2024			93,864			715,780	
	Sept 2024							
	Oct 2024					96,443		
	Jun 2024	504		29,530	1,309,891	108,502	88,928	
	May 2024	1,582,471	339,789	441,304				
	Apr 2024	835,236						
	Mar 2024	4,031						
	Feb 2024	1,884				44	825	

CUSTOMER INSIGHTS

[Affiliate Customer Journey](#)

Estimated Payouts – Publishers

Estimated Payouts is a self-serve dashboard in CJAM designed for publishers. It estimates the **closing** dates for various activities found in commission detail reporting, including sales, leads, bonuses, performance incentives, and PPC. This dashboard enhances transparency by informing both parties of the actual transaction closure dates, allowing publishers to understand when they can expect payments.





Placements Marketplace & IOs

Rate Cards & Placements

[Home](#)[Partners](#)[Reports](#)[Campaigns](#)[Account](#)

Log-in > Campaigns > Placements > Opportunities

To add a placement opportunity, click on *Campaigns* at the top of the screen, and choose *Opportunities* from the drop-down menu. You may create a single placement, a package, or upload a full rate card. Just follow the prompts and you will be guided through the process.

*When publishers add opportunities to this section, they will be visible in the Advertiser Recruit Partner tool where advertisers can see the available placement opportunities in your profile.

PLACEMENTS

Opportunities

Insertion Orders

Home Partners Reports Campaigns Account

CJ Demo - Publisher2 \$ Balance
Total Shown

Opportunities						CREATE OPPORTUNITY
						<input checked="" type="radio"/> Active <input type="radio"/> Archived
Forbes Q3 Monday Newsletter Single Placement	15% COMMISSION	\$1,500.00 USD FLAT FEE	Starts: 1/4/2025 Ends: 30/6/2025	Website		
Rate Card Test Full Ratecard	15% COMMISSION	\$1,500.00 USD To \$150,000.00 USD FLAT FEE	Starts: 1/10/2025 Ends: 31/12/2025	Social Email Mobile Website Content		



Placements - IOs

[Home](#)[Partners](#)[Reports](#)[Campaigns](#)[Account](#)

How can I create an insertion order?

Click on Insertion Orders under *Campaigns* to create an IO. The IO holds all placement details and allows publishers to attach their own IO, if necessary, for signature. Once the IOs are submitted to the advertiser, the advertiser can accept the IO and fulfill payment within the CJ Account Manager (CJAM).

PLACEMENTS
Opportunities
Insertion Orders

Home Partners Reports **Campaigns** Account

CJ Demo - Publisher1 Balance Total Shown

Insertion Orders **CREATE INSERTION ORDER** Show Quick Links Show Filters

1	0	0	1
ACTIVE INSERTION ORDERS	PENDING SIGNATURE	PENDING CREATIVE	PENDING PAYMENT

Records: 10 << < Page 1 of 1 > >> Showing 1 - 1 of 1

Insertion Order	Date Created	Advertiser CID	Advertiser Name	IO Status	Signature Status	Creative Status	Payment Status	Start Date	End Date	Total Flat Fees (USD)	Amount Paid (USD)	Balance (USD)	Advertiser Contact
1623	08-09-2016	4802956	CJ BUSINESS DEVELOPMENT DEMO	Active	Complete	Complete	Pending	01-10-2016	31-10-2016	\$5,000.00	\$0.00	\$5,000.00	Advertiser A
										\$5,000.00	\$0.00	\$5,000.00	

Records: 10 << < Page 1 of 1 > >> Showing 1 - 1 of 1





Getting Paid in CJAM

Key Phases of Transactions' Lifecycle

Transactions move through the following statuses during their lifecycle:

New

- Transaction has been posted but the status may change.

Locked

- Changes can no longer be made to a "locked" transaction, and it becomes eligible to be "closed".

Closed

- Transactions with this status are eligible for publisher payout on or around the 16th and 28th of each month.



IMPORTANT: locked commissions can only move to closed if the applicable Advertisers have paid CJ and have sufficient funds in their accounts

Event Date vs. Posting Date

There can be a difference between when a transaction takes place and when a transaction is posted within the CJ interface.

- ❖ **Event Date:** The event date is the date that a transaction occurs. Typically, this is the date that a customer makes a purchase. Publisher payout is dictated by transaction lifecycles which are based off the event date.
- ❖ **Posting Date:** This is the date that a transaction is posted to the CJ interface. For advertisers that batch in transactions, event and posting dates may be different. Advertisers are invoiced for transactions based on the posting date to ensure that CJ does not miss transactions with event dates from prior months.



