

AP HELPS FITNESS CLIENT MAKE BRAND GAINS THROUGH AFFILIATE MARKETING



THE CHALLENGE

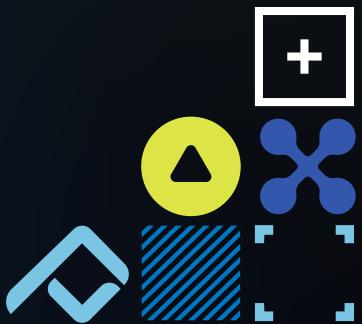
In an effort to reframe how people perceive and experience fitness, a leading fitness brand's campaign became a clarion call to embrace physicality in a hyper-technological world.

The challenge for Acceleration Partners (AP) was to amplify the campaign reach through the brand's affiliate marketing program following the campaign launch in a Super Bowl commercial.

OUR APPROACH

With a focus on branding over sales, the AP team partnered with the brand to provide additional exposure for the campaign in February through various affiliate engagement strategies:

- Selected affiliates for product reviews that incorporated the campaign language
- Identified affiliates to host giveaways that encouraged their audiences to engage with the campaign for an opportunity to win a gift card
(Example: one giveaway asked each entrant to post a photo on social media trying a new fitness activity)
- Implemented VIP placements on high-volume coupon and discount websites
- Secured a number of content placements with select affiliates, including homepage banners, email newsletters, sponsored posts, and social media mentions



THE RESULT

The campaign demonstrated that the leading fitness brand's affiliate marketing program can be a powerful component of a fully integrated branding campaign.

128%

MoM increase in product review affiliate clicks

150%

MoM increase in product review affiliate orders

146%

YoY increase in clicks

24%

YoY increase in gross sales

485K

social media impressions

71K

facebook video post views





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