

TAKING PARTNERSHIPS TO THE NEXT LEVEL

**A BRITISH RETAIL BRAND
ACHIEVES 40% REVENUE GROWTH
WITH ACCELERATION PARTNERS**



CHALLENGE

An Acceleration Partners client — a retail company based in the United Kingdom — had been managing its affiliate program in-house. When the company wanted to increase new customer acquisition and push into new markets, leadership realized they needed to bring on external experts and resources to achieve its goals.

SMALL TEAM, BIG GOALS

Acceleration Partners began working with this brand in September 2024, when leadership wanted to diversify its partnership program, drive incrementality and increase revenue. The company also had hopes to eventually expand its affiliate program to Germany.

Acceleration Partners' global experience, along with specific expertise and staff on the ground in the company's current market — the UK — and growth market - Germany positioned us as the ideal partner to help reach the brands goals.

OUR STRATEGY

DIVERSIFICATION

Since the brand's in-house team had set a foundation for the affiliate program, our first step was to diversify the partner mix. The team leveraged their expertise to explore new strategic partners in the following categories:

CONTENT

**CLOSED
USER
GROUPS**

**CASHBACK
& LOYALTY**

**TECH
PARTNERS**

OPTIMIZATION

The team also reviewed top partners already working with the brand and optimized those relationships to reach the client's goals. Those optimization tactics included a competitor gap analysis to establish opportunities, building close relationships with partners to understand further optimization potential, in-person meetings and partner exclusives.

THE AP VISION IMPACT

The team utilized Acceleration Partners' proprietary reporting suite, AP Vision. 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, publisher discovery, a publisher CRM with 5,000 preferred partners and more. No other agency offers technology that delivers this breadth of information.

With this resource, our team could tap into our extensive partner network, search for new strategic partners, make data-informed recommendations and easily align the best publishers with the brand.

HALLO, DEUTSCHLAND!

Thanks to the success the affiliate program drove in the U.K., the client recently expanded into Germany, working with Acceleration Partners' in-market experts to drive brand awareness via the measurable and outcomes-based affiliate channel.

RESULTS

+40%

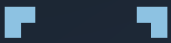
Revenue Growth

+60

New Publishers

+24%

ROAS Increase



WANT TO REALIZE UNPARALLELED PROGRAM GROWTH?

Let's talk.

ACCELERATIONPARTNERS.COM