



GoToMeeting realises a 725% increase in paid accounts via their B2B affiliate programme.



725%
INCREASE
IN PAID
ACCOUNTS

CLICK ACTIVE
PARTNERS
INCREASED BY
146%

CLIENT OVERVIEW

GoToMeeting is a service owned and operated by LogMeIn, enabling businesses to connect with anyone, anywhere through video conferencing, screen sharing, conference calling, and more

THE PARTNERSHIP

The global B2B GoToMeeting affiliate programme covers 32 countries, across three regions (North America, EMEA and APAC). Acceleration Partners and GoToMeeting understand the importance of having someone who speaks the local language, has expert knowledge of affiliate marketing and the cultural nuances of the region(s) in which they work. Having experts in each market ensures that strategies are tailored to regional nuances and local partner preferences.

THE CHALLENGE

The work-from-home revolution has gained momentum over recent years, with employees and businesses realising the benefits of remote work. This was accelerated by the COVID-19 global pandemic which required most people to work from home under stay-at-home orders. Suddenly, many employees and businesses had to adjust to working from home and were looking for technology to connect. GoToMeeting was looking to increase share in a crowded marketplace, increasing the number of paid accounts driven via the affiliate channel.

OBJECTIVES

- Increase the number of paid accounts driven via the affiliate channel.
- Maintain a programme CPA of \$100-\$200 throughout the campaign.

SOLUTION

AP worked with GoToMeeting to create a strategy that supported brand growth and increased the number of paid accounts acquired via the affiliate channel. The campaign focused on three strategic areas:

1. **Partner recruitment:** Sourcing new partners to increase brand awareness and drive paid accounts.
2. **Partner optimisation:** Optimising existing programme partners through content distribution and exposure incentives.
3. **Optimising content partners:** Increasing brand awareness via content partners.

IMPLEMENTATION

Partner recruitment

AP focused on recruiting a list of curated partners that would increase awareness. Each regional team conducted a search analysis of partners who ranked on the first two pages for remote work keywords. Personalised emails were sent to each partner, containing a link to a popular feature on their website that GoToMeeting could fit well with, the programme sign up link, and content on GoToMeeting's products. Recruitment messaging also promoted the value add for businesses that were not offered by competitors.

Partner activation

The AP team focused on fostering strong relationships with partners at a local and global level; it is this approach that was the key to securing exposure in a crowded marketplace.

To increase partner activation rate during the campaign period, AP ran an optimisation campaign. The team utilised relationships with partners to negotiate exposure with CPA increases and bonus incentives that would meet the CPA target.

Optimising content partners

To grow awareness of GoToMeeting's capabilities, content partners were an important part of the campaign strategy. AP offered a 3-month CPA increase to high-value content partners in exchange for a review or blog post.

OUTCOME

Thanks to the affiliate marketing campaign, GoToMeeting realised significant growth:

- 725% increase in paid accounts PoP (Period-over-Period)
- 701% increase in free trials PoP
- 100% increase PoP in action active partners
- 146% increase PoP click active partners

As a result of the performance-focused campaign and incentives, the programme CPA target was maintained throughout the campaign.