

# GOING GLOBAL

HOW ACCELERATION PARTNERS AND A GLOBAL  
JEWELRY RETAILER PARTNERED TO HELP THE  
BRAND REACH NEW CUSTOMERS IN THE  
ASIA-PACIFIC REGION



## THE CHALLENGE

A global jewelry retailer had seen significant growth in its primary markets of North America and Europe. However, the Asia-Pacific (APAC) region faced a challenging setback, with revenue in overall decline, dropping 7% compared to the prior year. The company asked Acceleration Partners for help to accelerate growth in APAC - a significant secondary market with major potential for the brand's evolution.



## WHY APAC POSES A UNIQUE CHALLENGE FOR BRANDS

Partnership marketing isn't as mature in APAC as it is in North America or Europe, so brands have several considerations to keep in mind when diving in. First, each regional market within APAC has its own nuances in terms of partner mix. There are also myriad languages, cultural holidays and shopping seasons, political considerations and a variety of social channels. LINE, WeChat, Naver, Xiaohongshu, KakaoTalk are all popular, and any brand expanding to this region should leverage local platforms to communicate with partners.

## WHAT WORKS IN APAC

As a global agency that works across different markets, Acceleration Partners has boots on the ground in APAC. Our dedicated experts on the ground are native speakers in the local languages and understand the various cultural nuances.

The global jewelry retailer is a longstanding global client, having worked with Acceleration Partners for nearly five years. Acceleration Partners has helped establish the U.S. as the client's largest market, with Germany and the United Kingdom close behind. To expand in APAC, Acceleration Partners focused on eight regions within the market, with the largest emphasis on Australia, Japan and Korea.



## PARTNER RECRUITMENT

In APAC, it's essential to tailor the partner strategy by country, as preferences and approaches are nuanced throughout the region. For example, Australian consumers have a penchant for incentives, such as cash back on purchases or coupons. At the same time, consumers in Japan often place more value on quality and brand reputation, at times preferring high-quality products with trusted brands over simply being enticed by discounts or rewards. Acceleration Partners deployed a strategy with a mix of coupon, content, cashback, retargeting, buy now pay later and student partnerships. The team also focused on building trusted relationships with local subnetworks to unlock access to content partners in Japan and Singapore.

## APAC SUBNETWORK OPTIMIZATION

In countries like Singapore and Japan, affiliates are often not directly connected to the main affiliate platform that Acceleration Partners uses. As a result, to effectively reach and collaborate with these partners, our team needs to connect with partners via subnetworks. By working through subnetworks, we can tap into established affiliate partnerships, expand our reach and engage with local audiences. For the client's strategy in APAC, the Acceleration Partners team leveraged existing relationships with those sub-networks locally to fuel growth, stay updated on different partnership opportunities and continue to recruit directly for stronger partnerships.

The team pushed for transparency within the subnetworks to make it easier to connect with more partners and filter fraudulent activity in the burgeoning APAC market. As transparency across subnetworks can be tricky, Acceleration Partners created its own process and criteria to ensure proper promotion of the brand and improve reporting.



## THE APVISION IMPACT

To drive results for the global jewelry retailer in APAC, Acceleration Partners also implemented APVision, our proprietary reporting suite. The platform leverages business and artificial intelligence to combine data from thousands of publishers across partner networks and platforms. This robust, sophisticated solution allows our account teams to better strategize through advanced reporting capabilities, automated alerts, partner management and more.

With 15 different global markets, having this automated data reporting at our fingertips empowered our team to make informed strategy decisions in APAC and beyond. Using the APVision platform saved about 10 hours a month in reporting time. By spending fewer hours on raw data collection and analysis, the team had more time to benchmark the client's performance against competitors, report on industry insights and focus on new strategic initiatives.



## RESULTS

In the fourth quarter of 2023, the APAC region faced a challenging set back, with revenue in overall decline, dropping 7 percent compared to the prior year.

**+42%**

Thanks to the regional efforts and focus, Acceleration Partners turned the tide in 2024, delivering +42% year-over-year growth in Q4 2024.



# INTERESTED IN EXPANDING YOUR BRAND?

Please reach  
out to us at

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