

SUCCESS STORY:

PartnerCentric team fights affiliate fraud, cleansing program and reinvigorating sales



We identified fraudulent affiliates as the source of click-to-sales anomalies and neutralized them, while at the same time focusing on driving more activity from quality affiliates.

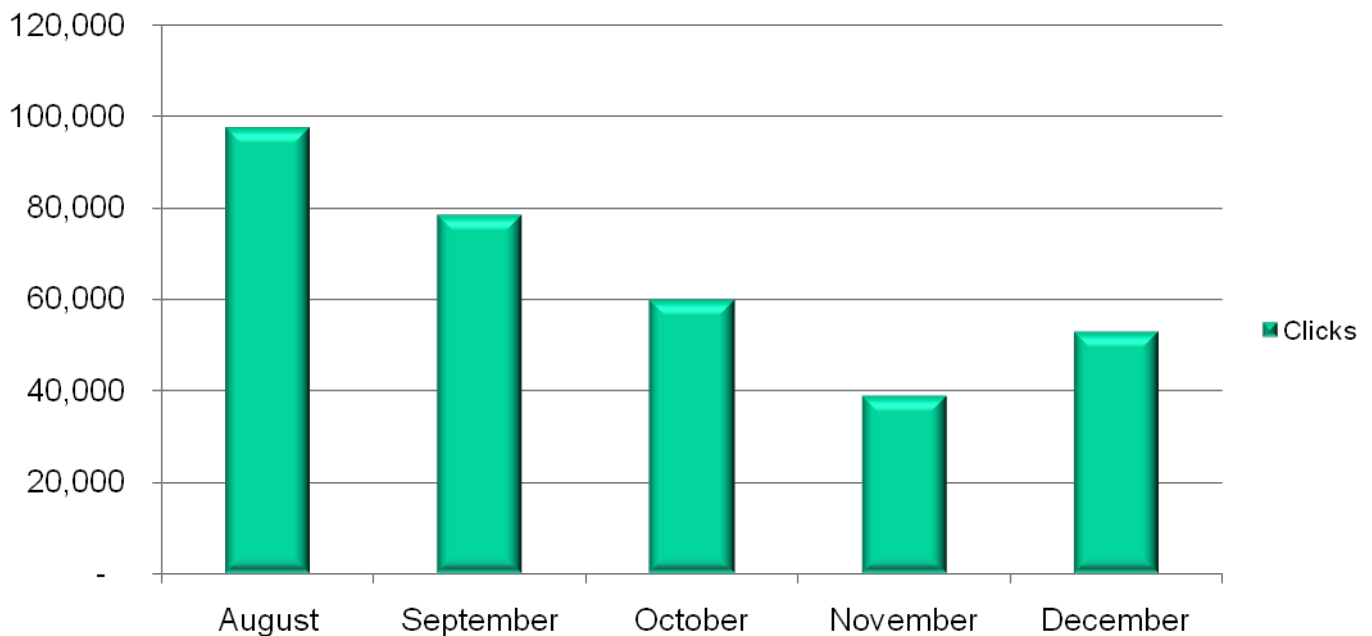
- Year-end program review, PartnerCentric



Neutralizing affiliate fraud

Nothing kills the effectiveness of an affiliate program faster than fraudulent clicks sent by unscrupulous affiliate partners. PartnerCentric is keenly aware of the issue and moves quickly to neutralize fraudulent affiliates, as we did in the case of this client's affiliate program. The following chart illustrates the problem clearly – a steady decline in quality clicks over time. We moved quickly to remove the fraudulent affiliates, and within two months of their removal in October, the click rate was upwardly mobile once again, as were sales.

