



CASE STUDY



Affiliate Model Increases B2B Service Provider's Lead Generation and Customer LTV



THE CHALLENGE

A business-to-business (B2B) service provider had made inroads with traditional digital marketing, including organic and paid search. When the in-house affiliate manager for one of our clients went to work for the B2B service provider, they touted not only the value of an affiliate program but also the program management of Acceleration Partners (AP). The client expressed concern that the affiliate model was not “proven” to offer value to B2B brands and was skeptical of exploring this channel. Our team proposed a pilot program which would allow the client to mitigate risk while experiencing the value of the affiliate model.

OUR APPROACH

The AP team focused on business owners signing up for one of the client's free services, which included free hardware (that gave customers access to the free services), generated client revenue based on usage, and created cross-sell and up-sell opportunities.

They developed an attractive \$20 to \$40 cost-per-acquisition (CPA) commission structure that paid affiliates on specific outcomes including initial sign-up, additional hardware or software purchase at registration, and active-seller rate (use product after purchase). They also leveraged AP's extensive CRM database to research top-tier B2B-focused affiliates who would be a good fit for the service provider's brand.

These targeted affiliates received a newsletter campaign educating them on the client brand, products and services, and the value to the affiliates' readers.

THE RESULT

As anticipated, in addition to generating high-quality leads for the client's business, affiliates drove new customers who demonstrated strong lifetime value and exceeded goals.

8.5%

3-month avg. monthly product purchase at sign-up rate (6.25% above goal)

40%

3-month avg. active-seller rate (15% above goal)

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