



**ACCELERATION PARTNERS AND  
DAZN DELIVER QUICK WINS:**

**124+ NEW PUBLISHERS  
RECRUITED AND 7.2X ROI  
IN JUST THREE MONTHS**



To expand DAZN's presence in the United States sports streaming market, Acceleration Partners worked with the brand to bring in expert resources, create a holistic focus to its affiliate program, generate interest in its boxing match storylines through content partners, offer robust support throughout fight weeks and increase the subscriber base with exclusive offers, multi-fight packages, and placements with top publications across the U.S. The approach quickly saw major wins: since January 2026, DAZN has recruited more than 124 publishers, with an activation rate of 78%, and created a 7.2x return on investment.

## THE BACKGROUND

DAZN, a British sports streaming service that specializes in boxing, had a strong brand presence in the United Kingdom and was managing its affiliate program with in-house resources. But as the company looked to grow its U.S. market, leadership realized they needed dedicated experts to guide their affiliate program. The DAZN team brought on Acceleration Partners in January 2026 to rebuild and optimize the U.S. affiliate program during a critical period, supporting three major pay-per-view boxing events.

Ultimately, the goal was to transform an emerging yet underused channel in a major market into a scalable, high-impact acquisition channel that could support sustained growth in the U.S. Our objectives in this goal were:

- 1 **DRIVE SUBSCRIPTION GROWTH ACROSS KEY PPV FIGHTS**
- 2 **REBUILD AND STREAMLINE THE AFFILIATE PROGRAM STRUCTURE**
- 3 **ONBOARD HIGH-QUALITY, STRATEGIC PARTNERS IN THE U.S. MARKET**
- 4 **SECURE PLACEMENTS IN TOP-TIER PUBLICATIONS**

## THE STRATEGY

To drive pay-per-view signups for DAZN, the Acceleration Partners team created a holistic approach for the brand's affiliate program, with four significant pillars.

### SCALING PUBLISHERS TO TELL COMPELLING STORIES:

Boxing is a content-driven sport. If viewers aren't invested in their fighters' backstories, they're not going to be interested in tuning in to see the outcome. The team set its sights on increasing the publisher base to tell those stories and securing editorial placements with top-tier publications like Rolling Stone, Variety and the New York Post, which drove awareness of DAZN events and boosted subscribers.

### OPTIMIZING PARTNER INCENTIVES:

To improve partner incentives and unlock higher performing publishers, Acceleration Partners adjusted CPA structures to make the program competitive with other streaming offers, introduced stronger cashback incentives, enabled multi-fight promotional offers to increase conversion rates and optimized payout structures across subnetworks and coupon partners.

### IMPROVING INFRASTRUCTURE:

The team leveraged its market expertise and resources to identify and address operational issues within the existing program infrastructure, stabilizing the program and ensuring smoother partner activation and campaign execution. Acceleration Partners also created a Publisher Promotion Playbook to send to every publication, detailing how and when to promote each fight.

### EXPANDING OPERATIONAL SUPPORT:

In the week leading up to a fight, the Acceleration Partners team provided DAZN with a 70 percent increase in operational support and 90 percent increase in partnership management capacity. Those increased hours included daily updates about what content was going live and when and what dates and dedicated check-ins during the most crucial periods.

## THE RESULTS

The program delivered quick wins in a short period of time, securing strong editorial placements across high reach publishers including Rolling Stone, Variety and New York Post. These placements significantly increased awareness and distribution across the U.S.

Thanks to the program's successful performance, DAZN has tasked Acceleration Partners with managing its top UK affiliates to promote boxing, along with expanding beyond boxing in the U.S. to include All Elite Wrestling and Champions League matches.

PUBLISHERS RECRUITED:

**124+**

PUBLISHER ACTIVATION RATE:

**78%**

ESTIMATED PARTNER REACH:

**383M**  
VISITS

CLICKS GENERATED:

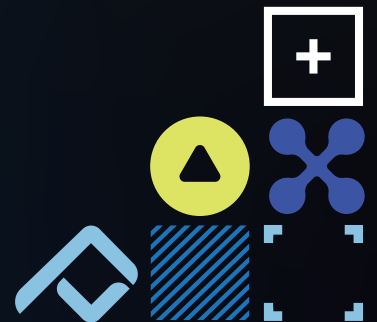
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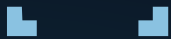
SHARE OF AFFILIATE  
CONVERSIONS DELIVERED  
BY AP:

**64%**

ESTIMATED ROI

**7.2x**  
RETURN





# UNLOCK GROWTH THROUGH PARTNERSHIPS

Contact us:

[ACCELERATIONPARTNERS.COM](https://ACCELERATIONPARTNERS.COM)