



## CASE STUDY



# CouponFollow Increases Revenue +37% For Brands From Diverse Verticals

## THE CHALLENGE

Acceleration Partners (AP) works with leading brands from diverse verticals, delivering end-to-end affiliate and partnership marketing services at scale. Some common programme challenges AP was hearing from clients that we sought to address included:

- Finding opportunities to cost-effectively boost reach and sales
- Increasing brand awareness and growing marketplace presence
- Attracting loyal customers and building retention

The AP team realised a strategic partnership with a voucher affiliate could solve many of these challenges, but some small- to mid-sized brands were running into a roadblock. Some brands either don't offer vouchers or larger holiday placements fell outside of their budgets. The AP team brainstormed with top-tier affiliate CouponFollow and created a unique placement opportunity that was presented to AP brands.

## OUR APPROACH

Thanks to Acceleration Partners' well-established, long-term partnership with [CouponFollow](#), one of the largest voucher destinations for online shoppers, a series of AP-exclusive newsletters were created.

After doing two initially successful exclusive newsletters in 2021, another two newsletters were planned for 2022 with two focuses:

1. **An End-of-Summer Clearance newsletter** was sent during a time when the market was not oversaturated with promotions and competing e-commerce events, thus creating a unique shopping event for the AP brands featured in the email.
2. **A Back-to-School newsletter** was sent during this busy shopping season to capture the attention of high-intent shoppers and showcase a wide variety of AP brands.

What made these newsletter opportunities so appealing was CouponFollow's ability to offer an easy point-of-entry into the promotion: interested AP brands could opt in with an exclusive code, commission increase, or a small flat fee.

CouponFollow was able to provide AP brands with a flexible and cost-effective way to promote their brand, share a compelling deal or offer, and reach a large audience at scale. **The newsletter was sent to CouponFollow's loyal audience of 30,000+ email subscribers.**



## THE RESULT

The AP brands that participated in CouponFollow's Back-to-School newsletter saw impressive results, as seen from the below stats pulled week-over-week.

**+30K**

email recipients

**+37%**

avg. revenue  
increase for brands

**56%**

email open rate

**+13%**

avg. clicks increase for  
brands

**+10%**

avg. transactions  
increase for brands

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Through our partnership with AP, CouponFollow has grown and strengthened our relationships with top tier retailers around the world. AP has helped us increase revenue and share of voice with AP brands on our platform through strategic, dedicated email blasts. We are especially appreciative of AP's account managers, who are always quick to respond to any questions or concerns that arise, making our partnerships with them a true pleasure.



**Tiara Rea-Palmer**  
Director of Partnerships, CouponFollow

**LET'S CONNECT**

**ABOUT COUPONFOLLOW**

**COUPON FOLLOW**

CouponFollow is a real-time voucher code search engine and directory that helps millions of consumers save money each month. By scouring the Internet for the latest discounts and offers, CouponFollow is able to deliver these codes to a global audience of engaged shoppers on the web. CouponFollow also provides valuable tools, guides, research, and reports to help consumers save both time and money. For more information, visit: [couponfollow.com](https://couponfollow.com).



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