

SUCCESS STORY:

PartnerCentric helps The Company Store achieve significant growth through 2007



The program showed tremendous growth in all of the key areas - clicks, orders and net sales – in 2007.

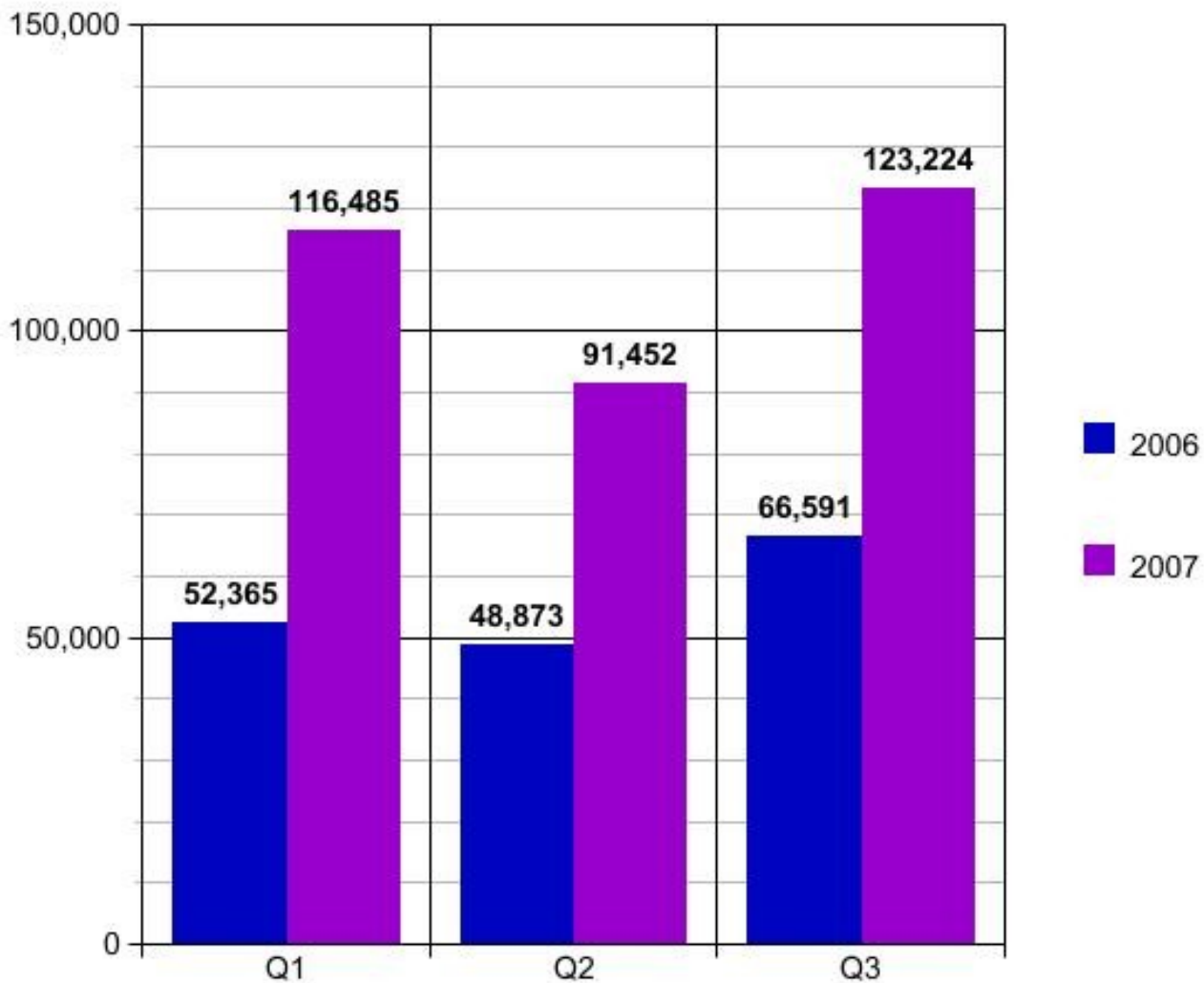
- Year end review, PartnerCentric



Clicks

The program experienced significant growth in clicks from 2006 to 2007, most notably in Q1, when the increase was an astounding 122 percent.

