

WHAT YOU CAN ACHIEVE WITH A GLOBAL AFFILIATE MARKETING AGENCY

AVOID THE BOOM/BUST CYCLE

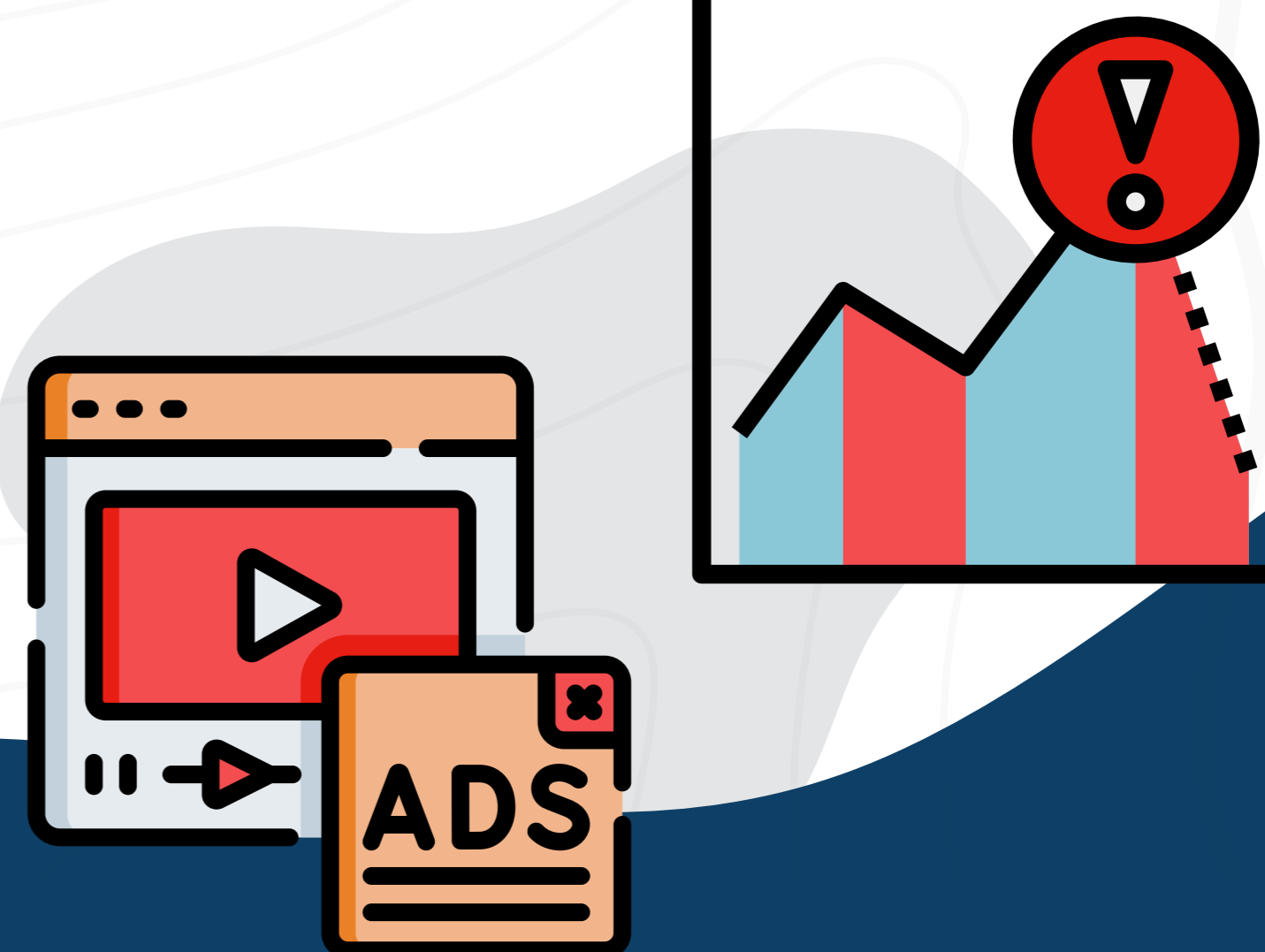
4 OUT OF 5 BRANDS HAVE AN AFFILIATE PROGRAMME BUT MANY RISK FALLING INTO THE BOOM/BUST CYCLE.