Additional Info in Support Center: [Publisher Payout Process](#)



Standard vs. Custom vs. Open-Ended Transaction Lifecycle

Transaction Lifecycle Definition: The amount of time that passes from the event date of a transaction before it moves to a status of locked and then becomes eligible for publisher payout. This is **defined in Program Terms** which serve as a contract between advertisers and publishers.

Standard

- Standard lifecycle transactions can be extended **once** for an additional 30 days.
- Transactions with an event date that occurred in the prior calendar month lock on the 10th of the month. For example, transactions that occurred from 1/1 – 1/31 lock on 2/10.

Custom

- Transactions on a custom lifecycle lock as soon as the lifecycle duration has been met.
- For example, if the custom lifecycle is set to 45 days, the transaction will **automatically lock** 45 days after that transaction's event date.

Open-Ended

- No specified locking date or timeframe, the transaction will remain in *New* status until the advertiser locks it.
- Many travel and financial advertisers use this method so that they can ensure a booking or financial product is fulfilled before paying out commissions

CJ closes applicable locked transactions **twice a month**:

First round closes on the **11th** of each month, with the payout issuing around **16th**.

Second round closes around the **22nd**, with the payout issuing around the **28th**.



Additional Info for Consideration:

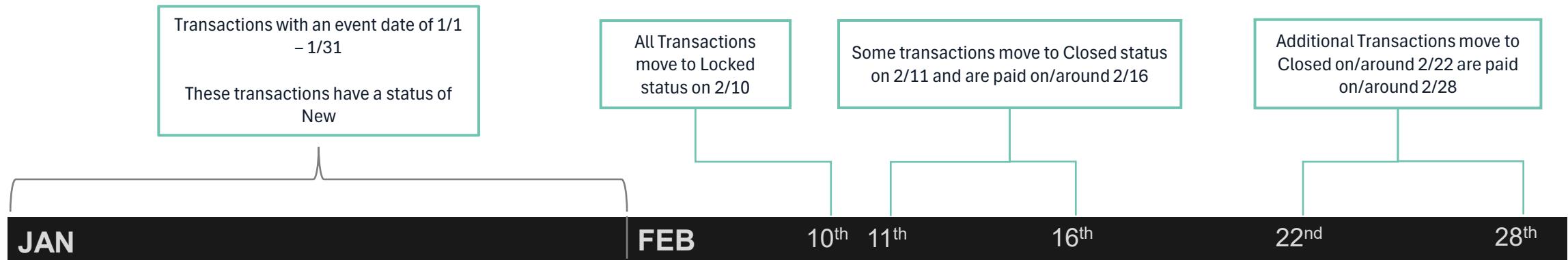
[Publisher Payout Process](#)

&

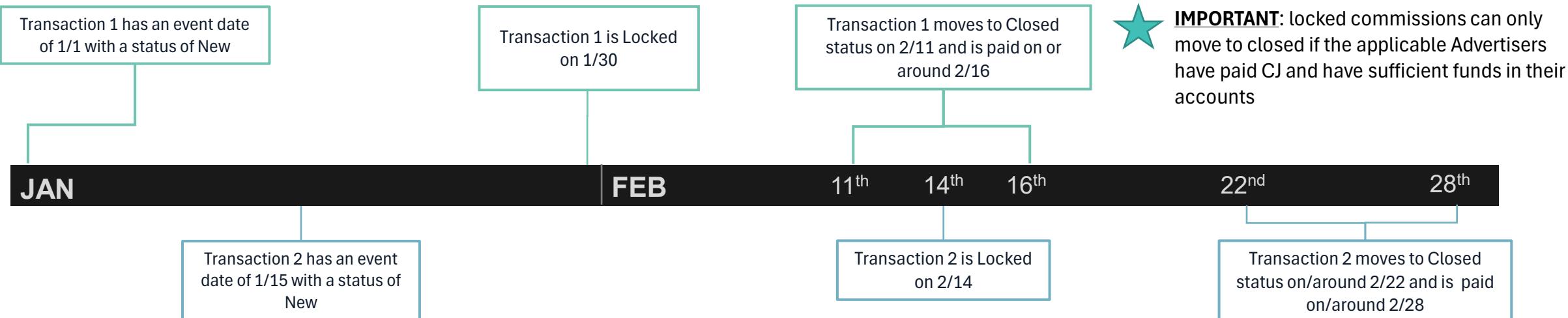
[CJ Locking Cycles & Payouts](#)



Publisher Payout Process for Standard Lifecycle Transactions



Publisher Payout Process for a Custom Lifecycle (example: 30 days)



Additional info on CJ's payout cycles:
[CJ Locking Cycles & Payouts](#)



Global Payment Info

CJ Demo - Publisher2  \$ Balance Total Shown



[Log-in](#) > [Settings](#) > [Payment](#)

Functional Currency

When you signed up for your account, you were asked to choose your *functional currency*. Your functional currency establishes the currency used to calculate and display financial information in your account. **Functional currency settings are permanent and may not be reversed or changed once established.** If you need to change your functional currency, you will need to sign up for a new publisher account.

