

CALCULATING THE TRUE VALUE OF INCREMENTALITY

**HOW ACCELERATION PARTNERS
OPTIMIZED VISTAPRINT'S
AFFILIATE MARKETING PROGRAM**



CHALLENGE

VistaPrint's senior leadership team was unclear on the incremental returns the affiliate channel drove for the brand. Acceleration Partners wanted to showcase the value of the partnership channel and increase overall incremental returns.

HOW TO MEASURE INCREMENTALITY

Business management expert Peter Drucker made this adage famous: “You can’t manage what you can’t measure.” However, incrementality is often tricky to measure, specifically for affiliate marketing. How can a brand know if a campaign is having the desired effects? For VistaPrint, a global Acceleration Partners client, senior leadership wanted to make sure the company’s investment in the partnership channel was at its most effective — that the partners in the program were driving revenue that wouldn’t have been there otherwise. The brand needed a system to measure partner incrementality and realize the program's value.

BUILDING AN INCREMENTALITY SCORECARD

To achieve these goals, Acceleration Partners and VistaPrint worked together to create a customized scorecard that assessed partner value every quarter.

The scorecard included Acceleration Partners’ proprietary incrementality calculator, which is based on a points-based system. This calculator analyzes elements of an order using indicators such as click-to-purchase time, customer status, and the partner’s role in the purchase journey. The scorecard also includes other meaningful data points: revenue, customer lifetime value, spend, average cost per action, and return on ad spend. The scorecard then benchmarks each data set quarter over quarter, offering directional insights to guide future investment decisions and review each partner's contribution.

HOW TO MANAGE WHAT YOU'VE MEASURED

The scorecard and incrementality calculator supported the VistaPrint team in optimizing partnerships and making informed decisions. The scoring system guided budget allocation for upcoming periods based on what was more valuable or incremental. VistaPrint was able to invest more with successful partners and decrease spend in areas that weren't as incremental. With these adjustments to maximize the channel's effectiveness, VistaPrint's affiliate program hit the jackpot: maintaining revenue and decreasing spend.

RESULTS

VistaPrint's incrementality initiative maintained revenue—with a 2% increase—while significantly reducing costs, leading to the following key outcomes:



CLIENT TESTIMONIAL

"This collaborative incrementality initiative revealed the true value of our partnership marketing efforts. The agency's approach considered our brand identity and goals, allowing us to build this framework together. Now, we use the scorecard every quarter to maximize the effectiveness of the partnership marketing channel and drive measurable outcomes."



WANT TO REALIZE UNPARALLELED PROGRAM GROWTH?

Let's talk.

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