Clicks continued to increase through Q3 of 2007, the most recent quarter for which final numbers are available this year. Clicks increased from 66,591 in Q3 06 to 123,224 in Q3 07.

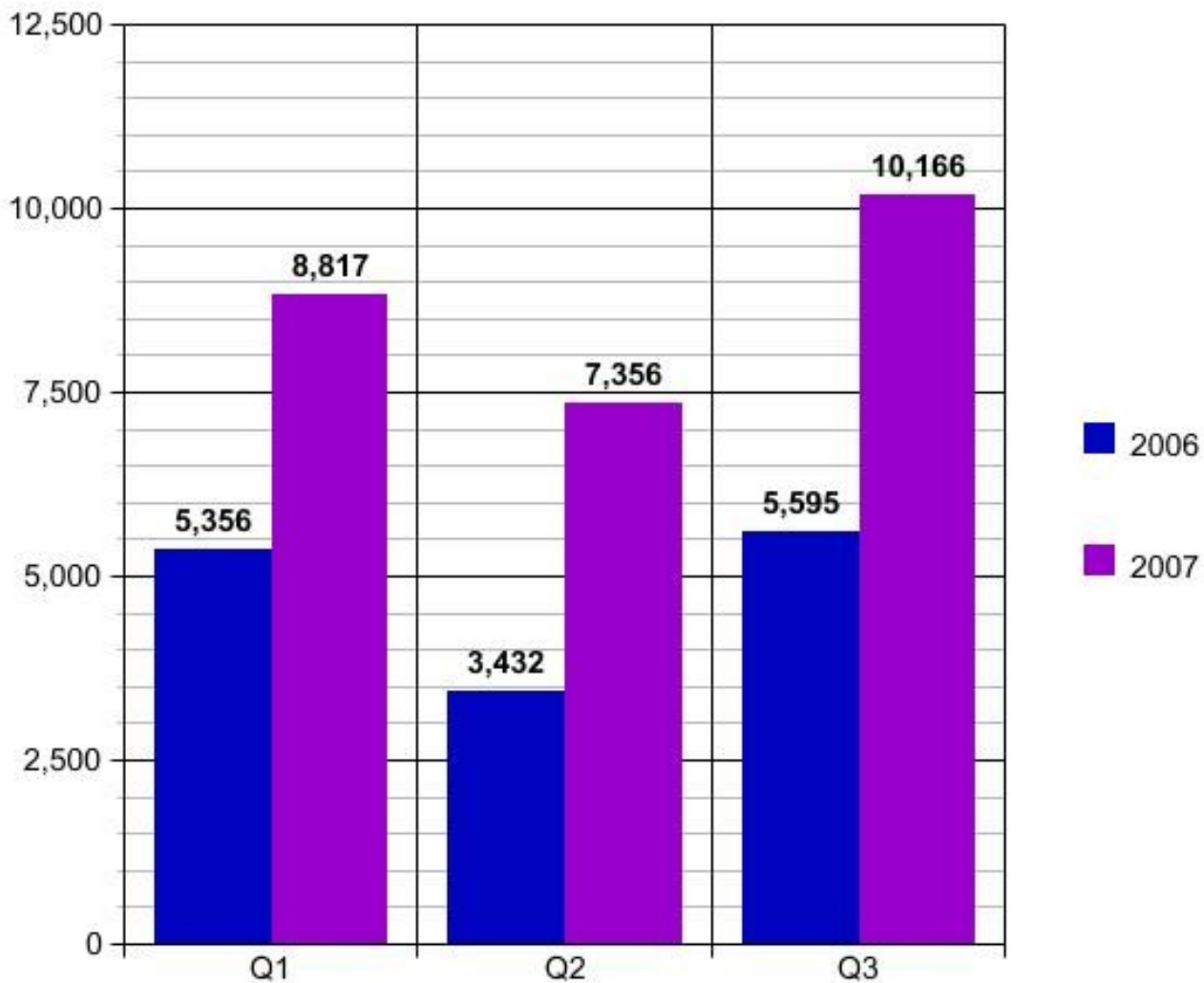


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Orders

The program also saw significant growth in orders from 2006 to 2007, most notably in Q2, when the increase was 114 percent.

