

Affiliate Marketing Success

This is a designer brand sunglasses company with an established January 1, 2008 as a boutique sunglass store in a small touristy town in Jupiter, Florida.



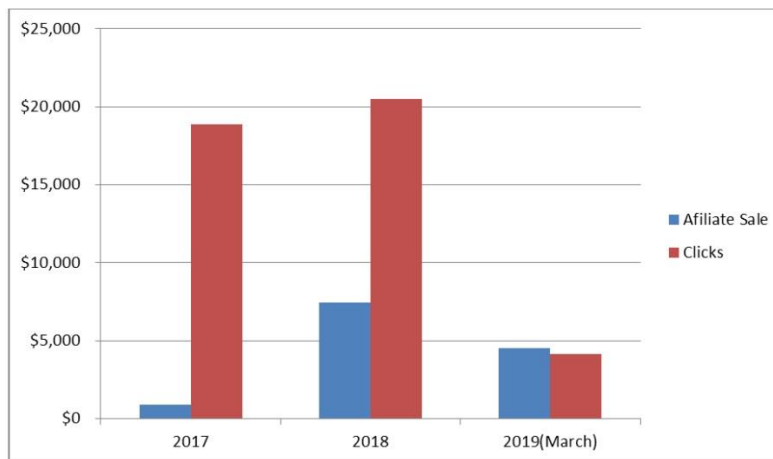
Prior to Affiliate Marketing

Designer Brand Sunglasses Company came to us in July of 2018, with some online presence. They wanted to get good revenue from current affiliate program, increase the overall business revenue. At the time they signed on for our Affiliate Marketing Management services.

Our Approach

- Roadmap strategy documents were created to outline short term and long-term vision and tactics.
- As it had never been tied up with the network we started with the initial review the network account of ShareASale by adding creative inventory like Banners, Coupon Code, Text Links, Creating Email Responders etc. as per requirements.
- Crafted communications strategy to develop rapport and update performing/active affiliates on new promotions and programs through Newsletter and personalized emails.
- Reviewed affiliate program status daily. Refined as necessary.
- Provided weekly and monthly analytic status report and recommendations also took the required promotional action if and when was required.

Affiliate Program Performance in Network



Review the account & creating the Roadmap of Short Term and Long Term Activities and Pitched On Board Performing Affiliates

July - 2018

Recruit more affiliates & increase the sales volume with affiliate traffic

December - 2018

Program is listed on top affiliates such as Ebates, Groupon etc.. They get sales from affiliates on a daily basis. Affiliate sales have been increasing. They do have 3.29% conversion ratio

2019