

SUCCESS STORY:

PartnerCentric achieves growth for client across the board in every key measurement



We're happy to report the program saw growth across the board in every metric in 2008!

- Year-end program review, PartnerCentric



Success in every key metric

PartnerCentric had good news to share with each and every client in 2008, but we were especially proud of our performance on behalf of this merchant because we were able to report growth in every key measure.

As the following chart illustrates, the client's program saw growth in the following areas:

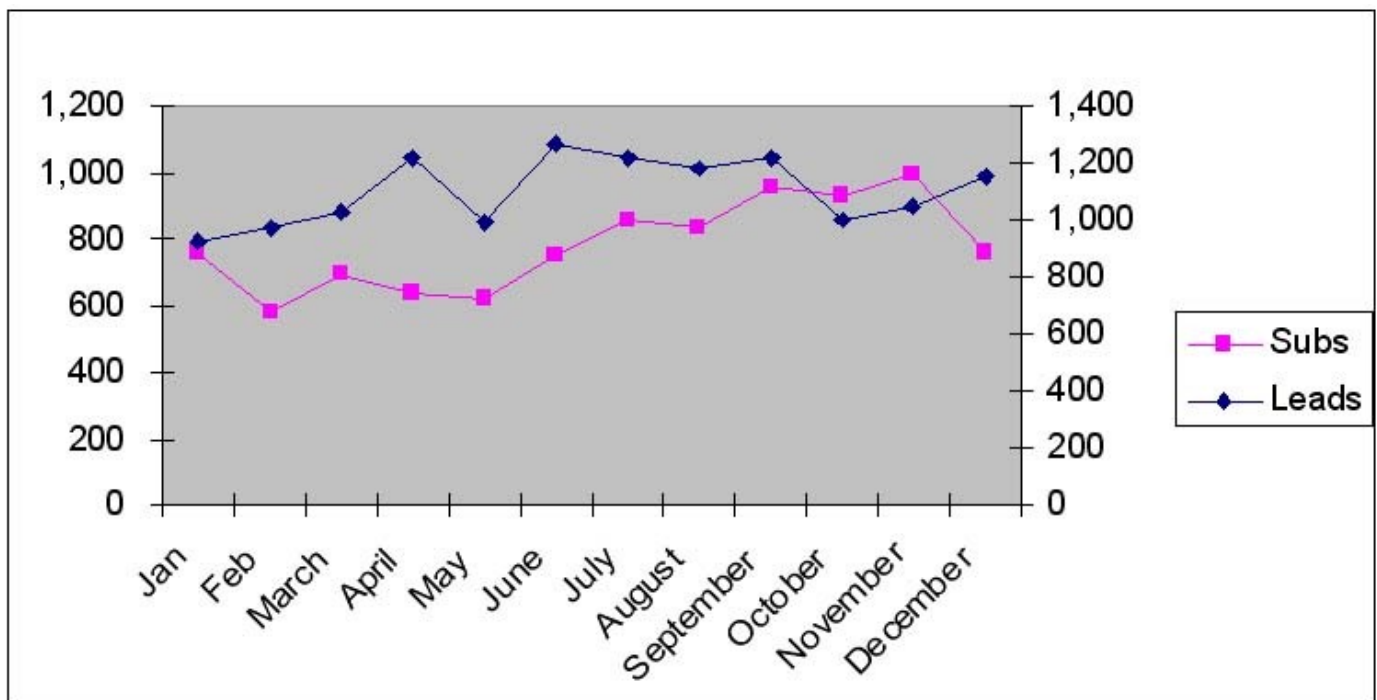
- clicks increased 28%
- conversion rate grew 62%
- lead volume increased 108%
- sales more than doubled (231%)
- CJ EPC (earnings per click) grew 111%

	<u>impressions</u>	<u>clicks</u>	<u>Conversion</u>	<u>Leads</u>	<u>Sales</u>	<u>Commission</u>	<u>EPC</u>
2008	41,701,098	262,728	4.99%	13,108	9,463	\$316,471.70	\$120
2007	11,188,848	204,902	3.08%	6,303	2,862	\$116,526.70	\$57
Variance	273%	28%	62%	108%	231%	171.6%	111.81%



More leads: Mission accomplished!

PartnerCentric was asked to pay particular attention to the client's lead volume in 2008, and we were able to develop a strategy that drove phenomenal growth in lead development. Lead volume increased by 108%. We were asked to bring in 1,000 leads per month, and we accomplished this for nine months out of the year. For the remaining three months, we were able to drive more than 900 leads per month, nearly reaching the goal.



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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