

Affiliate Network Drives Change in Advertising and Marketing Industry



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Traditional marketing avenues such as radio and television advertising are losing ground as a result of new advertising and marketing avenues become more developed. The affiliate network of Clickbooth is challenging the traditional paradigm for marketing and advertising with great success. Clickbooth leverages the power of the Internet to produce measurable results for their customers.

The affiliate CPA network of Clickbooth is causing many marketing and advertising departments to completely rethink their marketing strategy. The CPA stands for "cost per action" and similarly "cost per acquisition", which allows for quantifiable results and increased return on investment (ROI).

March, 2010 – Clickbooth.com - The world of advertising and marketing is changing as a result of several innovative products that are available online. An affiliate network is a network of publishers that drive predefined results for businesses across a wide range of industries. The program that has been established by Clickbooth has produced significantly higher ROI for an advertiser's marketing dollar than traditional marketing means.

The success of the Clickbooth affiliate network program has pushed their innovative business to the number one slot in the Inc. Magazine top 500 fastest growing businesses in the marketing and advertising industry in 2009. Clickbooth also ranked number five overall. Their growth rate over the past four years was an astounding 12,000% (twelve thousand percent).

Their success was driven by providing customers and advertisers with exceptional value through a highly reliable and robust affiliate CPA network.

Clickbooth maintains the integrity of the network through their highly competent and detail oriented compliance team. The compliance team promptly removes any affiliate, or publisher, that attempts to abuse the system. This has resulted in an [affiliate network](#) that is not only trusted by customers, but is also populated by many of the best affiliates in the business.

Although the goal from the beginning may not have been to completely transform an industry, Clickbooth's success is definitely causing changes. Businesses are able to conduct advertising and marketing campaigns with lower upfront costs and greater returns for their investment. Additionally, businesses are better able to measure the success of their campaigns, which is one of the difficulties associated with traditional marketing avenues.

The affiliate CPA network ensures that marketers and advertisers only pay for a predefined result such as clicks, registrations, sales or an amalgamation thereof. With over 20,000 affiliates in the Clickbooth affiliate network, they are able to reach a wide range of niche markets to better support their customer's needs. Finding synergy among businesses and publishers is key to providing results.

Clickbooth is driving forward with innovative products with continued growth and success planned for 2010. As more and more advertising departments leverage the power of the Clickbooth affiliate CPA network, they are finding that they are able to obtain more for their advertising dollar with greater quantifiable results.

Clickbooth was created in September of 2002 in the industry of Internet marketing developing a strong [affiliate cpa network](#). They rigorously screen and monitor the affiliates in order to ensure a reliable environment. With over 20,000 publishers participating in their affiliate network, Clickbooth is changing the face of marketing in a wide range of industries.

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