

CASE STUDY



Luxury Retailer Realises 10% Increase in Overall Revenue from Technology Affiliate

THE CHALLENGE

Acceleration Partners (AP) helped a luxury home decor and furniture brand client launch a new affiliate programme to drive efficient business growth and elevate brand awareness. Following initial programme success and strong performance from "traditional" high-value affiliate partners (e.g., content, loyalty, voucher), the client sought to diversify their programme with non-traditional affiliate partners to better optimise conversions.

OUR APPROACH

After learning more about the client's optimisation objectives, AP's partner development team recommended **UpSellit** – a technology company that designs, develops, and optimises personalised conversion experiences for leading brands – based on these features:

Capability to easily align with the brand's identity and messaging

Seamless integration with the brand's site at targeted stages of the conversion funnel

100% performance-based (CPA) pricing model (brands only pay on outcomes/conversions)

The AP team provided an educational overview of UpSellit, shared projections for conversion optimisation and cost-effective revenue increase, and proposed a test campaign with this non-traditional affiliate at a lower commission rate.

THE RESULT

10%

increase in overall programme revenue

30%

decrease in overall CPA

Top 3

programme partner

Highest Converting Channel

across all digital marketing channels

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