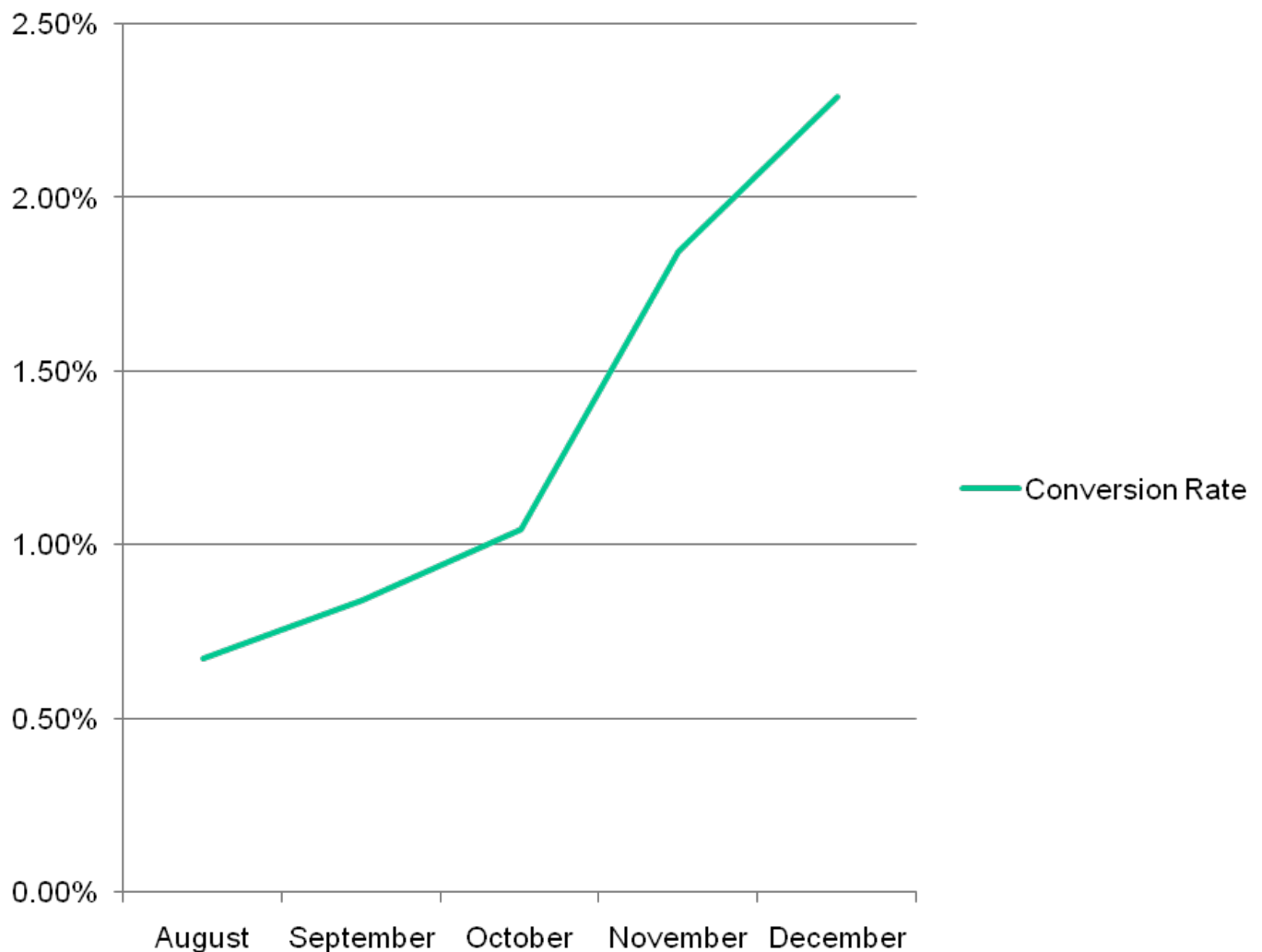
Clicks



Restoring healthy conversions

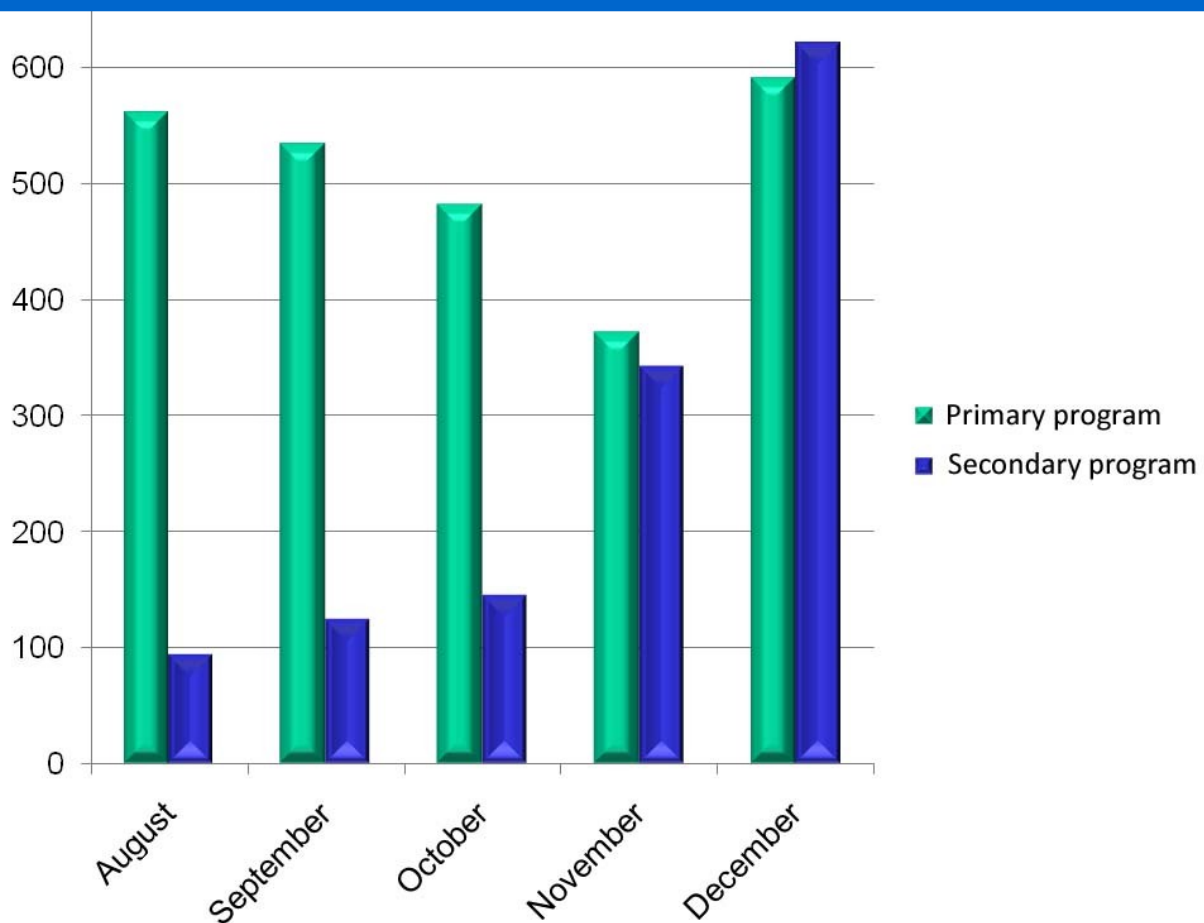
Neutralizing clickfraud had another desired effect that is clearly visible in the following chart – a rise in the conversation rate month-over-month from the very moment the fraudulent affiliates were booted from the program.

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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