

## SUCCESS STORY:

# PartnerCentric grows affiliate program for big e-tailer in all key performance areas



As soon as PartnerCentric assumed management of the affiliate program, it grew exponentially in all key areas.

*- Year-end program review, PartnerCentric*



# The Proof is in Rising Profits

Perhaps nothing illustrates the power of PartnerCentric more than the results the company's managers brought to this client's affiliate program.

The program grew year-over-year as soon as we took over management of the program. Take a look:

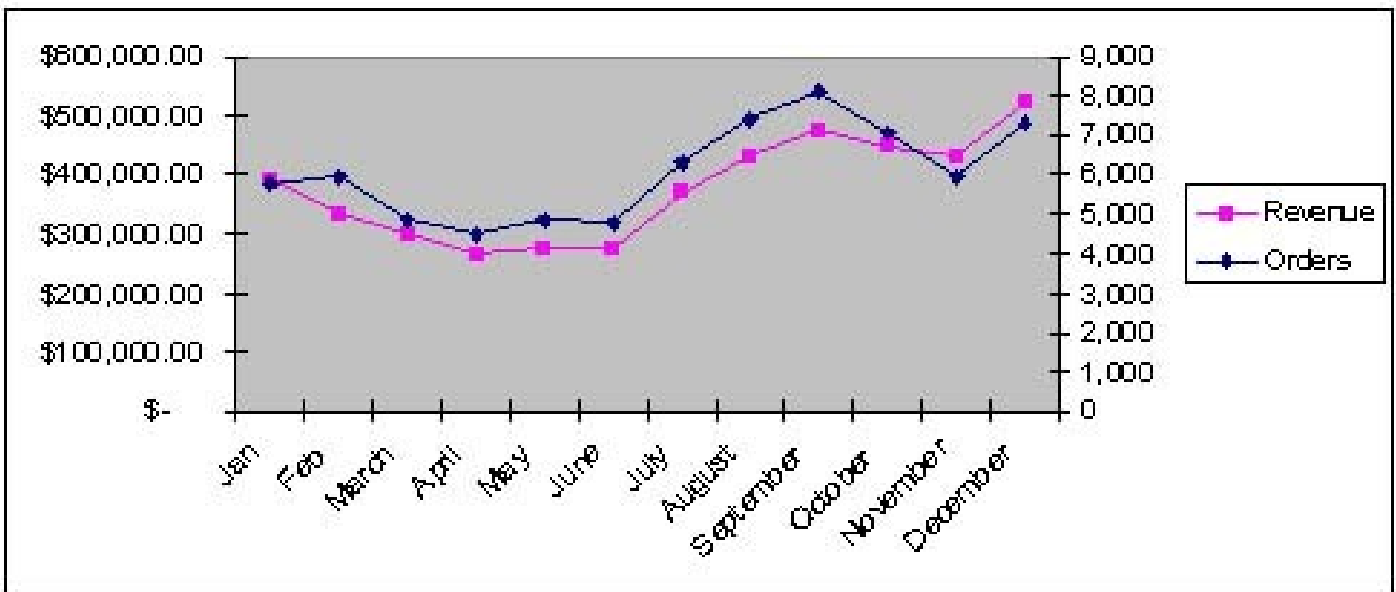
- Conversions were up 117%
- Orders increased by 60%
- Revenue gains grew by 94%
- The average order value grew nearly 10%

	Conversion	Orders	Revenue	Commissions	Average Order Value
2008	6.38%	72,872	\$4,531,649.00	\$540,742.00	\$744.00
2007	2.94%	45,490	\$2,333,875.00	\$275,802.00	\$681.00
YOY variance	117.09%	60.19%	94.17%	96.06%	9.21%



# Effecting a Big Turnaround

As the following chart illustrates, this merchant's success story was nothing short of an amazing turnaround. The program was in decline and stagnation through May. Once PartnerCentric began managing the program in June, orders and revenue began to climb. Within two months, the program was doing better than it had done all year. It's an amazing turnaround in a short period of time and more evidence of the kind of success we can bring to the programs we manage for our clients.



# 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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