

Global Cybersecurity Software Company Increases Revenue by \$63k+ with Acceleration Partners

THE CHALLENGE

A large global cybersecurity software company looked to increase revenue via its affiliate channel in Japan, focusing on optimising existing affiliate partners for their “Summer Campaign” - an annual sales campaign run for seven weeks.

They were encountering several challenges:

- Many existing programme partners were dormant
- A lack of local internal resources to execute campaign deliverable in Japan
- No in-market language expertise to engage and grow programme partners

OUR APPROACH

As a global partnership marketing agency, Acceleration Partners provided the client with on-the-ground account management and partner development expertise to exceed campaign goals and establish successful, in-market partnerships.

Launched a targeted reactivation and optimisation campaign focused on Loyalty and Content partners to target consumers across the sales funnel.

Adapted partner communication and promotional materials into the local language.

Utilised existing partner relationships to negotiate exposure. Strategic CPA increases were offered to partners in exchange for additional campaign exposure.

RESULTS

\$63k+
Added Revenue

+1555%
Traffic Increase P/P*

+287%
Units Sold P/P

+1957%
Revenue P/P

LET'S CONNECT