



CASE STUDY

LE COL DRIVES COST-EFFECTIVE GROWTH **VIA THE AFFILIATE CHANNEL**



THE CHALLENGE

Le Col was not hitting revenue targets across the business. Demand for cycling products had returned to pre-covid seasonal trends and the winter months are traditionally slower for the sale of cycling products.

To drive sustainable growth, the challenges for Le Col were two-fold:

1. They needed to increase revenue in a cost-effective way.
2. Inflation and changing seasonal trends created an unstable economic climate. Le Col needed to diversify their audience and increase new customer acquisition.

OUR APPROACH

The Acceleration Partners (AP) team created a three-pillar strategy to drive cost-effective growth for Le Col.

PROGRAM EFFICIENCY

AP introduced new commission tiers to increase channel efficiency. Different commission tiers were created for top and bottom-of-funnel partners and higher commission was offered for new customer purchases.

PARTNER OPTIMIZATION

AP negotiated new placement opportunities that would drive the strongest ROAS. Content partners were offered gifts in exchange for engaging product reviews and new customer rates were given to specific loyalty and coupon partners.

PARTNER RECRUITMENT

After reviewing partner performance, AP established top performing partner categories where additional partners could be recruited, focusing on: Buy Now Pay Later Partners, Card-Linking Offer Partners and Content Partners.



RESULTS

85%

Increase in
revenue QoQ

Cost of sale
decreased by

41%

64%

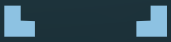
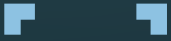
Increase in
new customer
sales QoQ



LE COL

The great results we have seen have been made possible by Acceleration Partners effective account management. In the current environment, it has been crucial that we respond fast and the team at AP have activated partners efficiently and prioritised our recruitment to bring in high value partners quickly.”





READY TO UNLOCK GROWTH?

Contact Us

ACCELERATIONPARTNERS.COM



Acceleration
PARTNERS®