



CASE STUDY

# MAXIMIZING GROWTH, MINIMIZING SPEND:

**HOW DATA-DRIVEN DECISIONS  
LED TO A 37% REVENUE GROWTH  
FOR A GLOBAL JEWELRY RETAILER**



At the start of 2025, our client—a global jewelry retailer—faced a challenge: scaling their affiliate program during a key growth phase with a flat year-over-year budget. Acceleration Partners implemented a data-driven, performance-focused approach to drive cost-efficient, scalable growth, achieving an impressive +37% year-over-year revenue growth.

## STRATEGY

To optimize performance within budget, we implemented a series of strategic cost-saving measures:

### PROGRAM AUDIT

We analyzed performance across all partner types and regions to identify opportunities for consolidation and improvement.

### COMMISSION & INVESTMENT REVIEW

We reassessed our commission structures and partner investments, prioritizing partner types that delivered the most incremental value and a strong ROI.

### PARTNER PRIORITISATION

We increased investment in high-value, strategic partners - including BNPL, closed user groups, student networks, and premium content publishers - while scaling back on less incremental segments.

### INTRODUCED PARTNER RESTRICTIONS

We tightened partner eligibility to ensure alignment with performance goals and higher-quality traffic.

## RESULTS

Commission costs  
reduced by

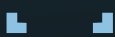
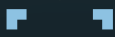
**€100.9K**

**€21**

ROAS March 2025  
(€19 in January 2025)

**+37%**

Revenue Growth  
YoY



# READY TO UNLOCK GROWTH?

Contact Us

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