Payment Currency

CJ will issue payment in the account's *payment currency*. The Superuser on your account is required to choose a payment currency when they enter their payment information, and they must do so before being qualified to receive a payout. This currency may be changed at any time by the Superuser by navigating to *Account > Settings > Payment Information*.

If Your Functional Currency Differs from an Advertiser's Functional Currency...

CJ must convert the currency using a calculation based upon the interbank exchange rate ([Reuters.com](#)) from two days prior to the transaction event date. Additionally, CJ applies a customary 3% rate differential to all conversions at the time of the transaction. This practice is common among financial institutions and organizations that pay and receive various currencies due to global fluctuation in rates.

Your Functional Currency is Different than Your Payment Currency

You can set your payment currency to be the same as your functional currency, or you may choose to receive payment in a different currency. For those publishers who select a currency other than their functional currency, CJ uses a conversion calculation based upon the interbank exchange rate from two days prior to the transaction closing date to convert the functional currency to your payment currency. This conversion rate is outside of CJ's control.

**Please note, there may be a period of several days between the time your approved payment appears in your account and the time the banking transaction takes place.*

SETTINGS

Account Information

Network Profile

Payment

Tax Information

Users



Payment Options

Log-in > Settings > Payment

CJ Demo - Publisher2 ▼ \$ Balance
Total Shown ✉ ⚙ ?

SETTINGS

Account Information

Network Profile

Payment

Tax Information

Users

CJ supports multiple direct deposit payment options.

The choices depend on where you reside and the country where you have a banking institution. [CJ supports direct deposit options for 39 countries](#). All supported direct deposit currencies are eligible for up to two monthly deposits.

To learn more, see the Support Center article [Direct Deposit Availability and Specifications for Publishers](#).

CJ has partnered with Payoneer to offer a flexible and easy option to receive payments in local currencies around the world.

With Payoneer, you can get paid in your own currency via your local bank account without having to open an international bank account. As our partner, Payoneer offers special pricing to CJ Affiliate Publishers. To qualify for the special pricing, you must sign up for Payoneer using our dedicated registration page at <https://register.payoneer.com/cj-affiliate/>. Once you have your Payoneer account information, simply add it to your CJ publisher account as you would with regular bank account details. Navigate to *Account > Admin > Settings* and in the Payment Information area and click the *Edit* pencil icon. Select direct deposit as your payment method and enter your Payoneer account number as your bank information.

How Payoneer Works

When you sign up with Payoneer, you receive a Payoneer account that acts as your US-based bank account where you can receive your earned CJ publisher commissions. Commissions are processed according to CJ's usual payment process and schedule and are deposited into your Payoneer account. From there, you can withdraw your funds directly to your local bank account in your local currency or to a Payoneer Prepaid MasterCard.

Payoneer bank withdrawal is available in over 150 local currencies with no clearing fees, or you can get a Payoneer Prepaid MasterCard worldwide for purchases and ATM withdrawals wherever MasterCard is supported. You can learn more about Payoneer at payoneer.com

Currently CJ does not offer payment to your PayPal account or into a credit card account, such as VISA or American Express.





APIs, Subscriptions & File Exports



Utilize CJ APIs

The [CJ's Developer Portal](#) is the go-to resource for instructions and troubleshooting tips on how to utilize CJ's API capabilities. This portal is available to all publishers and advertisers and is the recommended first stop for any technical questions/next steps.

The screenshot shows the CJ Developer Portal homepage. On the left is a dark sidebar menu with white text and icons:

- Home
- Authentication
- GraphQL API
- REST APIs
- Data Imports
- Tracking Integration
- Advertiser Site Tracking
- Advertiser API Tracking
- Publisher Site Tracking
- Plugins

The main content area has a light gray background. At the top, it says "Welcome to the CJ Developer Portal!" and provides a brief description of the portal's purpose. Below this, there are several sections with cards:

- General**
 - Authentication**: Learn about authenticating with CJ APIs and manage credentials.
 - Commission Detail API**: The Commission Detail API has been upgraded to the GraphQL protocol and available data has been expanded.
- For Publishers**
 - Product Feed API**: GraphQL API to search for products to promote by criteria such as price, currency, country, serviceable area and UPC.
 - Advertiser Lookup API**: REST API to find advertisers both joined and not joined with you, and find details about their programs.
 - Link Search API**: REST API to search for links by keywords, country, category, targeted area, relationship status (with the advertiser), or link type.
 - Automated Offer Feed API**: REST API to access specific credit card content, links and images from our financial advertisers.

