

SUCCESS STORY:

PartnerCentric drives sales increase for Internet Retailer 500 consumer electronics merchant



Our multi-level approach to growing the program results in significant year-over-year revenue gains.

- Six-month program review, PartnerCentric

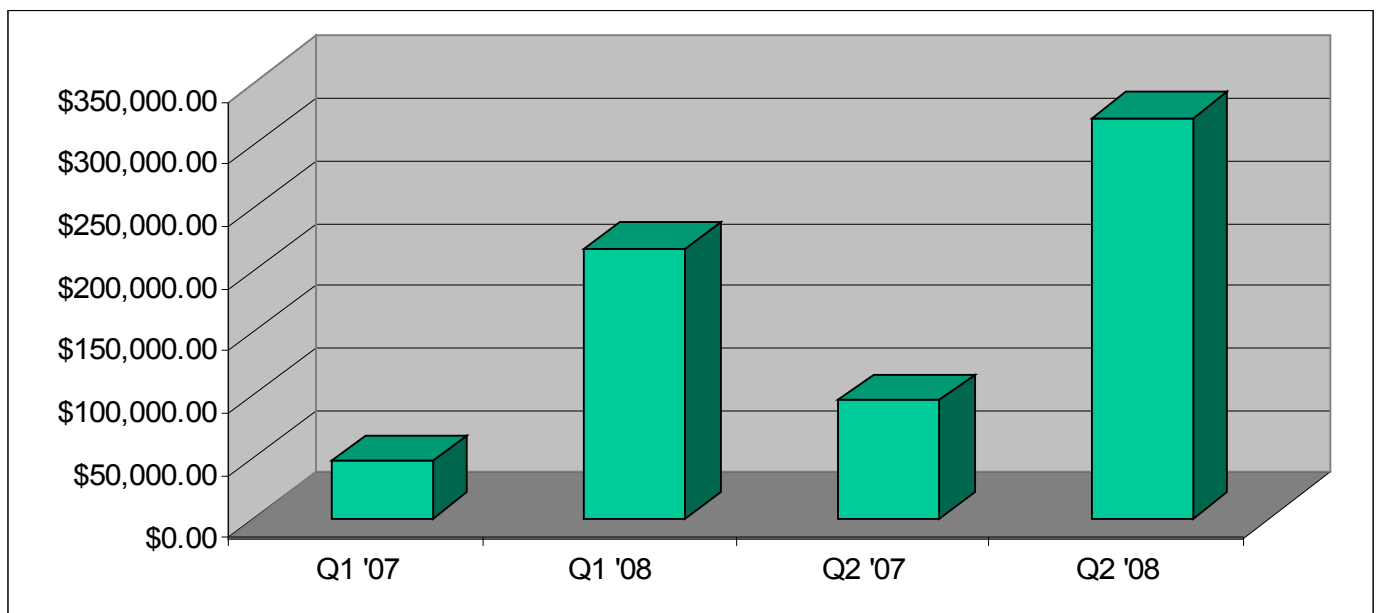


Sales Year Over Year

The program experienced significant revenue gains year over year, peaking at \$350,000 in Q2 of 2008.

We achieved this growth through a multi-level strategy that included:

