

## CASE STUDY



# Targetted Marketing Tactics Allow Le Col To Tap Into a Lucrative Market

## THE CHALLENGE

As part of its overall growth strategy, premium British cycling apparel brand with a single-minded focus on performance Le Col launched a highly anticipated affiliate programme. However, the brand's new programme was under performing in several key metrics, especially when compared to other digital channels. Its most concerning trend was around partner activation rates well below initial projections.

LeCol sought to accelerate affiliate channel growth through partner recruitment and reactivation, and the team set the following primary objectives:

- Leverage a targetted recruiting and reactivation campaign to increase sale active partners by 70%
- Create a new programme product feed to activate a more diverse range of partners.
- Cost-effectively increase total order volume derived from the affiliate channel.

## OUR APPROACH

Acceleration Partners analysed existing programme partners and created a targetted reactivation list. They also performed a GAP analysis of Le Col's competitors and identified 300 top-tier partner recruitment targets across a range of partner types.

The team developed and implemented a streamlined recruitment and activation strategy and capitalized on the increased popularity of cycling and related products. As a result, Le Col's affiliate programme is now a top-performing channel.

### New Programme Product Feed

The team helped Le Col launch a new programme product feed, creating opportunity to work with Price Comparison and CSS partners.

### New Partner Recruitment and Activation

Messaging focused on brand growth, increase in product demand, and compelling brand promotions.

New partners received a 5% CPA increase during their first month upon activation.

### Engagement of Existing Partners

Messaging focused on product demand and compelling brand promotions.

The team negotiated increased exposure and strengthened relationships with existing partners.

## RESULTS

# 205%

month-over-month increase in sales via the affiliate channel

# 150%

year-over-year increase in active affiliate partners



The great results we have seen have been made possible by Acceleration Partners' effective account management.



**Andrew Longley**  
Digital Director, Le Col

LET'S CONNECT

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