

CASE STUDY



SitePlug Drives \$14M+ in Sales for Acceleration Partners' Clients

THE CHALLENGE

Some of Acceleration Partners' clients were losing high intent users to competitors on various stages of their customer journey. SitePlug's unique approach to Search and Content helped clients regain these lost users efficiently and effectively. With SitePlug's distinctive media placements, Acceleration Partners was able to achieve the following:

- Drive incremental sales for AP clients through new customer acquisitions
- Plug bottom-of-funnel leaks for clients and retain existing users
- Optimise clients' performance through automation



OUR APPROACH

Acceleration Partners pointed brands to SitePlug's three innovative performance solutions:

Site Discover

Up to 90% of all users search for reviews and deals before making a purchase. Site Discover helped brands effectively reach high intent users by providing them with instant access to over 10,000 content websites, voucher partners and social media handles—maximising integration and setup time, which reduced costs and achieved high return on ad spend and conversion rates.

Site Direct

Up to 50% of users try to navigate directly to a brand's webpage, and out of these users, 30% get lost because of various typographical and top-level domain errors. With the help of Site Direct, AP clients ensured users reached the brand's landing page without being distracted by competitor ads and avoided the lengthy legal process of acquiring typo domains, saving brands time and money.

Site Suggest

Brands spend a considerable amount of their search budgets on major search engines. With Site Suggest, they got access to the small- and medium-sized browsers, search engines/extensions and keyboard apps at a cost-effective cost per action. Brands were able to unlock instant access to users of these applications with recommendations based on branded keywords, typos and generic keywords before they even reached a search engine results page.



RESULTS

\$14M+

sales driven for 40+
AP clients 2019-2022

5%+

conversion rates across
all verticals

58K+

leads driven for
Finance clients

62K+

leads driven for
Technology clients

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We absolutely love working with the team at Acceleration Partners. They're very approachable, open to experimenting, and extremely clear regarding their clients' KPIs. This makes it incredibly easy to achieve the set goals and targets. It's been a fantastic collaboration and we look forward to reaching new heights with them in the coming years.

LET'S CONNECT

ABOUT SITEPLUG

| SITEPLUG®

SitePlug drives incremental sales from high intent users by leveraging the power of search and content. Our key performance products - Site Discover, Site Direct, and Site Suggest help brands to enable a frictionless path to purchase and conversions. SitePlug is trusted by leading brands, has partnerships with 60K+ publishers, and has integrations with key affiliate platforms. Today, brands drive over a billion dollars in incremental revenue leveraging SitePlug's proprietary technology to achieve higher ROI.

