

SUCCESS STORY:

PartnerCentric increases affiliate activity for new client through recruitment efforts



Our immediate challenge - achieved successfully – was to recruit strong new affiliates and re-invigorate existing affiliate partners.

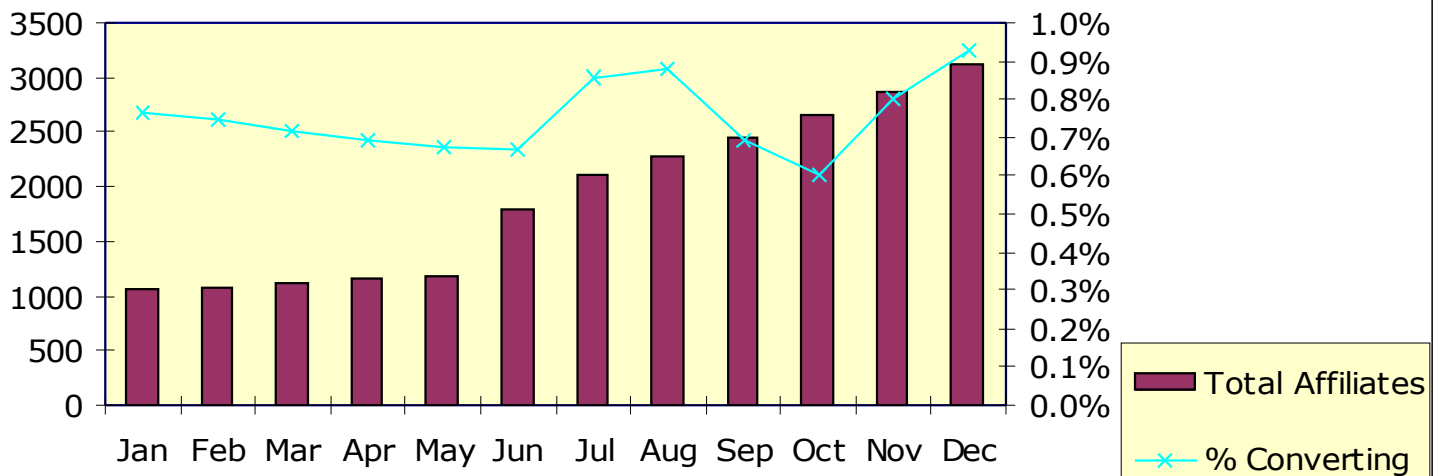
- Year-end program review, PartnerCentric



Recruiting new affiliates

When this merchant entrusted the affiliate program to PartnerCentric in early summer 2008, the focus was on recruiting new affiliates and driving strong click and sales activity through these strategic partnerships. In the first six months we doubled this client's affiliate base, bringing a new breed of partners into the mix while at the same time doing all that we could to re-activating existing partners whose activity had grown stagnant over time. The result was an increase in the program's conversion rate over the same period of time, which in and of itself is a strong indicator of the health of the client's affiliate channel.

