

CASE STUDY



AP Grows Retailer's Affiliate Program Revenue by 206%

OVERVIEW: A PROGRAM ON AUTOPILOT

Acceleration Partners (AP) performed a complementary affiliate program assessment for a retail brand, examining everything from the types of affiliates in the program and the clicks and conversions generated to how fraudulent activities were being monitored and prevented, hidden sources of costs, and opportunities for growth. Our team discovered that the brand had more than 400 pending, unreviewed affiliate applications; and affiliates weren't receiving any communications that might activate them or optimize their efforts. In short, the client's network-managed affiliate program was on autopilot. The retailer needed an affiliate network that would better support their needs as well as an industry partner who could provide management and oversight of their program.

FOCUS ON CONTENT AFFILIATES AND ROAS

The internal client team conveyed to AP that they wanted a program management partner who would:

- Focus on recruiting brand-aligned content affiliates
- Communicate more effectively and consistently with affiliates
- Grow revenue while maintaining a \$9 return on ad spend (ROAS)

To help achieve program objectives, the AP team first got the client onto an affiliate network that would allow them to grow their program strategically and cost-effectively. For the retailer, that network was ShareASale.

Once the program was transitioned to ShareASale, the team conducted a comprehensive audit of previous revenue-driving affiliates in their program to determine long-term partnership opportunities. This enabled them to identify both top performing affiliates and those who did not align with the client's brand. Brand-aligned affiliates were invited to join the client's program on ShareASale.

To enhance the quality and quantity of content affiliates in the retailer's program, the AP team pulled up-to-date recruitment lists from our internal CRM. After designating select affiliates who would be great content partners for the client, the AP team sent them various communications that imparted the value and opportunity of the retailer's affiliate program.

It was also important for the AP team to make strategic adjustments to affiliate commissions in order to make the program as attractive as possible to quality content affiliates while ensuring the retailer achieved their desired return.

Once a strong base of brand-aligned affiliates was onboarded into the program and smart recruitment efforts were under way, the team:

- Updated all of the retailer's affiliate communications, including the creation of a fresh, well-designed bi-weekly affiliate newsletter
- Activated non-active affiliates through a blog post bonus campaign (offered to every affiliate who had joined the program in the prior four months)
- Optimized click-active affiliates via a bi-weekly newsletter that provided information about the client's close-out sales and relevant categories for content focus

We also offered affiliates three different blog post ideas in each newsletter and included links to special categories, shipping events, and the retailer's internally created blog posts.

For affiliates who had generated clicks, but not revenue, the team conducted special activation campaigns. For example, if the affiliate drove their first three sales within a 30-day window, they'd earn an additional one percent commission increase in the following month. In addition, the team provided all the retailer's affiliates with tips and tricks for how to drive sales.

THE RESULT

As a result of the AP team's customized, strategic approach, the retailer achieved the desired \$9 ROAS and their affiliate program is firing on all cylinders.

206%

YoY program growth

30%

decrease in affiliate network fees

\$5

increase in average order value YoY

3%

conversion rate increase



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