Acceleration Partners (AP) builds campaigns that are designed to last, connecting you with great partners to fuel continued growth and revenue increases.

boom • bust • cycle

NOUN

Where a new campaign initially produces strong results but then quickly loses steam.



ACHIEVE DYNAMIC RESULTS

AFFILIATE MARKETING ALREADY DRIVES

16% OF E-COMMERCE SALES

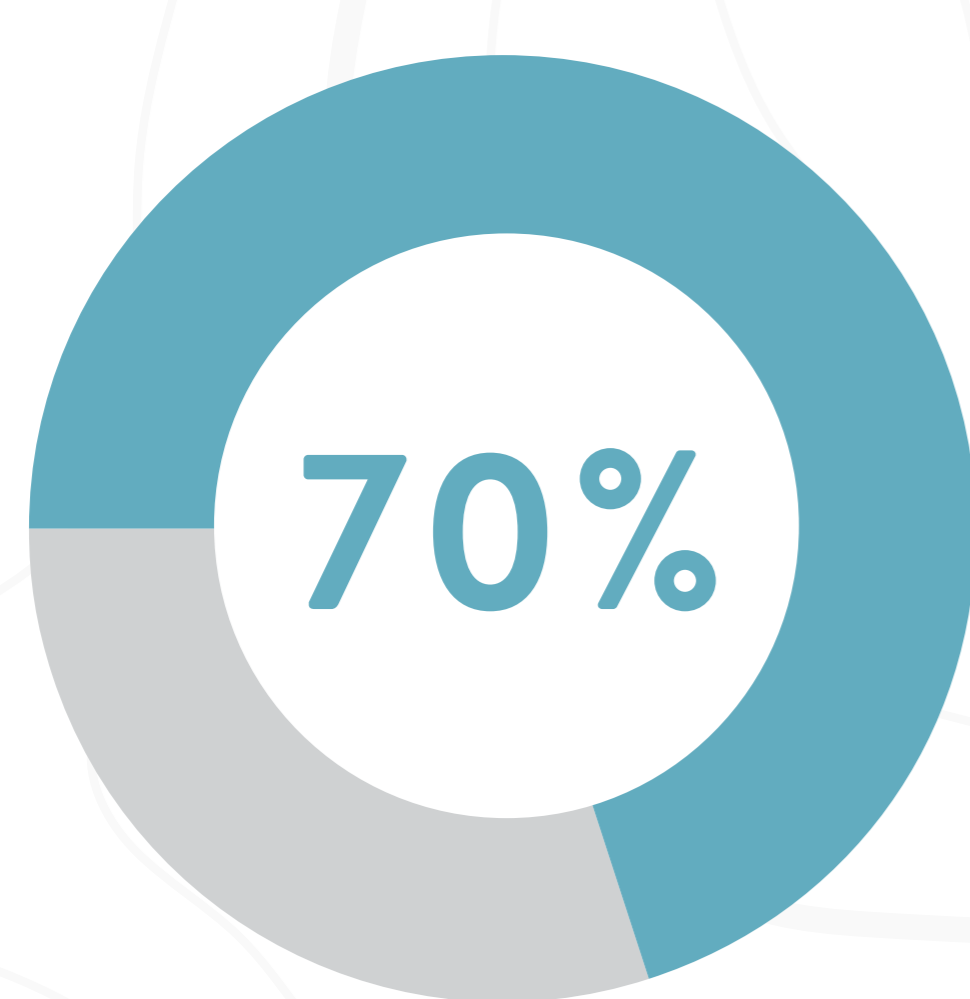
BUT TOP PROGRAMMES CAN DRIVE EVEN MORE.