SUPPORT

- Contact Support
- Help Docs

RESOURCES

- API & Developer Docs** (highlighted with a red border)
- What's New in CJ
- Getting Started



Utilize CJ APIs

WHERE TO GO

- [CJ Developer Portal](#)
- Bookmark for future reference!

HOW TO USE

- The **CJ Developer Portal** contains all documentation necessary to implement our API solutions, including information on authentication, troubleshooting, and more
- The links found in the table to the right can be used to jump to each API's respective page in the CJ Developer Portal

ADDITIONAL DETAILS

- **If you do not have the ability to tap into CJ APIs**, there may be a solution to fit your need found in the following slide

API NAME	DESCRIPTION	API TYPE
Link Search API	Search for links by desired criteria, like keywords, category, link type, advertiser relationship, and more.	REST
Product Search API	Find specific product information from an advertiser provided catalog, and search by chosen criteria, like price, currency, country, and more.	GraphQL
Advertiser Lookup API	Search and find detailed information on advertisers in the CJ network, both joined and not joined to your account. Find them based upon keyword, CID, name, network rank, language, category and more.	REST
Commission Detail API	Access commissions as they are tracked to the account, with item-detail data, including the freshest data available. Filter by status, partner CID, date, and more.	GraphQL
Automated Offer Feed	For those with financial advertisers, access specific credit card content, links, and images.	REST
Promotional Properties API	View, manage, create or edit promotional properties (PIPs). This is useful for publishers who have a high number of promotional properties that require automation to manage. Publishers who have a small number of PIPs are encouraged to manage them manually using the PIP management interface	GraphQL
Program Terms API	Access all Program Term commission rates for Pending, Active, and Expired Program Terms. This API is useful for publishers who need to access commission rates for their existing or previous advertiser relationships. The Program Terms API includes all available commission rates in a Program Term, including Situations, Item Lists, and Promotional Properties commission rates.	GraphQL



Product Feeds

WHERE TO GO

- Log into the CJ Account Manager
- Select *Account > Subscriptions* in the top navigational bar

ADMIN
Promotional Properties
Subscriptions

HOW TO USE

- Click the *Create Product Export* button
- Select the **primary email contact** for delivery notifications, the export/file format you'd like to receive, the date format, the website you will host the product links on, and the name of your subscription
- Select the **delivery schedule** you would like to receive the export (we recommend *When updates occur*, to ensure you receive your export any time new updates are imported)
- Determine how you would like the data delivered to you by selecting one of the **Transport Method** options
- Select the *Next* button, and choose which Advertiser's product feed you'd like to subscribe to

ADDITIONAL DETAILS

- **CJ SFTP is the recommended delivery method, as email could fail to deliver due to large attachment sizes**
- A subscription can be selected to receive all joined Advertiser feeds, or individual Advertiser feeds
- You cannot have the same product feed in more than one export at a time
- Details on your subscriptions can be viewed and edited in the Subscriptions homepage of the CJ Account Manager

VALUE

CJ's product feed functionality enables Publishers to access detailed information on thousands of Advertiser products for use on their sites.

By promoting product-level links, you are driving customers directly to product buy pages, closer to the point of conversion.

There are a variety of ways to take advantage of product links, including receiving product feeds via the CJ data transfer system. To learn more about additional ways to take advantage of Advertiser products, review the article on [Getting Started with Product Links](#).

Publishers can receive a data feed from our data transfer system containing whole Advertiser product feeds. Examples of Publishers who typically use this data include online shopping malls, comparison sites, portals, and review/rating sites. Whenever an Advertiser makes changes to an existing feed, those changes can be provided in a subsequent product feed export.





Advance Integration Options

*CJ Publisher Tag Solutions *Optional*

Publisher Tracking Solution Benefits



*Optional Integration Solution



Multiple Integration Options Available

JAVASCRIPT TAG

What it is

HTML <script> element that publishers add to all pages of their site where CJ tracking links are present.

ON-LOAD JAVASCRIPT TAG

Suitable for

Publishers posting non-masked CJ links directly onto their sites.

Example publisher types include bloggers, content website owners, or any website owner that posts CJ links directly into their content.

ON-CLICK JAVASCRIPT TAG

Suitable for

Publisher platforms where CJ tracking links are served dynamically using JavaScript (i.e. hosted via an interstitial page).

