

CASE STUDY



Helping Pura Vida Bracelets Double Affiliate Programme Revenue

THE CHALLENGE

Pura Vida, a hand-crafted bracelet and jewelry brand known for partnering with charities around the world, looked to Acceleration Partners (AP) to help them achieve 2018 revenue goals:

- Double their 2017 revenue
- Drive 8-10% of that through their affiliate marketing programme

The AP team recognised an opportunity to take a multi-channel approach, harmonise Pura Vida's online and offline marketing initiatives, recruit high-quality affiliate partners, and ensure brand-aligned partners represented Pura Vida in the best light possible.

OUR APPROACH

The AP team recommended that Pura Vida transition from working primarily with content partners to focus on top voucher, deal, and loyalty program partners, and optimise top affiliate partners to ensure brand-aligned promotion.

- Completed weekly affiliate programme partner reviews and removed voucher codes from unapproved partners
- Carefully and consistently evaluated programme conversion data (e.g., conversions, traffic, partner performance)
- Strategically commissioned voucher, deal, and loyalty partners, providing exclusive-limited-time voucher codes to top partners
- Negotiated homepage and other placements on top partners' sites
- Established clear communication with the Pura Vida team and their affiliate partners

THE RESULT

Our team helped Pura Vida achieve their goals, strengthen partner relationships and marketing initiatives, add global artisans, and gain exposure on brand-aligned voucher sites.

Doubled

prior year's revenue

\$19,000

saved in publisher commissions

\$1.5M

donated to charity partners from revenue

LET'S CONNECT

www.accelerationpartners.com