AP sets you up for success by building a tailored, outcomes-based partnership marketing programme for your brand to make affiliate marketing an integral part of your sales model.

BETTER UNDERSTAND YOUR TARGET AUDIENCE

NAVIGATING CULTURAL DIFFERENCES AND VARIATIONS IN PURCHASING TRENDS AMONG DEMOGRAPHICS CAN BE DIFFICULT.

Understanding your target audience is key. With program management experience in more than 40 countries and a vast network of global affiliate partners, AP can reach the right audiences in your target markets.



70%
OF CONSUMERS WANT PERSONALISED AD EXPERIENCES



OVERCOME YOUR GREATEST GROWTH HURDLES

AP's client-focused approach to affiliate marketing campaign management centers around your brand and its needs. We analyse past campaigns to improve future ones and deliver measurable value.

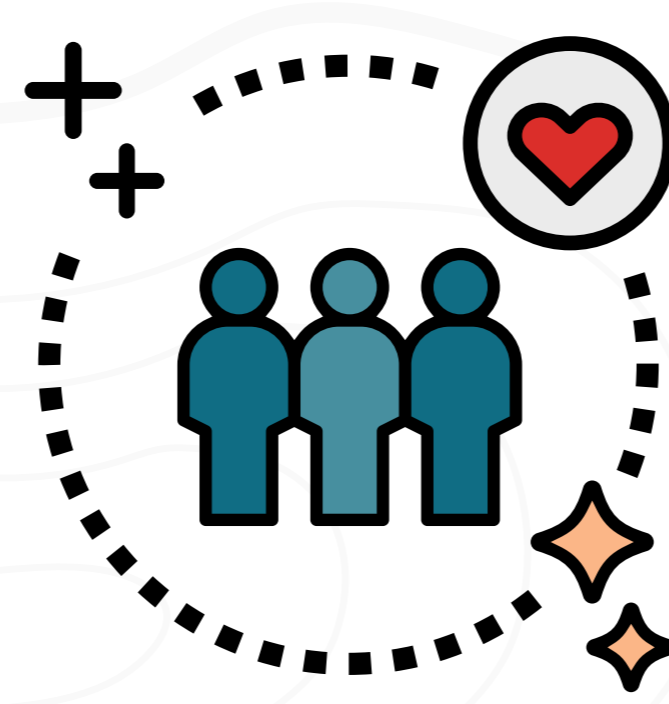
22%

OF MARKETING LEADERS MADE BOOSTING SALES AND REVENUE THEIR TOP GOAL IN 2023.

FIND PARTNERS THAT ALIGN WITH YOUR VALUES

88%

OF CONSUMERS CONSIDER AUTHENTICITY AN IMPORTANT TRAIT WHEN DETERMINING WHICH BRANDS TO SUPPORT



46%

OF CONSUMERS WOULD PAY MORE FOR PRODUCTS FROM BRANDS THEY TRUST

Acceleration Partners carefully vets all partners to ensure that they exhibit integrity and transparency, matching only the right partners to your business.

