

HOW LE COL GREW AFFILIATE REVENUE CONTRIBUTION 282% FROM SIDE CHANNEL TO STRATEGIC DRIVER



OVERVIEW

Acceleration Partners has supported the management of Le Col's affiliate programs for over six years, acting as an extension of the Le Col team to drive growth across key global markets. Our partnership began with the UK program, and as Le Col expanded internationally - entering the US in 2021 and Germany in 2025 - we played a strategic role in scaling its affiliate efforts to increase sales globally, and boost brand awareness in emerging markets. **Over the course of the partnership, affiliate-driven revenue as a share of total business revenue has increased by 282%.**

STRATEGY

We tailored affiliate strategies for each market to meet Le Col's brand awareness and customer acquisition goals. Our in-market affiliate experts leveraged strong local partner relationships and deep regional knowledge to build customized, high-performing campaigns.

PLATFORM OPTIMIZATIONS:

Utilizing Awin's funnel and journey path reports, we optimized partner performance with a focus on upper-funnel and solo-contribution partners. We implemented new vs. existing customer tracking within the Awin platform to support Le Col's acquisition goals. This data-backed approach provided visibility into the entire customer journey and allowed us to focus on partners driving real value and incremental, new customer sales.

PARTNER DIVERSIFICATION:

To accelerate growth and expand brand reach, we recruited new partners across key categories, including Content, Card-Linked Offers (CLO), Loyalty, and more.

PARTNER AUDIT:

We conducted a subnetwork audit to identify and remove low-quality affiliates, ensuring the program was optimized for high-value partners that drive sustainable growth and performance.

TARGETED REWARD STRATEGIES:

We implemented exclusive rewards with highly relevant closed user groups, such as Endurance Zone and Blue Light Card. Both are now in Le Col's top 10 affiliate performers for YTD 2025, proving the value of focused, high-intent targeting.

FIXED FEE PLACEMENTS:

In 2024, we ran fixed fee campaigns with cycling-specific partners, including *Cyclist Magazine* (£4.12 ROI) and *Future Publishing* (£9.12 ROI). These delivered strong returns and reinforced the impact of investing in niche media to boost brand visibility and audience engagement.

RESULTS

REVENUE GROWTH:

Business revenue from affiliates has increased 282% across the six years of partnership from 5.8% to 22%.

+31%

Global Revenue YoY

+146%

US Revenue YoY

+16%

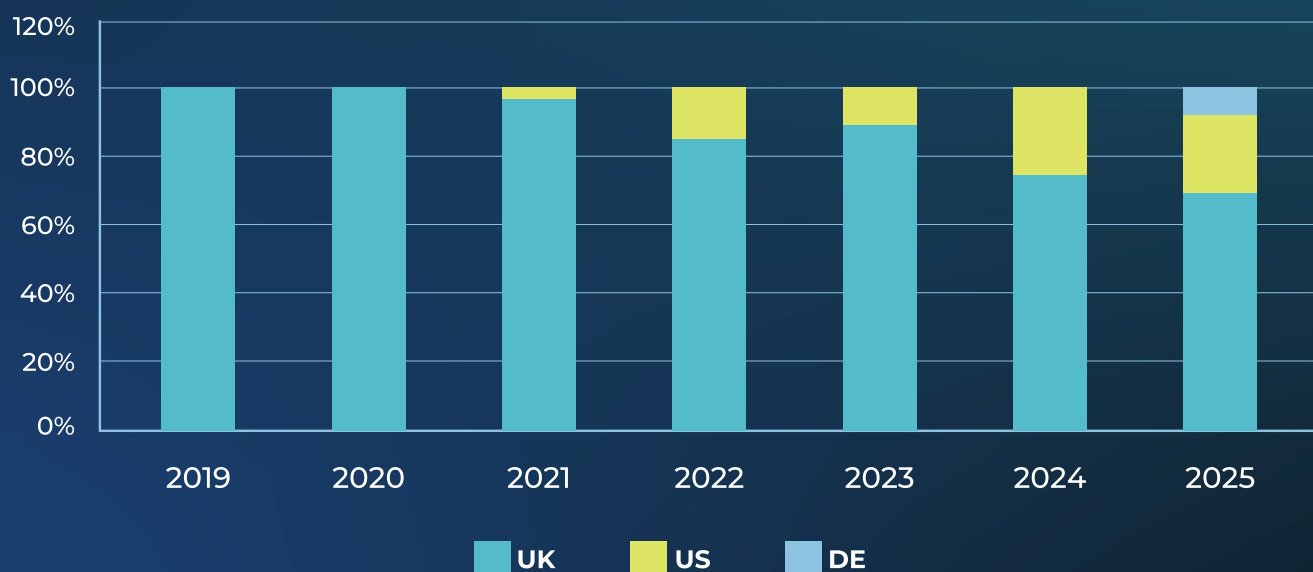
UK Revenue YoY

NEW CUSTOMER ACQUISITION:

US:
+67%
YoY

UK:
+51%
YoY

YEARLY REVENUE CONTRIBUTION BY MARKET





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