

TESTING AND OPTIMIZATION

Throughout the process, testing was imperative. The team continuously refined their approach based on the incoming data – including A/B content and subject line testing and optimizing landing pages. They also leveraged existing industry relationships and introduced multiple incentives to drive conversions.

Mass outreach initiatives proved successful. However, the team wanted to ensure they were reaching the right audience – content bloggers. They were committed to taking a thoughtful approach and only bringing the right brand advocates into our client’s program. While AP wanted to reach this enticing incentive, we weren’t going to cut corners to do it.

This meant continual contact list scrubbing and audience updating – sometimes two to three times each week. The team also focused on ensuring that the content bloggers had legitimate email addresses (Gmail, Yahoo, AOL, Hotmail, etc.) and stayed away from anyone with the word “domain” or “info” in their address.

In addition, our AP account team sought support from everyone at AP, not just those on our affiliate team. Team members from almost every department within AP shared our client’s recruitment opportunity on their social channels and brought in new ideas.

THE RESULT

A combination of scalable mass outreach with individual one-to-one outreach and creative trial-and-error tactics proved successful, driving over 1,000 new content affiliates in just one month.

6,600

New Affiliates

127%

Program Growth

LET'S CONNECT

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