



CASE STUDY



GoToMeeting's B2B Affiliate Programme Yields 725% Increase in Paid Accounts

THE CHALLENGE

Prior to the global COVID-19 pandemic, some organizations realised the huge benefits of offering remote and hybrid work opportunities, though the market for video conferencing and remote collaboration tools was relatively small. When the demand for video conferencing services skyrocketed during the pandemic, existing remote collaboration and communication solution providers scrambled to expand their service offerings so they could capture as many new accounts as possible.

While **GoToMeeting** was able to expand as millions of professionals transitioned to work-from-home roles, the virtual collaboration and video conferencing space had suddenly become saturated. The brand sought to increase market share, drive paid accounts via its affiliate channel, and maintain a programme CPA of \$100-\$200 throughout the campaign.

OUR APPROACH

Acceleration Partners identified areas of opportunity around partner recruitment, activation, and optimisation. Then the team created a curated list of global partners to boost GoToMeeting brand awareness. Each partner was targetted with personal email messaging, which included sign-up links and GoToMeeting product information.

Partner Optimisation

AP offered a three-month CPA increase to high-value content partners in exchange for a review or blog post.

Partner Activation

Acceleration Partners worked to foster new partner relationships on a global scale.

Partner Recruitment

Fresh and captivating new content, along with CPA increases and bonus incentives helped the team leverage partnerships.

These efforts allowed GoToMeeting to expand its market share and transform the affiliate programme into one of its most valuable channels.

RESULTS

725%

increase in paid accounts
period-over-period (PoP)

701%

increase in free
trials PoP

146%

increase in click
active partners PoP

100%

increase in action
active partners PoP

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