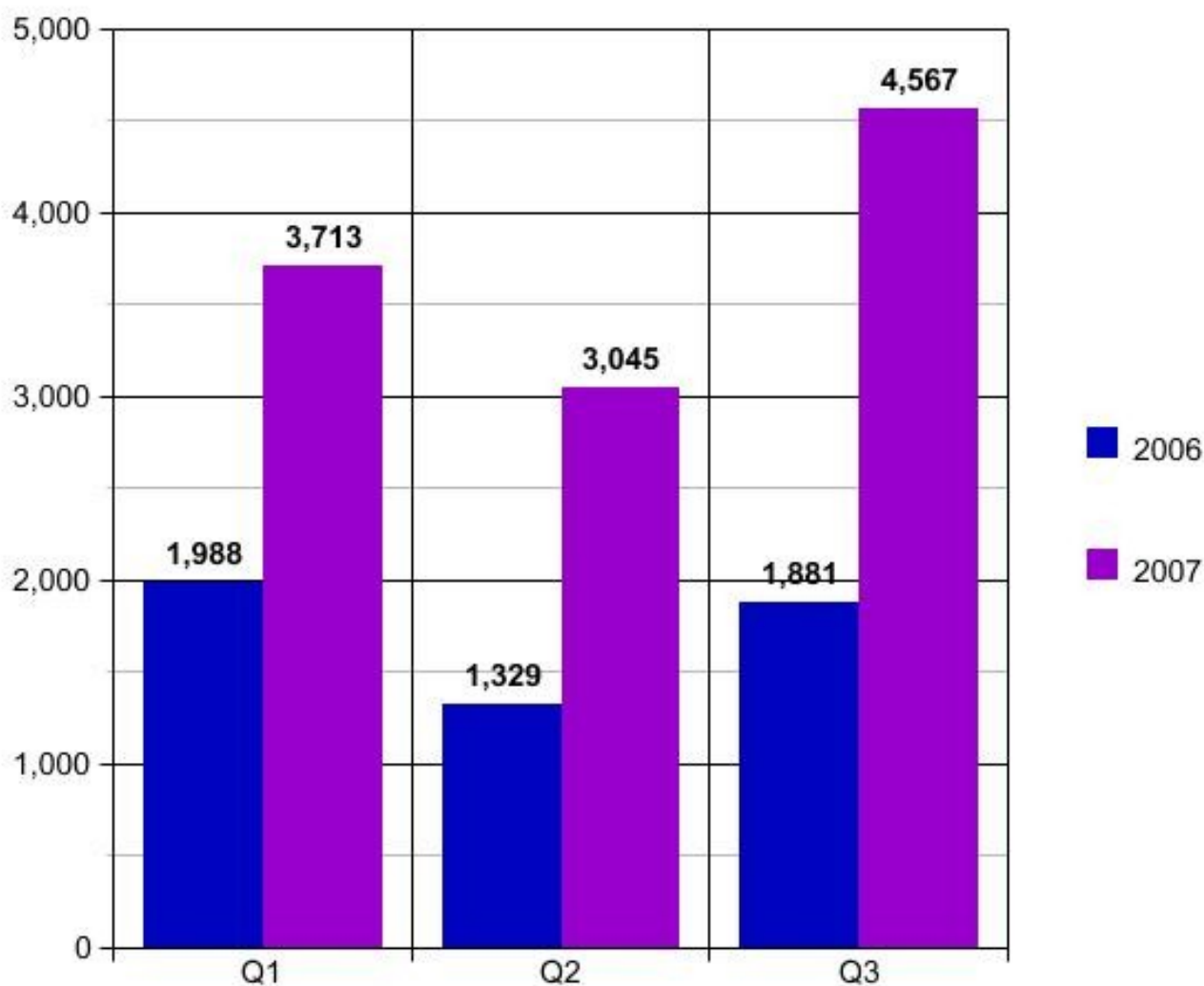
Orders continued to increase through Q3 of 2007, the most recent quarter for which final numbers are available this year. Orders increased from 5,595 in Q3 06 to 10,166 in Q3 07.



New to File Orders

While clicks and orders increased during 2007, the biggest increase seen in the program this year was with respect to New to File orders.

