

SUCCESS STORY:

PartnerCentric more than doubles sales and affiliate partners for home goods company listed in Internet Retailer 500



Aggressive recruitment drove huge gains in affiliate activity, sales and conversions.

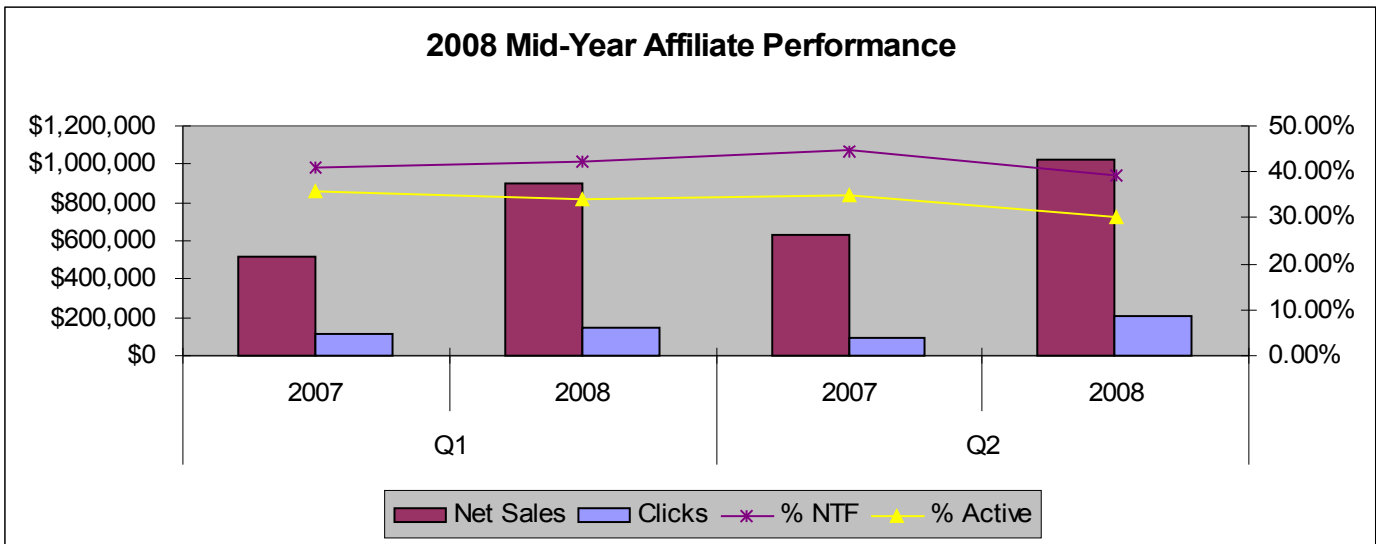
- Six-month program review, PartnerCentric



Sales Year Over Year

The program experienced a significant gain in net sales peaking at more than \$1 million in Q2 2008, up from \$635,000 in Q2 2007.

Our recruitment efforts, combined with activation campaigns aimed at under-performing affiliates, resulted in a 91% increase in affiliates driving orders.



Affiliate Recruitment

PartnerCentric aggressively pursued new affiliates to promote this affiliate program. We utilized the Syntryx analytics tool to recruit top performing affiliates who were already promoting competitors' programs. We doubled the total number of affiliates in the last year – and we doubled the number of active affiliates (affiliates with orders).

These gains directly contributed to the tremendous growth of the program in 2008.

	Q2 07	Q2 08
Total Affiliates	1,136	2,995
Affiliates with Orders	202	388



About PartnerCentric

PartnerCentric employs the most experienced affiliate program management team in the industry. In 2007 alone, our stewardship of affiliate programs gained \$50 million for our clients.

Our team has helped top brands, including several Internet Retailer 500 merchants, create the strategies and utilize the tools and technologies that drive growth and success in the affiliate channel.

As a full-service agency, we offer any and all online marketing services include search engine marketing, site design and development, e-mail marketing and social media management.

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.

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