Example publisher types include loyalty, coupon, content websites, browser extensions.

SERVER-SIDE API

PUBLISHER TRACKING API

What it is

A Rest API that publishers can call for every consumer click that would traditionally redirect through a CJ tracking link. The API will return the final location where the publisher should navigate the consumer.

Suitable for

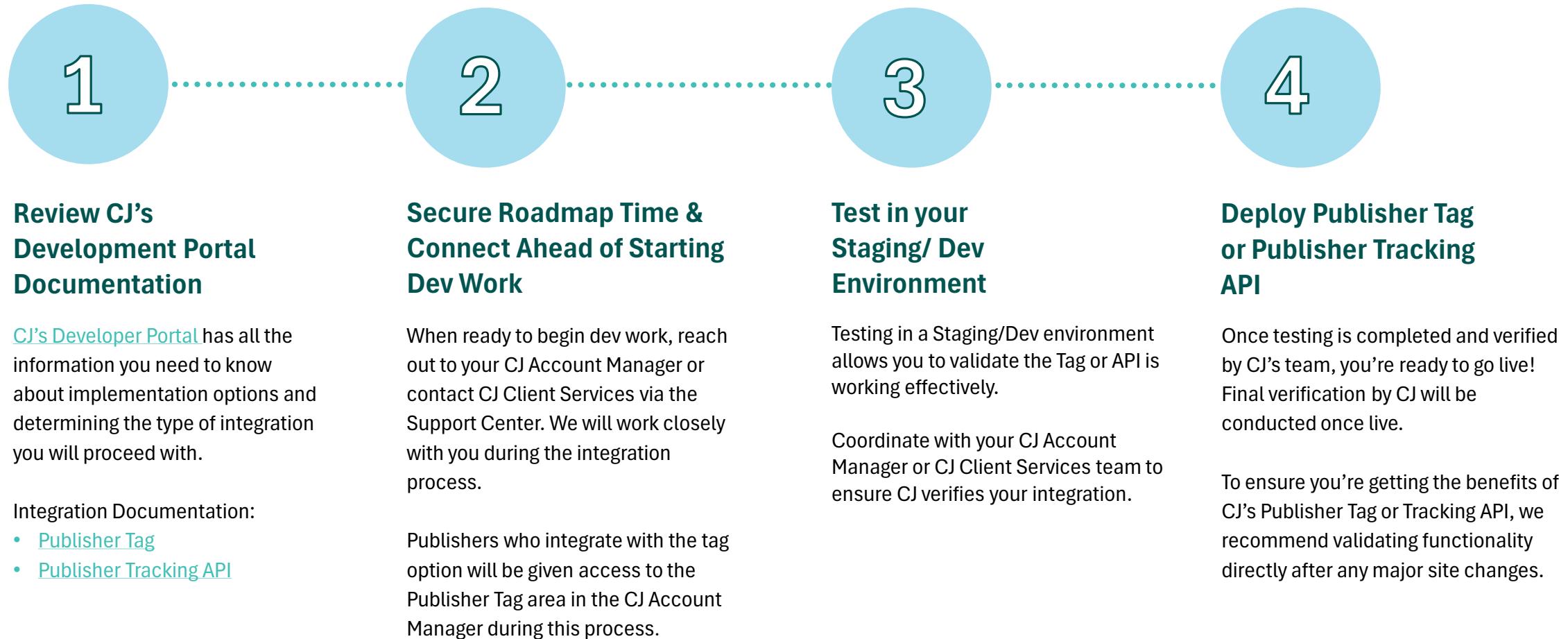
Publishers with API expertise looking for an API solution.

Example publisher types include loyalty, coupon, content websites, browser extensions, mobile apps, sub-affiliate networks, influencer networks, and more.

*Optional Integration Solution



Protect Your Revenue with these Next Steps



**Optional Integration Solution*





CJ Lead Campaigns

Discover brands that pay on lead-based actions

Welcome to the CJ Leads Network!

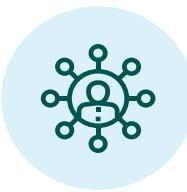
Maximise your CJ revenue with our award-winning Lead Generation solution!

Access brand campaigns not historically found on CJ's core affiliate platform and tap into unique payout opportunities for leads based actions, clicks and install actions.

Learn how other publishers are tapping into this inventory to drive incremental revenue growth.

