

CASE STUDY



Unique Partnership Drives High-Value Leads and Acquisitions For B2B Affiliate Marketing Programme

THE CHALLENGE

A global brand with a B2B-focused affiliate programme had established lucrative partnership deals with large restaurant groups and enterprises. However, user feedback on their popular consumer-facing app indicated that the client's partnership model wasn't well diversified, as it did not include enough small- and medium-sized restaurants.

To help ensure the brand was not missing out on potentially valuable growth opportunities, Acceleration Partners' programme management team got to work. They applied their extensive experience to capture the attention of difficult-to-engage small and midsize business (SMB) owners and get them to take advantage of affiliate offers. AP and the client worked together to establish attainable goals and expectations.

OUR APPROACH

The Acceleration Partners client services team worked with our unique in-house publisher development team to identify non-traditional partnerships that could effectively accomplish the client's two primary objectives of acquiring high-value leads and converting these leads into affiliate partners.

They recommended an outside-the-box solution, a partnership with **Valpak**, citing their well-established direct mail business model, impressive record of success, and advanced targetting capabilities.

The client agreed to run an initial A/B test campaign with Valpak, which exceeded all cost per acquisition and cost per lead expectations. As a result, additional campaigns followed, and the relationship between Valpak and the client has continued to flourish.

The AP team onboarded Valpak onto the technology platform, **impact.com**, to accurately measure performance of the print campaign.

Test content was distributed to 50,000 client-selected restaurants, and included printed URLs powered by **impact.com** tracking links, along with QR codes.

The client incentivised high-value affiliate partners to join the programme with a short-term exclusive offer.

RESULTS

45%

conversion rate for all leads generated
via Valpak partnership

CPA/CPL

goals achieved

5

successful campaigns to date

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