

RENOGY STRENGTHENS AFFILIATE PARTNER PROGRAM WITH NEW AFFILIATE NETWORK



Acceleration
PARTNERS®



 **RENOGY**




THE CHALLENGE

Renogy is a renewable energy company that supplies off-grid solar products for homes, businesses, recreational vehicles, boating, and more. Prior to hiring Acceleration Partners, Renogy's content-only affiliate program experienced a dip in performance.

To help correct that trend and expand and diversify the program's affiliate partnerships, Renogy sought to migrate to another technology platform that could better support their revenue goals and desired KPIs.

OUR APPROACH

Based on the brand's ambitious revenue goals and guidance from Acceleration Partners' client success team, Renogy selected ShareASale to accommodate their growing affiliate program and expanding partnerships.

-  Deployment of new platform tracking links and gradual removal of old tracking pixels while simultaneously cross-referencing payments to eliminate duplicate affiliate compensation.
-  Comprehensive communication strategy to inform content partners of the transition and the platform benefits and positive impact on payment timing.
-  Implementation of a bonus structure compensating partners who became sale active following the platform migration.

RESULTS

2.5

Month platform migration

+1356%

Revenue YoY for Q1

+19%

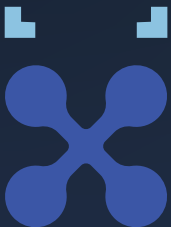
AOV YoY for Q1



Acceleration
PARTNERS



RENOGY



WANT TO UNLOCK GROWTH?

Contact us:

ACCELERATIONPARTNERS.COM



Acceleration
PARTNERS



RENOGY