ACCELERATION PARTNERS® + **leesa®**

THE CHALLENGE

One year after separating from Acceleration Partners and engaging a more cost-effective outsourced affiliate marketing agency, Leesa's affiliate programme was sagging. Revenue base, return on ad spend (ROAS), and programme performance and metrics had all declined.

Leesa's affiliate programme lacked:

- **A dedicated client services team, often resulting in long lead times for creative**
- **Knowledgeable and established resources in every country their programme operated**
- **Strategic planning and affiliate recruitment, implementation and optimisation expertise**

OUR APPROACH

Leesa returned to Acceleration Partners for the relaunch of their affiliate programme. As a truly global partnership marketing agency, Acceleration Partners had the extensive affiliate programme management experience and dedicated in-country resources to support Leesa with data-driven solutions wherever their programme operated. The dedicated Acceleration Partners global client services team immediately got to work, completing a full programme audit to identify opportunities for optimisation and cost efficiency.

Recommended moving the programme back to last click attribution	Implemented creative optimisations with top mattress review sites and content partners	Executed Share of Voice recruitment to increase conversion rates through high SEO authority article placements

RESULTS

200%+
ROAS Increase

7.6%
Traffic Increase M/M

+2%
Added Revenue M/M[1]

35+
High-Visibility Back-to-School Mass Media Inclusions[2]

> "Working with our account team at Acceleration Partners has been an incredible experience. They have displayed professionalism, clarity, knowledge and drive while helping ensure the Leesa affiliate programme is optimised to its fullest extent. The consistency of communication and reliability have been a treat, especially in this quick-pivot landscape. Strategy sessions are both fun and insightful while execution is clean and impactful. Leesa's team at AP has helped us secure placements and foster relationships that would take considerably more resources done single-handedly and without their guidance."

LET'S CONNECT

[1] 1 million+ in revenue, August 2021 (+2% M/M), [2] Including coverage from Forbes, USA Today, ET Online, The Rachel Ray Show, Architectural Digest, Variety and HGTV