AS A CJ LEADS PUBLISHER, YOU WILL:

- **Monetise your CRM** – promote CJ Leads offers to your relevant audiences and get paid per lead, click and/or install
- **Boost ROI** – shorter user journeys as data can be captured in just 2-steps (click-through + submit) so you get rewarded faster!
- Connect with **top-tier global brands** to elevate your business expertise
- Receive management from a global Lead Generation network to get **increased business exposure**, as believe our expertise = your success
- Unlock **extra revenue** opportunities via CJ



Join us in unlocking unparalleled opportunities for your affiliate success.

Contact: CJ_Global_Leadgeneration@cj.com

Example Campaign Brands:
Purely Examples - Brand Inventory Changes Frequently



OUR CAMPAIGNS ARE:

- Fully managed campaign by the CJ Leads Team
- Multi-channel (email, display/native, social/influencers, newsletter, content syndication, telemarketing, co-registration, mobile)
- Multi-metric (CPL/CPC/CPM/CPA)
- B2B + B2C
- Global and local
- Short-term (e.g. 2 weeks) and long-term (e.g. 6+ months)





Additional Resources



- Click on the question mark icon at the top of right of the screen, select “Help Docs” to open the [knowledge base in the support center](#).
- Once in the *Support Center*, you’ll see a list of how-to articles as well as the *Ask A Question* feature, which enables you to send your questions directly to our Client Support team.
 - It is also possible to launch contacting CJ’s Support Team from CJAM by selecting “[Contact Support](#)” in the navigation
- Client Support can also be reached by phone at **1-800-761-1072**, Monday- Friday 6a.m. – 5 p.m., Pacific Time

SUPPORT

[Contact Support](#)[Help Docs](#)

RESOURCES

[API & Developer Docs](#)[What's New in CJ](#)[Getting Started](#)

CJ AFFILIATE SUPPORT CENTER

[HOME](#)[MY CASES](#)[CONTACT SUPPORT](#)

CJAM Learning Hub



Learning Hub



Onboarding Guides

Use these guides to complete your onboarding tasks.



Announcements

What's new!



Feedback

Have comments or suggestions? Let us know.



CJ's Learning Hub is the newest edition to CJAM where helpful information can be provided, specifically:

[Guided tours of workflows/features](#), [Network Announcements](#), [Provide Feedback to CJ](#)



Additional guides will continue to be added throughout 2026, so please check back periodically about the newest walkthroughs



CJ Junction Articles & Resources

Check out the CJ Junction learning center for a range of articles on affiliate best practices, industry insights and more from CJ thought leadership! The larger list of information categories and some example articles are shown below...

CJ Junction

[Q4 Resources](#)

[CJ Solutions](#)

[Strategy](#)

[Best Practices](#)

[In the News](#)

[Case Studies](#)

[Partner Spotlights](#)

[Industry Events & CJU](#)

LATEST ARTICLE

CJ's Loyalty Exemption Solution Addresses a Critical Industry Challenge

CJ is deeply committed to both consumer privacy and tracking integrity. For many years, we've promoted the idea of win-win-win for our industry; effective performance marketing must benefit advertisers, publishers, and, most importantly, consumers....

[Read more](#)

LATEST REPORT

Lost in Translation: The Challenges of Media Mix Modeling in Gauging Affiliate Success

A guide to empower affiliates and brands to make data-driven decisions and optimize marketing investments. Understanding the true business value of initiatives is crucial to optimizing budgets and Media Mix Modeling (MMM) is an increasingly popular...

[Read more](#)

LATEST ARTICLE

Power Up Your GTM Server-Side Tracking with Stape

We're excited to announce that server-side tracking solution, Stape, is now a CJ integration partner! As ad blockers, privacy tools, and third-party cookie deprecation (or in the case of Google, user choice) become the norm, concurrent tracking...

[Read more](#)



2026 Affiliate Industry Events To Consider:



Affiliate Summit West (ASW)
Las Vegas, NV
1/12 – 1/14/26



Affiliate Summit East (ASE)
NYC
7/27 – 7/28/26



CJU26
Santa Barbara, CA
9/14 – 9/17/26

Other Events: <https://www.cj.com/events>



2026 Global Holiday & Retail Event Calendar: Must Know Dates

January

- 1: New Year's Day
- 19: Martin Luther King, Jr. Day

1

2

3

February

- 1: Black History Month begins (US)
- 2: Groundhog Day
- 8: Super Bowl Sunday
- 14: Valentine's Day
- 16: President's Day (US)
- 17: Lunar New Year
- 18: Ash Wednesday
- 28: Black History Month ends (US)

March

- 8: International Women's Day
- 14: National Pi Day
- 17: St. Patrick's Day
- 20: First Day of Spring (*Northern Hemisphere*)
- 29: Semana Santa begins (*Easter Week, Latin America*)

