

## CASE STUDY



# Succeeding in APAC – In-Region Experts Drive Growth for Swarovski

## THE CHALLENGE

**Swarovski** - a luxury jewellery brand that designs and sells the highest quality crystal, gemstones and diamonds - had seen great success in its global affiliate programme.

Across APAC, they had become heavily reliant on retargeting partners, leaving Swarovski in a vulnerable position.

Swarovski approached AP to create a regional affiliate strategy that diversified their programme and drove growth cost-effectively. The following goals were agreed upon:

1. **Increase the proportion of revenue driven by non-retargeting partners**
2. **Maintain a ROAS (Return on Ad Spend) no lower than €15 across APAC**



## OUR APPROACH

AP's on-the-ground team devised a market-specific growth strategy that focused on the following three strategic pillars:

### Recruitment

The team benchmarked competitors across APAC to identify new partner types to recruit. Affiliate marketing is less advanced in APAC than in the US and Europe and more time is often needed to educate partners on the benefits of working in the affiliate channel. AP deployed a market-specific communication strategy. Partners were communicated with according to in-market preference, considering local business culture and market nuances.

### Affiliate Service Providers

In Japan, many partners are unfamiliar with traditional affiliate tracking platforms and prefer to work directly with Affiliate Service Providers (ASPs). They operate similarly to a sub-network, and over 50 local ASPs control most affiliate traffic. AP used its existing relationships with top-tier ASPs to recruit and optimise partners at scale.

### Local Shopping Events

Swarovski's promotional calendar didn't align with popular shopping events in APAC. To increase partner activation, the AP team reviewed local shopping events and planned additional exposure by market. During these events, partners were offered commission increases for additional brand exposure.

## RESULTS

# 226%

increase in non-retargeting revenue YoY

# €22

avg. ROAS maintained

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Acceleration Partners' excellent strategic support and strong local resources have significantly contributed in the growth of our global affiliate programme. The team is sharp, hard-working and regularly reviews operational effectiveness to improve processes and performance. We also strongly value AP's continuous examination of regional market trends to ensure our affiliate activity is tailored to market nuances.

LET'S CONNECT