



CASE STUDY



Dual Affiliate Programmes Produce 49% Lead Conversion Rate

THE CHALLENGE

Client X's existing affiliate programme was purely focused on addressing the "buy" component of the business model. This programme not only failed to address the "sell" aspect of the business, but it also had several other shortcomings, including a lack of dedicated resources and in-house expertise, and was plagued by fraudulent behavior. The affiliate programme was centered around encouraging consumers to purchase gently used products that were in good condition. However, it did not attract consumers interested in selling their used products to Client X.

After providing Client X with a free programme analysis, Acceleration Partners outlined the following objectives to enable the client to enhance the effectiveness of the affiliate channel and eliminate fraud:

- Put a stop to trademark bidding fraud
- Create a "sell" affiliate programme
- Expand and diversify affiliate partnerships
- Switch to an affiliate network that better aligns with organisational goals
- Leverage AP's guidance in overseeing a dual-store programme

OUR APPROACH

Acceleration Partners' first priority was to establish an effective communication platform to disseminate important information to existing affiliates. AP also informed top affiliates that Client X was disbanding its current network and intended to launch a new one. Only the most valuable affiliates were invited to join Client X's programme on the new network.

Acceleration Partners identified those affiliates engaging in fraudulent practices and those not adding value to Client X's programme. These affiliates were red flagged to ensure they did not receive an invite to the new network.

Several outreach campaigns informed affiliates about the sell-focused programme. The campaigns explained the commission model and other key programme tenets to clearly demonstrate the benefits of participating in this unique opportunity.

RESULTS

173%

increase over lead generation goals

Launched

"sell" oriented affiliate programme

20%

of total revenue driven by content affiliates

49%

"sell" store lead conversion rate



From working with other companies with a similar buy/sell model and successfully managing their programme, we were confident that we could add value to our client. However, their outcomes have far surpassed our expectations,"



Renee Christensen

Senior Director, Acceleration Partners

LET'S CONNECT

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