



**NEWS RELEASE**

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## **ShareASale Pay-Per-Call Exceeds Expectations**

*Merchants Get High-Converting Calls, Top Affiliates See Commission Raises Up to 25%*

**CHICAGO** – March 24, 2010 – After only a few short months the ShareASale pay-per-call platform, powered by RingRevenue, is exceeding expectations, delivering strong results for merchants and gaining traction within the network. ShareASale’s merchants are signing up to track calls like clicks, empowering their affiliate base to help broaden their reach and boost sales.

“We continue to hear great things about the ShareASale pay-per-call platform from our merchants and our affiliates,” said ShareASale founder Brian Littleton. “Quality affiliates are driving calls that convert, providing both our merchants and their affiliate partners with an exciting new way to build their businesses.”

ShareASale advertiser Legacy Learning Systems launched pay-per-call services through ShareASale in January 2010. Within the first 30 days, Legacy generated nearly 200 calls. One hundred percent of the calls that qualified for an affiliate commission payout have converted to a sale. Some affiliates have done so well that Legacy increased their commissions by up to 25 percent.

“The program is exceeding our ROI expectations,” said Matt McWilliams, Legacy affiliate manager. According to McWilliams, the pay-per-call reporting, campaign creation and affiliate management tools are easy to use. “It only took about 10 minutes to set up each of my campaigns and it’s been easy to analyze the reports, listen to caller recordings and make pricing adjustments to better compensate affiliates for generating quality calls,” he said.

Legacy also has seen new activity from previously dormant affiliates, increased sales both online and off, and a boost in new registrations as affiliates realize the potential of pay-per-call. ShareASale’s pay-per-call platform is responsible for 15 to 20 percent of new signups, said McWilliams. A detailed case study is accessible here: <http://blog.shareasale.com/wp-content/uploads/2010/03/shareasale-pay-per-call-case-study-legacy-learning.pdf>

In addition to making pay-per-call campaigns available to affiliates to promote, merchants are also using the platform to track and manage their own direct call-based campaign promotions, where they don’t pay affiliate commissions. “In addition to providing affiliates with tracking phone numbers, our merchants can also instantly activate phone numbers that they can use to better track the performance of their internal online media buys, paid search initiatives, and overall website performance,” said Littleton. “It’s a very complete solution that’s paying off in a big way for our merchants.”

Merchants and affiliates interested in getting started with the ShareASale pay-per-call platform should visit: <http://www.shareasale.com/paypercall>.

### **About ShareASale, Inc.**

Chicago-based ShareASale is a provider of e-commerce tracking and affiliate management solutions for small- to mid-sized businesses. By facilitating relationships between affiliate marketers and merchants, ShareASale helps its clients tap into new sources of revenue. With over 2,000 merchants and thousands of affiliates, ShareASale is committed to driving all-around profitability based on fair, honest, and proactive practices.

### **About RingRevenue, Inc.**

RingRevenue tracks and manages calls even better than clicks, enabling affiliate networks and advertising agencies to track purchases made by phone. RingRevenue's patent-pending pay-per-call platform makes it easy for online and offline publishers to promote call-based campaigns through the leading affiliate networks, and the company's proprietary call quality processing engine ensures delivery of the highest-quality callers to advertisers. RingRevenue provides its pay-per-call platform to several leading affiliate networks and agencies. For more information about RingRevenue or to schedule a demo, please visit [www.ringrevenue.com](http://www.ringrevenue.com) or call 866-943-6426.

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