

Leveraging The Affiliate Channel to Boost Performance Across Search & Display.

How NMPi & Advertise Purple Can Maximize Your Digital Marketing Strategy

WORKING WITH US

Affiliate Marketing is often overlooked in the digital industry, but it's a powerful channel that can shape marketing and business performance. Through partnering with NMPi and Advertise Purple, brands see significant improvement across paid search, display, and social efforts, **all at no risk, thanks to our CPA-based performance model.** Advertisers have access to industry-leading technology and experts, allowing for more nuanced campaigns and optimization. We're driven to find the best solutions that maximize success for everyone involved.

OUR APPROACH

NMPi and Advertise Purple are flexible enough to fit into any digital marketing strategy. We can provide **full coverage across all channels or deliver service in specific markets on one channel**, working alongside other digital agencies.

Support is available across the entire paid search space, including Google Shopping, international campaigns, and secondary search engines. Unrestricted by budgets, our team looks to drive performance in every possible area. Our unique approach to campaign structure and account optimization is **geared towards one thing: ensuring maximum revenue.**

We deliver a full-funnel solution for programmatic display, maximizing returns from engaged users and sourcing completely new customers for clients. Advertisers can also utilize our **dynamic creative capabilities** to create custom, data-driven campaigns that target and engage users at just the right time in the customer journey.

OUR RESULTS

Advertisers consistently see positive results when leveraging the affiliate channel to drive success in paid media. After adding NMPi to the mix, display clients have seen a **20% average lift in revenue month-over-month.** NMPi Search made up an **average of 22% of total affiliate revenue for Advertise Purple clients** with **over 43% of total revenue in some cases.** Across both display and search, **we have driven a 34% average quarter-over-quarter lift in revenue.**



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