

# Ziff Media Group drives **\$200M+** in sales for their merchant partners

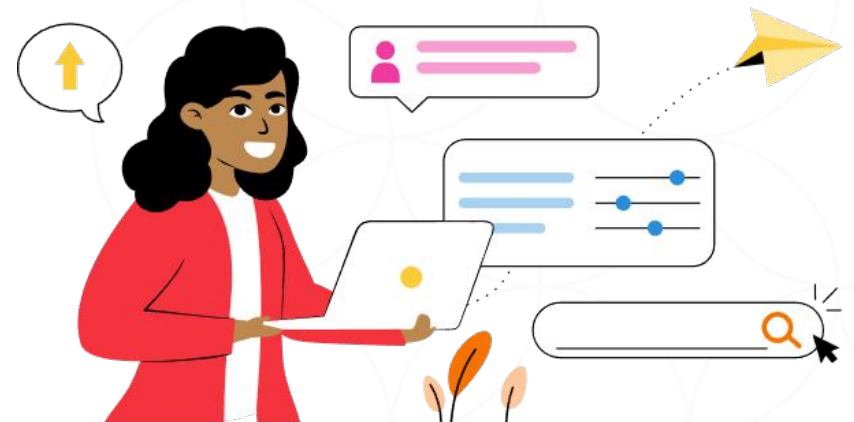


# Situation

## Need for a performance strategy to diversify further

Since 2011, performance-based partnerships have blossomed at Ziff Media Group. With the company's quality assets, engaging content, and high-intent audiences, a performance approach came naturally, and advertisers wanted in. Early on, the company's strategy was limited to individual performance deals with one or two major tech brands that got great exposure from Ziff Media Group content. But when Ziff Media Group recognized that a single link within an article could drive a million dollars worth of sales for a merchant partner, they knew it was time to expand the program and focus more on performance partnerships as an additional monetization strategy.

The company has a strong affiliate portfolio spanning content publishers (Mashable, PC Mag, AskMen), Coupon/Deal sites (Techbargains, Offers), and Shopping Moments Leadership (BlackFriday.com, BestBlackFriday.com, TheBlackFriday.com) to facilitate consumer touchpoints in every part of the buying funnel. The time had come for them to diversify to be able to engage a wider range of merchant partners.



# About

## Ziff Media Group

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Ziff Media Group reaches 100M+ readers each month through a portfolio of leading digital properties in tech, culture, and shopping. Their brands build trust with readers through inspired and influential storytelling. This trust has led readers to purchase more than \$1B of the products and services they've recommended each year. Ziff Media Group is a business unit of Ziff Davis, a subsidiary of j2 Global, Inc.



## Solution

More efficient management, better data for all parties

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Ziff Media Group works with merchant partners large and small, offering performance marketing solutions on a custom basis or as part of multichannel packages that typically include display and/or licensing components.

Because each merchant has unique needs and goals, Ziff Media Group engaged Impact to provide an efficient way to manage those many diverse relationships.

Rapid expansion and diversification was facilitated by the Impact Partnership Cloud, which the company deployed in 2013. It has helped Ziff Media Group scale up and build mutually beneficial partnerships with thousands of brands.

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*As a publisher, we always saw a lift in conversions when a merchant migrated to Impact from another network.*

**Jessica Spira**

VP of Partner Growth and  
Management  
Ziff Media Group



## Solution (*con't*)

More efficient management, better data for all parties

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The Impact platform helped Ziff Media Group diversify and optimize its partner relationships in two key ways:

- **Value out, value in**

For Ziff Media Group, partner value is measured in revenue per click (RPC). RPC is where commissions and conversion rates meet. When advertisers used the Impact platform, they gained better tracking and a clear understanding of Ziff Media Group's contribution to conversions. That translated to higher commissions and RPC for Ziff Media Group, which meant Ziff Media Group, in turn, promoted the advertiser more aggressively.



## Solution (cont.)

More efficient management, better data  
for all parties

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- **Data symmetry enhanced partnerships**

Impact pioneered the promotion of data transparency and symmetry in partnerships, and that data visibility helped make Ziff Media Group's partnerships more successful. Honest conversations about where Ziff Media Group fell in the conversion funnel, what they contributed, and where they brought value benefited both sides of the partnership, helping to solidify the relationship.



## Solution (*cont.*)

More efficient management, better data for all parties

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The company observed that the Impact Partnership Cloud paid off for its partners in other ways, too. The team often saw a lift in conversions each time an advertiser migrated from a network intermediary to Impact, and with the better tracking, better data, and cost savings, Impact provided versus a network, advertisers leaned into publisher relationships more, which resulted in more revenue for both parties.

## Outcome

**\$200M+ in sales driven for their merchant partners**

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Today, Ziff Media Group drives more than \$200 million in sales for its merchant partners from the Impact platform, and partnership commissions make up a significant share of Ziff Media Group's revenue.

Impact provided a solid platform for Ziff Media Group to optimize the full potential of its content commerce partnerships. In the end, the sales, measurement, and data that Ziff Media Group provides, thanks to the Impact toolbox, are what advertisers need the most — and the results show it.



**100%**

Increase in YoY actions driven



**\$200M+**

Sales generated for their merchant partners through the Impact platform