SHED MISCONCEPTIONS AND GENERALISATIONS

80%

OF BRANDS NOW LEVERAGE AFFILIATE PROGRAMMES



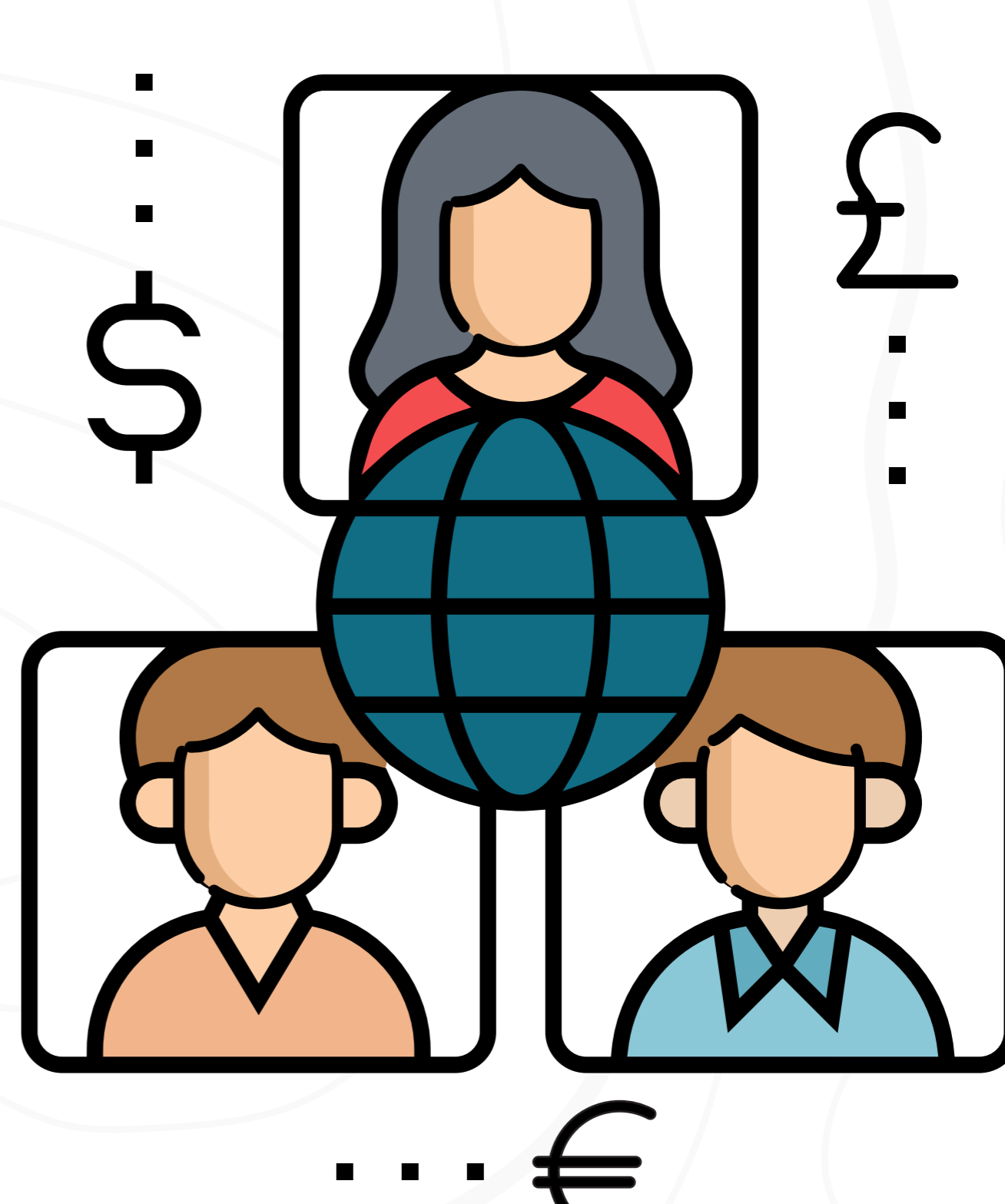
1 OUT OF 5 HAS YET TO EMBRACE THIS HIGHLY EFFECTIVE MARKETING TACTIC.

While AP will always respect your boundaries, we encourage you to shed misconceptions and generalisations about affiliate types so that you can harness the true power of affiliate and partnership marketing.

MODERNISE YOUR ATTRIBUTION MODEL

ONLY 22%

OF AFFILIATE MARKETERS BELIEVE THEY ARE CURRENTLY USING THE RIGHT ATTRIBUTION MODEL TO MANAGE THEIR PROGRAMME.



AP's integrated attribution model optimisation ensures that your affiliates are properly compensated for their efforts.

UNLOCK THE FULL POTENTIAL OF YOUR PARTNERSHIP MARKETING PROGRAMME.

CONNECT WITH US

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