

SWAROVSKI SUCCESSFULLY MIGRATES THEIR GLOBAL AFFILIATE PROGRAM WITH ACCELERATION PARTNERS



THE CHALLENGE

Swarovski wanted to migrate its affiliate program to one affiliate platform. The challenge this luxury jewelry brand and their partnership marketing agency, Acceleration Partners, faced was two-fold:

1. Their affiliate program covers 20+ countries, all of which were tracked individually with activity split across multiple affiliate networks.
2. In line with its brand repositioning, Swarovski wanted to remove certain partners from the program ahead of the migration.

OUR APPROACH

To conduct this migration effectively and with as little impact on day-to-day business as possible, Swarovski required expertise, guidance, and support from a global partnership marketing agency. The Acceleration Partners team created a customized, step-by-step migration plan, including:



Reviewed program partners across EMEA, APAC and North America to determine who would be migrated.



Utilized the automation capabilities within impact.com's partnership technology offering to manage communications and follow ups to partners regarding the migration.



Audited all migrated partners to ensure that their links and creatives were updated. And recruited new partners that aligned with the clients refreshed brand image.

RESULTS

The migration support and management by Acceleration Partners, combined with the automation and scaling functionality within impact.com’s Partnership Cloud allowed the Swarovski team to focus on getting their program up and running, and focused on business objectives rather than the migration.

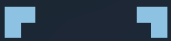
81%

of partners sale-active
in two weeks

98%

of total revenue migrated
in three weeks





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