



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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