4

April

- 1: April Fool's Day
- 05: Semana Santa ends (*Easter Week, Latin America*)
- 05: Easter Day
- 10-19: Coachella Festival
- 22: Earth Day
- 30: Children's Day (Mexico)

May

- 4: Star Wars Day (*May the 4th be with you!*)
- 5: Cinco de Mayo
- 9: Europe Day
- 10: Mother's Day
- 25: Memorial Day (US)
- **Variable:** Graduation season

5

6

June

- 1: [Pride Month](#) begins
- 12: [Dia Dos Namorados](#) (*Lover's Day, LATAM*)
- 19: [Juneteenth](#)
- 21: Father's Day
- 21: First Day of Summer (*Northern Hemisphere*)
- 29: Wimbledon Begins
- 30: [Pride Month](#) ends
- **Variable:** Graduation season



2026 Global Holiday & Retail Event Calendar: Must Know Dates

July

- 01: Canada Day
- 4: Independence Day (US)
- ~ Mid-month: Back to School Season begins
- **Variable:** Amazon Prime Day

7

8

9

August

- Back to School Season continues
- 02: Family Day (US)

September

- 07: Labor Day (US)
- 15: [Latinx Heritage Month](#) begins
- 19: Oktoberfest begins
- 22: First day of Autumn (*Northern Hemisphere*)
- ~ Back to School Season ends

10

October

- 04: Oktoberfest ends
- 12: Thanksgiving (Canada)
- 12: Indigenous People's Day
- 12: Columbus Day
- 15: [Latinx Heritage Month](#) ends
- 31: Halloween

November

- 08: [Diwali](#) (India, US, Canada) (*this is variable sometimes*)
- 11: [Singles' Day](#) (China)
- 11: Veteran's Day (US)
- 11: Remembrance Day (Australia, Canada, UK)
- 13-19: [Transgender Awareness Week](#)
- 13-16: [El Buen Fin](#) (Mexico)
- 19: International Men's Day
- 26: Thanksgiving (US)
- 27: Black Friday
- 28: Small Business Saturday
- 30: Cyber Monday

11

12

December

- 01: Giving Tuesday
- 03: International Day of Persons with Disabilities
- 04: Hanukkah begins
- 14: Green Monday
- 14: Free Shipping Day
- 12: Hanukkah ends
- 21: First day of Winter (*Northern Hemisphere*)
- 25: Christmas Day
- 26: Boxing Day
- 26 - Jan 1: Kwanzaa (US)
- 31: New Year's Eve



CJ Affiliate Acronym List

Acronym	Definition
ACI	Affiliate Customer Insight Tool
ACJ	Affiliate Customer Journey
ADV	Advertiser
AID	Advertiser ID or LinkID
AMF	Annual Minimum Fee
AOV	Average Order Value = sale amount/# of sales
API	Application Programming Interface
Apps	Pending applications to join advertisers' programs
APS	Agency/POC/Self Service Team
ASA	Advertiser Service Agreement
BD	Business Development
BL	Bucket List (publisher)
BNPL	Buy Now Pay Later
CAB	Client Advisory Board
CAM	Client Activation Managers
CC	Content Certified
CDD	Client Development Director
CDM	Client Development Manager
CID	Client ID
CIE	Client Integration Engineer
CJAM	CJ Account Manager (reporting tool)
CJP	CJ Performer (publisher)
CJU	CJ University Event/Annual Conference

Acronym	Definition
Client Dev	Client Development
COC	Code of Conduct
Corp Dev	Corporate Development
CPA	Client Partnerships Associate
CPA	Cost per Action
CPAi	CPA Increase
CPC	Cost per Click
CPI	Cost per Install
CPL	Cost per Lead
CPM	Client Partnerships Manager
CPM	Cost per 1000 impressions
CPO	Cost per Opportunity
CPS	Cost per Sale
CR	Conversion Rate = total actions/clicks
CSA	Client Support Analyst
CTR	Click thru Rate = clicks/sales
EFT	Electronic Funds Transfer
EOD / EOW / EOM	End of Day/Week/Month
EPC	Earnings per Click (CJ's calculation) = commission/per 100 clicks *Externally this calculation could be commission/clicks
FPM	Full Program Management
GM	Growth Manager (Onboarding Pub Dev)
IBC	Item Based Commissions
KPI	Key Performance Indicator



