



## CASE STUDY



# How a Large Mattress Retailer Optimized Incrementality in their Affiliate Program

## THE CHALLENGE

Acceleration Partners' client, a large mattress retailer, sought to ensure affiliate partner incrementality, but did not have a clear definition of what this concept meant for their program and lacked an efficient and accurate means of measurement. The brand was also hesitant to work with coupon, deal, and loyalty affiliate partners, citing their internal perception that such partners would cost the brand money and would not drive incremental orders by attracting potentially already converted customers.

## OUR APPROACH

Our team's priority was collaborating with the client to explicitly define incrementality that reflected the performance value they sought to realize in their affiliate program. The team also helped the mattress retailer determine key performance indicators (KPIs) against which to measure partners' performance and evaluate incrementality.

Next, the team developed an incrementality data dashboard, purpose built to sync with the Insight reporting tool feature within Impact's Partnership Cloud™ (affiliate technology platform on which the client's program is hosted). This dashboard allowed the AP team to accurately measure affiliate partner performance and apply a client-defined weighted scoring system to all partners.

## THE RESULT

Within three months, the AP team optimized affiliates driving incremental value and renegotiated cost structures with others, making the program more cost-effective and better aligned with incremental KPIs.

**\$1.07**

six-month ROAS increase

**40%**

YoY revenue increase

**103%**

of revenue goal achieved

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