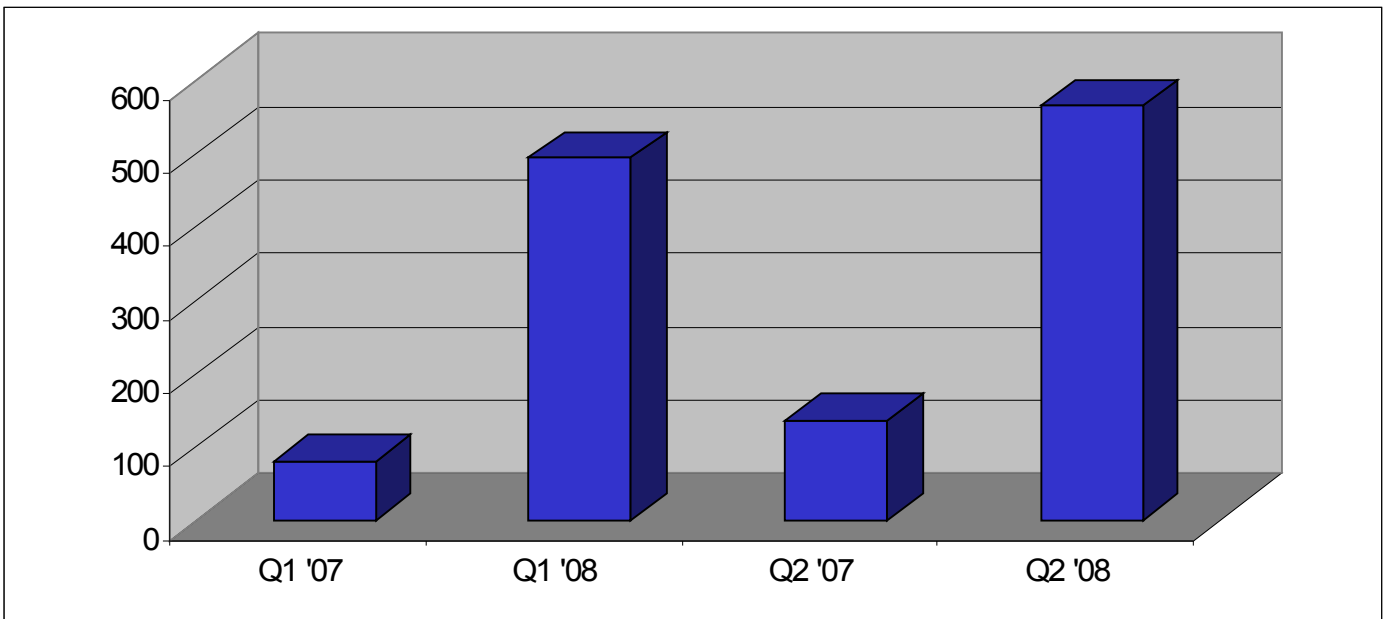
- Consumer promos placed in newsletters and blogs
- Free shipping for orders costing more than \$75
- Exclusive partnerships with super affiliates
- Aggressive recruitment of new affiliates
- New affiliate activation campaigns



Orders Year Over Year

Orders followed the same growth trend as sales, peaking in Q2 2008 with more than 600 orders.

This growth was driven by a March/April promotion crafted and executed by the management team at PartnerCentric.



Affiliate Recruitment

PartnerCentric aggressively pursued new affiliates to promote this affiliate program. We utilized the Syntryx analytics tool to find and target 963 affiliates who were promoting competitive programs. We also targeted blog affiliates in this niche.

We gained 97 4- and 5-bar CJ affiliates, bringing proven top-performing affiliates to the program.

New Affiliates 2008	
Month	# of New Affiliates
Jan	233
Feb	216
Mar	215
Apr	166
May	117
Jun	100

Total Affiliates:

- June 2007: 1,345
- June 2008: 3,105



Activation Campaigns

We implemented an activation campaign for new affiliates to drive activity and sales. New affiliates were offered a \$25 bonus if they generated 5 orders in their first full month in the program.

The campaign was quite successful. More than 20% of new affiliates generated clicks right out of the gate, resulting in \$13,000 in revenue so far in 2008.

A second activation campaign for Q2 2008 focused on inactive affiliates who didn't have any orders in Q1 2008. A total of 1,155 affiliates were targeted, of which 216 generated clicks and 8 generated sales as a result, bringing in an additional \$10,961 in sales.

Q2 2008 Inactive Affiliate Activation Campaign						
Orders	Sales	Commission Paid	CJ Fee	Bonuses Paid	Total Spend	Profit
16	\$10,961.11	\$332.59	\$99.78	\$64	\$496.37	\$10,464.74



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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