

CASE STUDY



Building an Effective Affiliate Programme From the Ground Up

THE CHALLENGE

The client, a children's specialty retailer, operates in an extremely niche market. Additionally, the retailer's in-house team had virtually no experience creating, launching, or managing an affiliate marketing programme. However, the retailer does have a well-established business model and strong sales revenue, which serve as a viable launching point for a successful affiliate programme.

The retailer's goal for the affiliate programme was to enhance brand awareness among potential customers. The client also hoped to use the affiliate channel as its primary method of acquiring additional online buyers.

In order to achieve all of the client's performance goals, Acceleration Partners needed to develop an affiliate programme that drove both in-store and online sales. This would require the creation of new partnerships with traditional and non-traditional affiliates.

OUR APPROACH

Acceleration Partners crafted a custom strategy that addressed the unique needs of the client. This strategy outlined several steps that must be taken to ensure the programme's success. Acceleration Partners' plan involved the following:

- Launch the programme on one dedicated affiliate network
- Launch coinciding loyalty programmes to increase total sales
- Partner with Access Networks and Discover
- Set a competitive commission structure
- Connect with non-traditional affiliates via a storefront programme
- Develop modernised marketing strategies
- Recruit thousands of content bloggers

Acceleration Partners' multifaceted approach laid the foundation for a successful affiliate programme. It also advanced the client's goals of increasing brand awareness by using established affiliate marketing tactics. Most importantly, the aforementioned solutions drove both in-store sales and online transactions, which was integral to meeting the client's revenue goals.

RESULTS

451

schools joined the storefront programme in the first five months

99%

of all affiliates are content bloggers

175%

increase in affiliate base without using voucher sites

60%

conversion rate via Discover partnership

67%

year-over-year affiliate programme revenue increase

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