



Acceleration Partners Helps Mattress Retailer Achieve 160% Incremental ROAS with Nontraditional SEM Affiliates

THE CHALLENGE

The challenge this mattress retailer and their partnership marketing agency, Acceleration Partners, faced when recruiting and implementing nontraditional, quality search engine monetization (SEM) affiliate partners was two-fold:

1. Needed to analyze how third-party review sites could impact the customer conversions and attempt to purchase, so as to better capitalize on their top-of-funnel affiliate partnerships.
2. Required creative, out-of-the-box thinking from the Acceleration Partners' team on how the mattress retailer could work with and pay these partners that would have long-term benefits for all involved parties.

OUR APPROACH

The Acceleration Partners team recalibrated the incrementality scorecard to assign a higher weight to nontraditional, top-of-funnel partners to better align with the brand's internal goals and strategy. The team found unique ways to conserve costs and drive greater return on ad spend (ROAS):

Shifted partner payment models for two main partners to a Cost-Per-Click (CPC), moving attribution logic to first-click and implementing fallback cost-per-clicks to support the budget needed to pay upfront for Google rankings.

Scaled ROAS by tying lower incremental ROAS to the partner category at the channel level to account for the shift from traditional partners to nontraditional partners.

Created a proprietary, specialized incrementality scorecard that leveraged data contributions from the retailer's SaaS platform, **Impact**.

RESULTS

160%

Incremental ROAS

15%

Conversion Rate Increase

\$6.50

Cost-Per-Click

\$1.44M

Incremental Revenue
in Q3

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