CASE STUDY

ACCELERATION PARTNERS®

Why Leading Retail Brand Cut Budget From All Marketing Channels Except Affiliate

THE CHALLENGE

After initially realising notable success from their paid and digital marketing, including significantly increased brand awareness and loyalty online, our client (a leading retail brand) eventually started to experience diminishing returns from these channels, including more expensive keyword bidding for branded and non-branded terms and lower return on ad spend (ROAS).

OUR APPROACH

After a careful review of their attribution model, performance results and returns from all of their marketing initiatives, the client's internal leadership team decided that budgets across all marketing channels needed to be either cut or significantly tightened. The only exception to this was their affiliate marketing programme. Since affiliate marketing is a pay-for-performance model with consistently steady returns, the client determined that it made the most financial sense to not cut funds from their affiliate programme.

THE RESULT

The client realised higher ROAS via affiliate, receiving $6 back for every $1 spent through affiliate marketing.

$6
back for every $1 spent through affiliate marketing

6:1
return on investment

For more, read our blog **Why Brands Should Lean into Partnership Marketing Given Market Inflation**

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