



Acceleration
PARTNERS®

hilo

SCALING OUTSIDE THE BOX:

**HILO BOOSTS REVENUE
35% WITH ACCELERATION
PARTNERS**



THE BACKGROUND

Hilo offers a unique product: a blood pressure monitoring wristband that is the only approved medical device of its kind. Building on an already successful affiliate program, Hilo partnered with Acceleration Partners to scale and diversify its strategy across the UK and DACH through innovative, non-traditional partnerships.

THE STRATEGY

GERMAN EXPERTISE

Acceleration Partners has on-the-ground presence in Germany and beyond — more than 25 of the agency's team members are German market specialists. With this local expertise and language base, Acceleration Partners had relationships with in-market partners and knew what would work best for Hilo. Working together, the team hit the ground running.

A TAILORED, OUTSIDE-THE-BOX APPROACH

Many brands think partnership marketing works best in the retail and travel sectors. But certain products, including wearable technology like Hilo, benefit from a trusted source explaining to an audience the story behind the brand, how it's different, and how to use the products. These unique products require a tailored approach to partnership marketing. With Acceleration Partners' expertise in Germany and the UK, the team had in-depth market knowledge about what partners could work across traditional and non-traditional. The team recruited across a range of partner types including subnetworks, health care providers, content, coupon, marketplace, loyalty and employee benefits partners that would create new avenues of growth for Hilo.

Using **APVision™**, Acceleration Partners' proprietary reporting suite, the team identified new partner opportunities by analyzing what worked for other clients and quickly pinpointed German and UK specific partners that could drive Hilo's growth.

THE RESULTS

Hilo's affiliate program delivered robust growth across Germany and the UK in 2025, driven by the activation of leading industry publishers and a disciplined test-and-learn approach.

15%

of Performance
is Affiliate Driven

+29%

Sales YoY

+35%

Revenue YoY

+53%

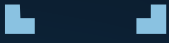
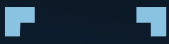
Clicks YoY

+30

Partners YoY

+35%

Click-Active
Partners YoY



UNLOCK GROWTH THROUGH PARTNERSHIPS

Contact us:

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