



## CASE STUDY



**ACCELERATION  
PARTNERS®**



### THE CHALLENGE

One year after separating from Acceleration Partners and engaging a more cost-effective outsourced affiliate marketing agency, Leesa's affiliate program was sagging. Revenue base, return on ad spend (ROAS), and program performance and metrics had all declined.

#### Leesa's affiliate program lacked:

- A dedicated client services team, often resulting in long lead times for creative
- Knowledgeable and established resources in every country their program operated
- Strategic planning and affiliate recruitment, implementation and optimization expertise

### OUR APPROACH

Leesa returned to Acceleration Partners for the relaunch of their affiliate program. As a truly global partnership marketing agency, Acceleration Partners had the extensive affiliate program management experience and dedicated in-country resources to support Leesa with data-driven solutions wherever their program operated. The dedicated Acceleration Partners global client services team immediately got to work, completing a full program audit to identify opportunities for optimization and cost efficiency.

**Recommended moving the program back to last click attribution**

**Implemented creative optimizations with top mattress review sites and content partners**

**Executed Share of Voice recruitment to increase conversion rates through high SEO authority article placements**

### RESULTS

**200%+**  
ROAS Increase

**7.6%**  
Traffic Increase M/M

**+2%**  
Added Revenue M/M<sup>1</sup>

**35+**  
High-Visibility  
Back-to-School  
Mass Media Inclusions<sup>2</sup>



Working with our account team at Acceleration Partners has been an incredible experience. They have displayed professionalism, clarity, knowledge and drive while helping ensure the Leesa affiliate program is optimized to its fullest extent. The consistency of communication and reliability have been a treat, especially in this quick-pivot landscape. Strategy sessions are both fun and insightful while execution is clean and impactful. Leesa's team at AP has helped us secure placements and foster relationships that would take considerably more resources done single-handedly and without their guidance.

**LET'S CONNECT**