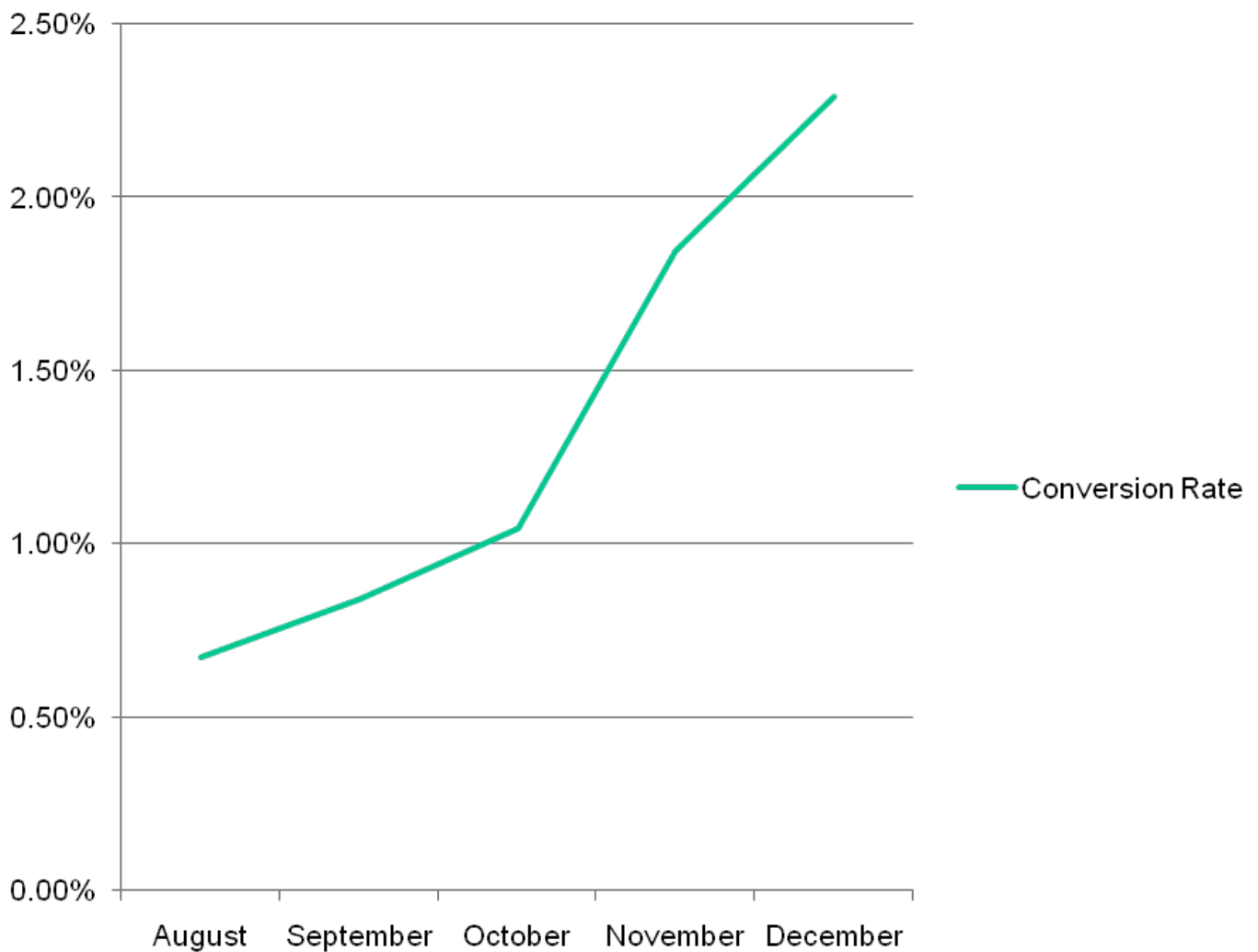
2008 Monthly Affiliate Participation



Restoring healthy conversions

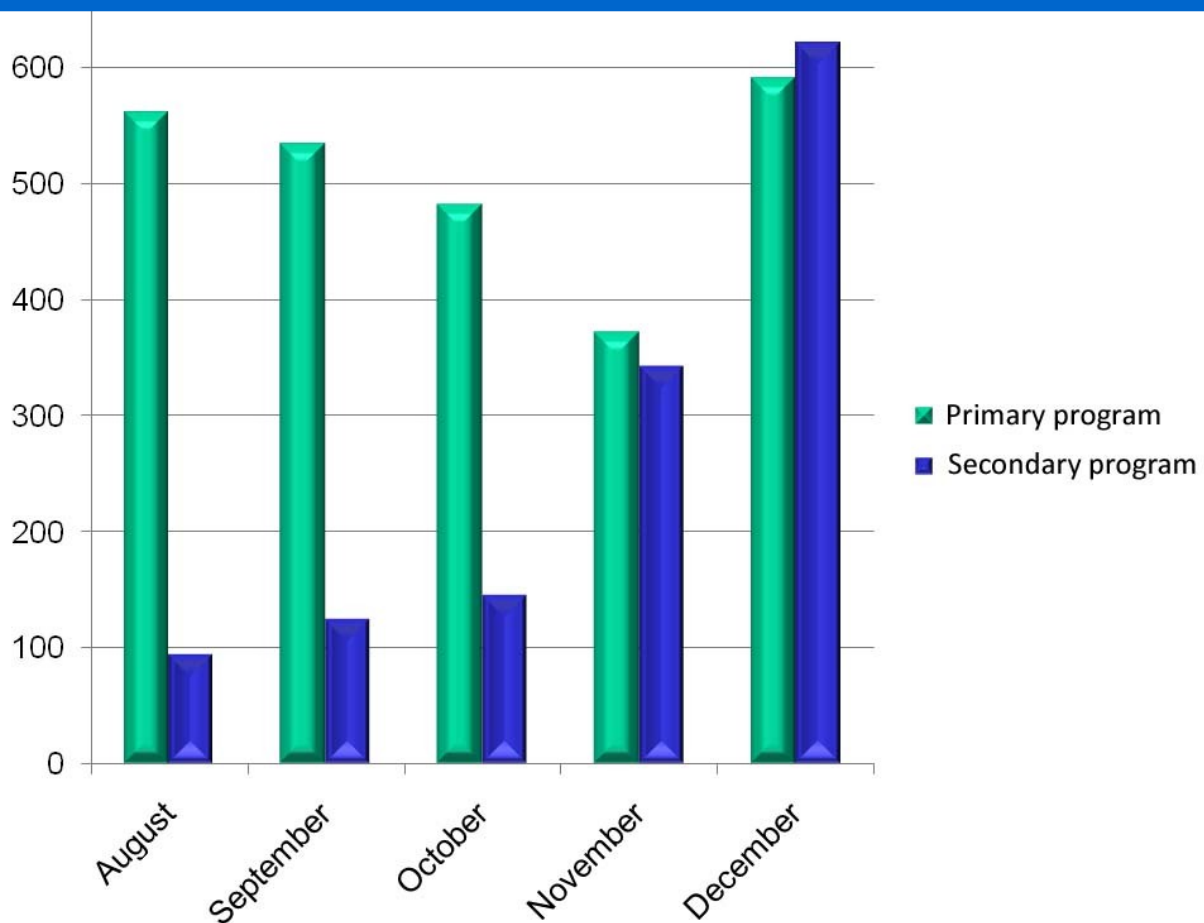
Neutralizing clickfraud had another desired effect that is clearly visible in the following chart – a rise in the conversation rate month-over-month from the very moment the fraudulent affiliates were booted from the program.

Conversion Rate



Protecting the bottom line

Most importantly, our swift action with respect to click fraud caused a turnaround in a slow sales decline that was one more symptom of click fraud. At the same time we were cracking down on click fraud and increasing sales for the primary program, we introduced the client's secondary program for a related brand and saw month-over-month sales growth for the secondary program as well. Our team are experts at multi-tasking because our success - and yours- depends on it.



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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