

CASE STUDY



THE CHALLENGE

Swarovski wanted to migrate its affiliate program to one affiliate platform. The challenge this luxury jewelry brand and their partnership marketing agency, Acceleration Partners, faced was two-fold:

1. Their affiliate program covers 20+ countries, all of which were tracked individually with activity split across multiple affiliate networks.
2. In line with its brand repositioning, Swarovski wanted to remove certain partners from the program ahead of the migration.

OUR APPROACH

To conduct this migration effectively and with as little impact on day-to-day business as possible, Swarovski required expertise, guidance, and support from a global partnership marketing agency. The Acceleration Partners team created a customized, step-by-step migration plan, including:

Reviewed program partners across EMEA, APAC and North America to determine who would be migrated.

Utilized MediaRails – part of the platform’s technology offering- to send and schedule regular partner emails regarding the migration.

Audited all migrated partners to ensure that their links and creatives were updated. And recruited new partners that aligned with the clients refreshed brand image.

RESULTS

81%

of partners sale-active
in two weeks.

98%

of total revenue migrated
in three weeks.

[CONTACT OUR TEAM](#)