

CASE STUDY



Redbubble Drives Incremental Sales Across Europe Via Affiliate Marketing

THE CHALLENGE

Redbubble, a global online marketplace powered by more than 400,000 independent artists, sells high-quality, unique, everyday products (apparel, stationery, housewares, bags, wall art, and more). The brand looked to their Acceleration Partners (AP) team to:

- Grow brand awareness in the three new European markets into which they were expanding
- Diversify their affiliate mix, reducing share of one affiliate type driving 80% of total programme revenue at that time while driving aggressive monthly sales growth
- Increase incrementality to meet their return on ad spend (ROAS) target

OUR APPROACH

Redbubble's AP team developed a strategy that would leverage the affiliate model to spread sales across a range of quality market-local partners to support the client goals of raising brand awareness and increasing channel profitability.

In addition, the team leveraged learnings from Redbubble's UK market launch to ensure the wider European market launch was efficient and hit aggressive sales goals.

The strategy focused on the recruitment, activation, and optimisation of affiliate partners.

- **Recruitment:** To diversify the partnership mix within Redbubble's UK programme and grow reach in the new European regions, AP actively sourced and recruited new affiliate types that would be a relevant fit across all four markets and align with Redbubble's goals, including Price Comparison, Sub-Network, and Voucher. By establishing new strategic partnerships which aligned with brand goals, revenue contribution of different affiliate types significantly increased, while maintaining an incremental sales volume with existing partner types.

- **Activation:** To re-engage dormant partners on the programme, the AP team conducted an activation campaign. Affiliate partners who had been inactive for six months or more were removed from the programme. From the activation campaign results the AP team had the opportunity to cross-recruit for the German, French and Spanish markets, and targeted communication based on engagement status. This resulted in 150 click-active and 72 new sale-active affiliates.

- **Optimisation:** In collaboration with Redbubble, the AP team used a tailored approach to focus affiliates on specific product categories, during seasonal campaigns with the goal of amplifying brand reach and awareness. The AP team also continually evaluated campaign performance to ensure investments were being made with the right affiliate partners at the right time.

THE RESULT

Since launching their affiliate programme across Europe, the AP team has helped Redbubble grow revenue, exceed sales targets, and drive significant growth in each of the emerging markets, exceeding the programme ROAS target. In addition, the strategy improved the revenue contribution of different affiliate types.

300%

YoY UK market sales growth

835%

increased German market revenue
(21% above goal)

337%

over annual revenue target

£152k

additional revenue in France
and Spain



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