

GROWTH WITHOUT GUESSWORK

# HOW AMBITIOUS BRANDS BUILD AFFILIATE INTO THEIR MOST POWERFUL ACQUISITION CHANNEL

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When you're competing against larger, more established players, every channel has to earn its place. Budget, team size, and market position all shape how decisions get made. But the brands that get the right support don't just manage those constraints. They build affiliate into one of their most efficient and profitable acquisition channels.

As the strategic partner ambitious brands trust, Acceleration Partners gives lean teams the data, clarity, and strategic guidance to invest with confidence, prove affiliate's value internally, and grow what's working without wasted spend or guesswork.

**76%**

BOGNER REVENUE GROWTH

**23%**

VYOND REVENUE GROWTH,  
REVERSING THREE YEARS OF DECLINE

READ ON TO SEE HOW →

# BOGNER BREAKS THROUGH

## 76% REVENUE GROWTH IN THE U.S. LUXURY MARKET

BOGNER, a global luxury sportswear brand, needed to grow brand awareness and acquire high-value customers in the U.S. without compromising its premium positioning. Competing against larger, more established players in a saturated market, the brand needed a partner strategy built around brand fit, not just volume.

With the right partner strategy and data-driven technology behind them, BOGNER built affiliate into one of their most efficient acquisition channels and firmly established themselves in the U.S. luxury market.

### THE RESULTS

**+76%**

REVENUE GROWTH

**+163%**

TRAFFIC GROWTH

**+8%**

INCREASE IN AVERAGE ORDER VALUE

# VYOND REVERSED DECLINING AFFILIATE REVENUE AND ACHIEVED 23% GROWTH

Vyond, a leading animation software company, was struggling to achieve its growth objectives after three consecutive years of declining affiliate revenue. The brand turned to Acceleration Partners and impact.com to revitalize its program and rebuild it around a smarter, more diversified partner mix.

A standout move was the introduction of Fidel, a financial API specializing in card-linked offers for business credit cards. Unlike traditional providers focused on consumer brands, Fidel's ability to target small businesses and solo entrepreneurs aligned perfectly with Vyond's core audience.

Together, they uncovered a fresh, profitable revenue stream without significant upfront investment — reversing three years of decline and achieving 23% year-over-year revenue growth.

## THE RESULTS

**+23%**

YEAR-OVER-YEAR REVENUE GROWTH

**22.5%**

OF TOTAL PROGRAM REVENUE FROM ONE NEW PARTNER

**3 YRS**

OF DECLINING REVENUE REVERSED

# READY TO BUILD AFFILIATE INTO ONE OF YOUR MOST EFFICIENT AND SCALABLE ACQUISITION CHANNELS?

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Let's talk.

[WWW.ACCELERATIONPARTNERS.COM](http://WWW.ACCELERATIONPARTNERS.COM)