CJ Affiliate Acronym List

Acronym	Definition
LTV	Lifetime Value
MAU	Monthly Active Users
MBO	Major Business Objectives
MMF	Minimum Monthly Fee
NIF	Network Integration Fee
NMCC	Non-managed Content Certified
NQ	Network Quality
NTF	New to File
OID	Order ID
OIM	Order Inquiry Manager
OOO	Out of Office
PDM	Publisher Development Manager
PEP	Publisher Elevation Program
PI	Performance Incentives
PID	Publisher ID/Website ID
POC	Point of Contact
PRR	Payment Reconciliation Report (publisher)
PSA	Publisher Service Agreement
Pub	Publisher
Pub Dev	Publisher Development
QBR	Quarterly Business Review
ROAS	Return on Ad Spend = sale amount/total cost (commission + flat spend)
ROI	Return on Investment = sale amount/total cost (commission + flat spend)

Acronym	Definition
SCDM	Senior Client Development Manager
SEM	Search Engine Marketing
SEO	Search Engine Optimization
SID	Shopper ID
TID	Transaction ID
TM+	Trademark plus Term
UI	User Interface
UX	User Experience
VAS	Value Added Services
VMS	Vertical Management Services

Acronym	Comparison Period
WoW	Week over Week
MoM	Month over Month
QoQ	Quarter over Quarter
YoY	Year over Year
PoP	Period over Period
CY	Current Year
LY	Last Year





CUSTOMER INSIGHTS

Affiliate Customer Journey

WHERE TO GO

- Log into the CJ Account Manager (CJAM)
- Locate *Reports* in the top navigational bar
- Select *Affiliate Customer Journey* under Customer Insights sub-section

HOW TO USE

- Select the **Date Range** you'd like to view data for
- Select the performance metric you'd like to view by using the **Metric dropdown**
- Use the **Dimension dropdown** to view journey data correlated to your partners, or your account's properties
- Use the **Dashboard Filters** to choose different views that will automatically filter all dashboard data. To de-select a choice, click the "X" to the left of the item

ADDITIONAL DETAILS

- **Previously applied filters** are automatically reapplied after exiting and re-opening the dashboard. Be mindful of this feature when reviewing data, and clear any filters if necessary



CJ Insights: Dashboard Gauge Definitions

[Home](#)[Partners](#)[Reports](#)[Campaigns](#)[Account](#)

DASHBOARD GAUGES

Clicks	View the number of clicks on the links you promote. If you simply select an account, you will see overall click count for that account.
Actions	View the number of transactions resulting from the links you promote. If you simply select an account, you will see overall transaction data for that account.
Conversion Rate (CR)	View the conversion rate for your promoted links. If you simply select an account, you will see overall conversion rate data for that account.
Commissions Earned	View the amount of commissions you have earned. If you simply select an account, you will see overall earned commission data for that account.
Revenue Generated	View the amount of revenue generated by the links you promote. If you simply select an account, you will see overall revenue data for that account.
Average Order Value (AOV)	View the AOV for your Advertisers, Links and Websites. If you simply select an account, you will see overall AOV data for that account.
Earnings Breakdown	View the breakdown of your earnings by total commissions, performance incentives and bonuses. If you simply select an account, you will see overall earnings breakdown data for that account. You can see comparison information for a specified time period and see your top performing Advertisers by performance incentives and bonuses. Drill down into the results by entering specific CIDs and/or Link IDs.
Effective Commission Rate	View your effective commission rate which is calculated by dividing Publisher commissions by revenue. The percent displayed may be inflated if you are working with Advertisers with Actions that do not have associated revenue.
Earnings Per Click (EPC)	View your "Earnings Per Click" which is calculated as the ratio of Publisher commissions earned per one hundred clicks driven. Keep in mind that this metric is an average of the Publisher commissions earned per 100 clicks and does not indicate the exact amount earned.



CJ Insights: Dashboard Gauge Definitions

[Home](#)[Partners](#)[Reports](#)[Campaigns](#)[Account](#)

DASHBOARD GAUGES

Items Sold	View the number of items you've sold generated by the links you promote.
Action Correction Rate	View your "Action Correction Rate" which is calculated by subtracting the gross action amount from the net action amount, then dividing that number by the gross action. 0% shows if advertisers have not sent in corrected orders from the selected time period to CJ.
Revenue Correction Rate	View your "Revenue Correction Rate" which is calculated by subtracting the gross revenue amount from the net revenue amount, then dividing that number by the gross revenue. 0% shows if advertisers have not sent in corrected orders from the selected time period to CJ.
Commission Earned Correction Rate	View your "Commission Earned Correction Rate" which is calculated by subtracting the gross commission earned from the net commission earned, then dividing that number by the gross commission earned. 0% shows if advertisers have not sent in corrected orders from the selected time period to CJ.



Additional Information & Insight FAQs available in the Support Center article:

[CJ's Insights Platform Overview](#)



Thank You