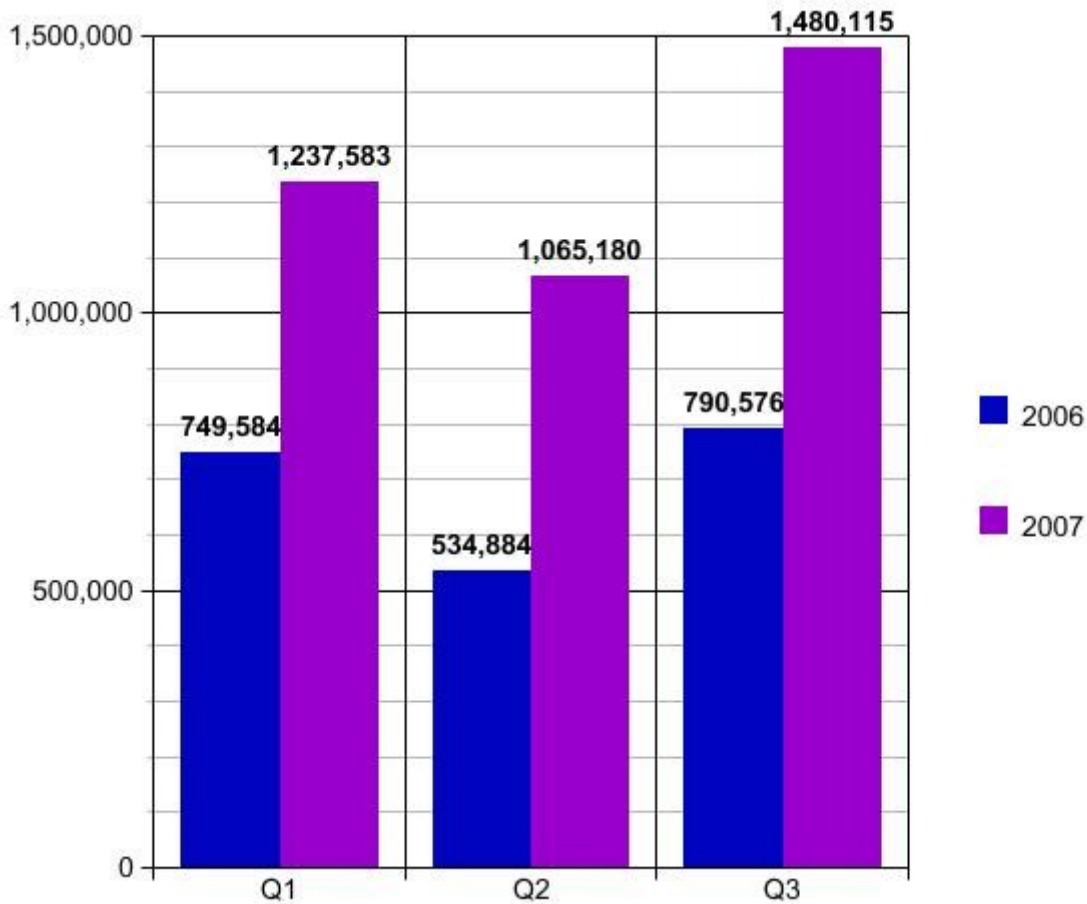
The program experienced its highest NTF percentage in July 2007 at 45.9% and surpassed it in August 07 at 46.3%.



Net Sales

Perhaps the most crucial improvement came in net sales. From 2006 to 2007 the increase in net sales went from 65% in Q1 to 99% in Q2 and 87% in Q3.

In Q3 2006, net sales totalled \$790,576. One year later, the number had increased significantly, and the program saw \$1,480,115 in net sales.



Contributing Factors

PartnerCentric believes the successes of 2007 came from a few key strategies that were implemented in the past year, including:

- Affiliate recruitment and activation campaigns that brought the highest percentage of active affiliates in the program's history.
- Affiliate coupons, offered exclusively for the first time, encouraged affiliate activity. Two coupons, one offering free monogramming on select items and the other offering free candles with a \$50 order, inspired affiliates to promote the program.

Learn more about our services

This case study is one example of how PartnerCentric helps merchants build successful affiliate marketing programs.

Find out how PartnerCentric can help your business create, launch and manage an affiliate program that increases your reach and sales over time.

Contact Joe Dalto, Director of Sales, at joe@partnercentric.com.

