

CASE STUDY



Le Col Drives Cost-Effective Growth via the Affiliate Channel

THE CHALLENGE

At the start of 2022, Le Col was not hitting revenue targets across the business. Demand for cycling products had returned to pre-covid seasonal trends and the winter months are traditionally slower for the sale of cycling products. To drive sustainable growth, the challenges for Le Col were two-fold:

1. They needed to increase revenue in a cost-effective way.
2. Inflation and changing seasonal trends created an unstable economic climate. Le Col needed to diversify their audience and increase new customer acquisition.

OUR APPROACH

The Acceleration Partners (AP) team created a three-pillar strategy to drive cost-effective growth for Le Col.

Program Efficiency

AP introduced new commission tiers to increase channel efficiency. Different commission tiers were created for top and bottom-of-funnel partners and higher commission was offered for new customer purchases.

Partner Optimization

AP negotiated new placement opportunities that would drive the strongest ROAS. Content partners were offered gifts in exchange for engaging product reviews and new customer rates were given to specific loyalty and coupon partners.

Partner Recruitment

After reviewing partner performance, AP established top performing partner categories where additional partners could be recruited, focusing on: Buy Now Pay Later Partners, Card-Linking Offer Partners and Content Partners.

RESULTS

85%

increase in revenue
QoQ

Average cost of sale
decreased by

41%

64%

increase in new
customer sales QoQ

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