



CASE STUDY



AP Helps Men's Retailer Relaunch Affiliate Programme and Achieve 46:1 ROI

THE CHALLENGE

A men's online clothing brand had previously shut down their network managed affiliate programme that failed to bring in new customers and add value to the bottom line. Rather than miss out on a lucrative digital acquisition channel, the retailer partnered with Acceleration Partners (AP) to relaunch their programme and develop a strategy that delivered on the promise of incremental, performance-based revenue.

OUR APPROACH

Acceleration Partners worked in tandem with the retailer to relaunch their affiliate programme with a focus on building relationships with content sites and acquiring incremental, new customers.

- Selected a single affiliate network that provided full transparency and sophisticated attribution tools
- Recruited bloggers and other content sites to provide top-of-funnel brand awareness
- Implemented voucher-locking rules to increase revenue and manage costs
- Partnered with a select group of voucher and loyalty sites that could be leveraged during sales promotions or when the retailer needed to push volume
- Employed third-party monitoring to catch fraudulent and low-quality affiliates
- Analysed internal results and structured the program to meet cost and performance goals

THE RESULT

The relaunch and campaign demonstrated the value of affiliate marketing as a new customer acquisition channel. In addition, Affiliate marketing became one of the retailer's top digital marketing channels.

46:1

ROI realized within 10 months

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