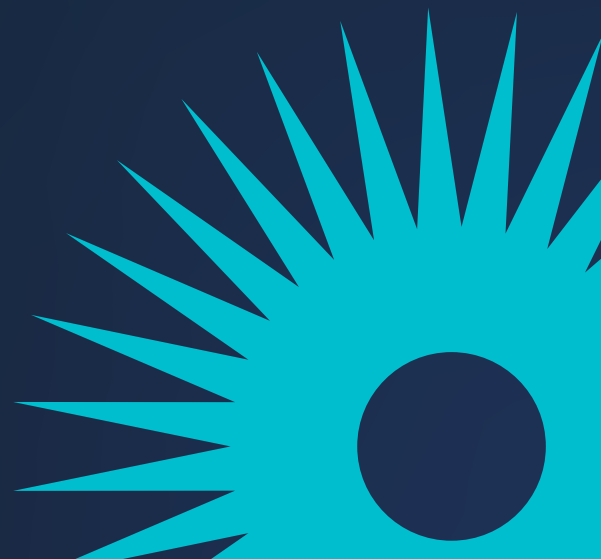


CASE STUDY

PROVING THE INFLUENCER HALO EFFECT

**HOW TARGETED
CREATOR CONTENT
UNLOCKED +34%
REVENUE GROWTH
ACROSS A RETAILER'S
AFFILIATE PROGRAM**



THE CHALLENGE

A premium consumer goods retailer wanted to understand the measurable impact influencer partnerships could have on their affiliate channel performance. The objective was clear: determine whether creator content could drive incremental traffic, transactions and revenue during key promotional periods.

THE APPROACH

Acceleration Partners activated a structured influencer campaign designed to generate both reach and measurable performance signals. Over a 105-day period (September 18 – December 31, 2025), creators published content designed to drive discovery and conversion during key campaign windows.

Performance was analyzed by comparing days when influencer posts were live versus baseline non-post days. The post window included the day an influencer post went live plus the one to two days immediately following, capturing the period when engagement and conversion activity typically peaks.

CAMPAIGN SCALE

- ✦ **Total campaign duration:** 105 days
- ✦ **Creator post days:** 35
- ✦ **Baseline comparison days:** 70
- ✦ **Estimated total views:** 1.54M across all posts

THE RESULTS

When influencer content was live, the retailer saw consistent performance lifts across key metrics in their Affiliate Program:

REVENUE:
+34%

CLICKS:
+24%

TRANSACTIONS:
+38%

Revenue and transaction growth delivered the strongest signals, indicating that creator-driven discovery translated into meaningful purchasing activity across all channels, creating a true halo impact on the program as a whole.

WHY IT MATTERS

The campaign demonstrates how strategically activated influencer partnerships can drive measurable, scalable growth across all channels, not just those measured on a last click basis. By comparing post-window performance to baseline periods, the retailer gained clear directional evidence that creator content was contributing to increased traffic, conversion volume and revenue program-wide.



FUTURE-PROOF YOUR INFLUENCER PROGRAM

Contact us:

ACCELERATIONPARTNERS.COM