

CASE STUDY



How Exclusivity and Savvy Strategy Helped Blurb Raise ROAS and Increase Incremental Sales

THE CHALLENGE

For six years, Acceleration Partners (AP) had managed the popular affiliate programme for **Blurb**—an American self-publishing platform that allows users to create, self-publish, promote, share, and sell their own print and e-books.

When Blurb shifted their programme commissioning structure to pay only affiliate partners driving new customers (vs all sales), top revenue-generating loyalty partners left the programme. Projections revealed that reaching Blurb's ROAS goal would require an unprecedented number of clicks and a significant increase in average order value.

OUR APPROACH

Because Blurb offered near weekly promotions, exclusive promo codes, and tiered commission incentives, the AP team recognised that voucher partners (effective at driving new customer acquisition) would provide Blurb with the most success. However, like many brands, Blurb had historically refused voucher affiliates, skeptical of their ability to drive incremental sales.

The AP team shared initial projections against the ROAS goal and recommended a 90-day campaign test, to which Blurb agreed:

- Strategically select and add six voucher partners at a lower commission rate
- Incentivise a few loyalty partners to promote the brand with a higher commission
- Commission partners on any Blurb bookstore sale

THE RESULT

Traffic to Blurb's site, orders, and revenue skyrocketed and almost every voucher partner outperformed expectations. For partners driving existing customer sales, ROAS was nearly triple projection.

361%

YoY revenue projection

30%

of orders generated by voucher partners

50%

commission expense reduction

50%

ROAS increase for some partners

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