

SUCCESS STORY:

PartnerCentric tracks and grows sale of new products for e-tailer's affiliate program



With our ability to track new product line sales, we were able to grow these new revenue channels for the client.

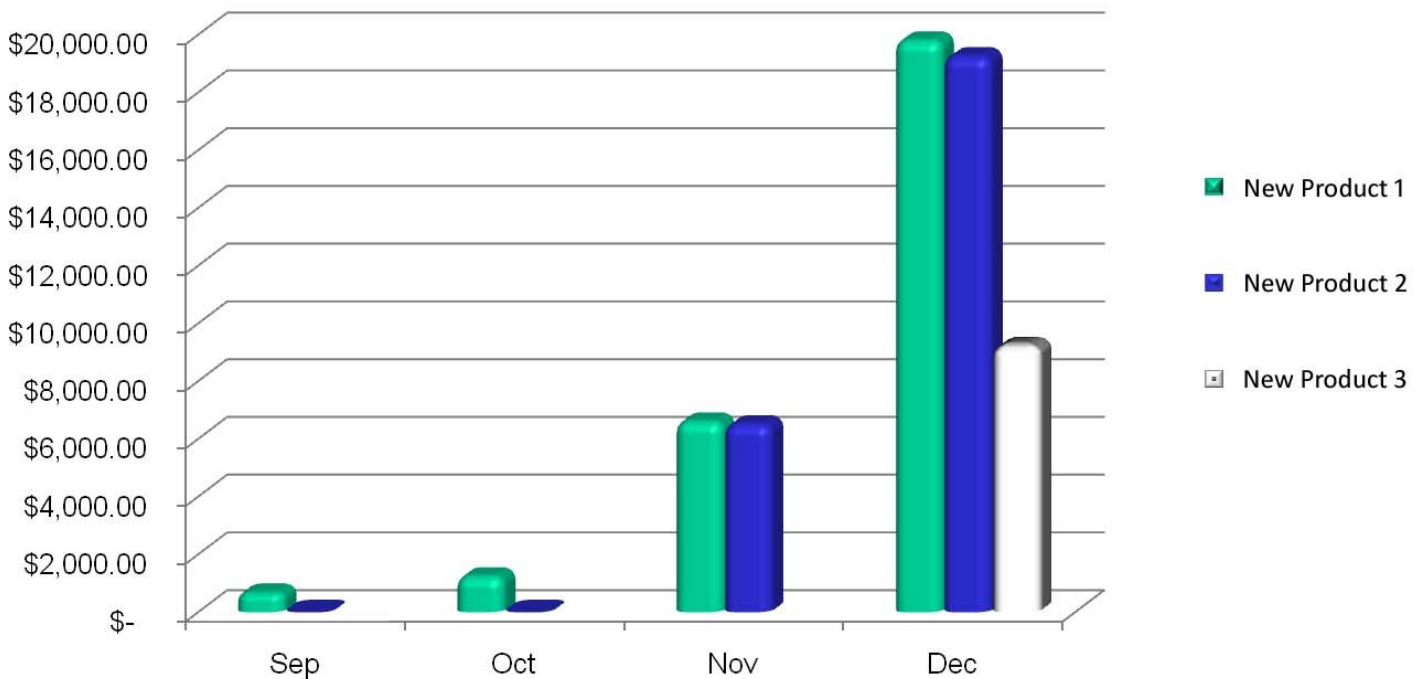
- Year-end program review, PartnerCentric



Driving new product sales

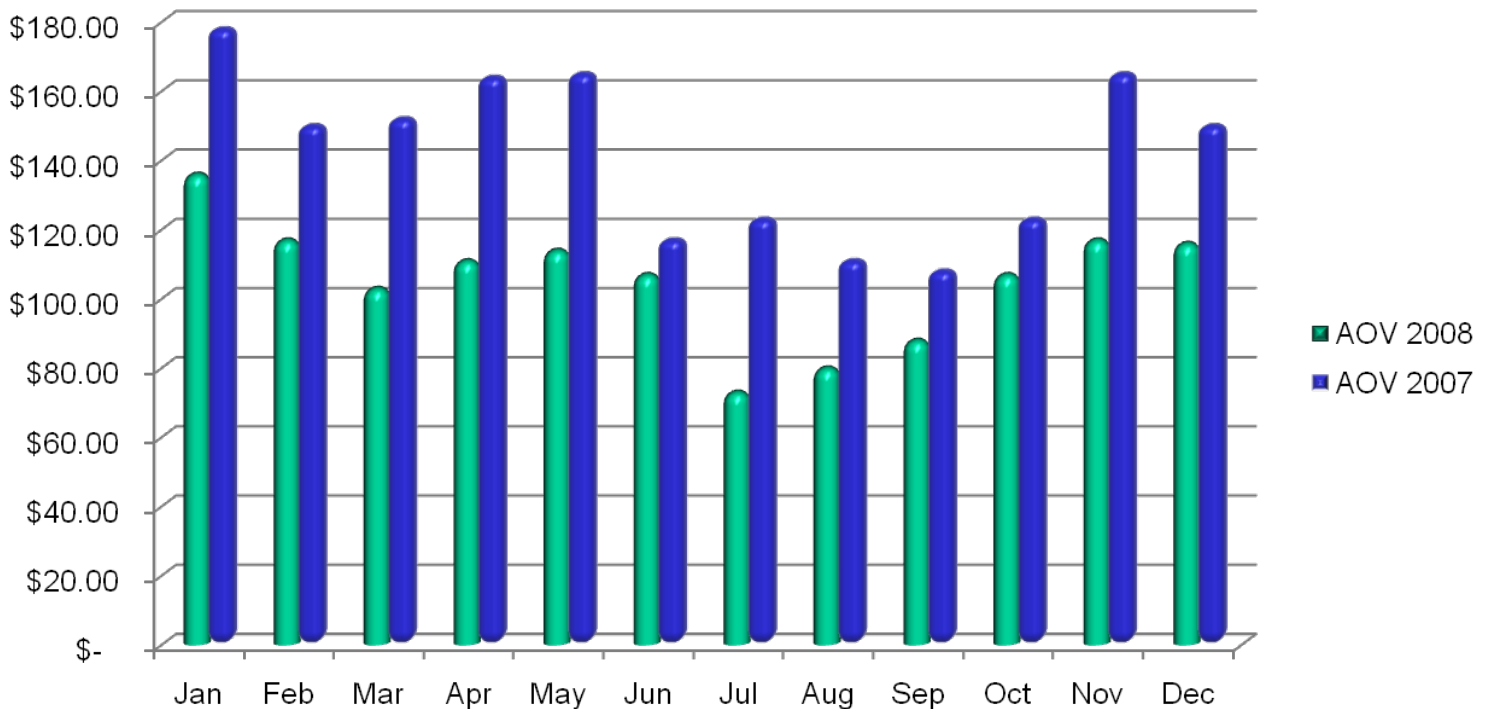
One of the most critical functions of any outsourced affiliate program management firms is the collection and analysis of data followed by the know-how to act based on the information being gathered.

For this merchant, PartnerCentric was able to track new product line sales as they came online in order to drive growth in the sales of each new line. As you can see in the following chart, new product sales for this merchant grew phenomenally in the first few months after introduction to market.



Increasing average order value

Introducing new product lines and managing those new lines effectively had a positive effect, as planned, on the Average Order Value for this merchant's affiliate program over time. Introducing several lower-priced items into the client's overall inventory was an effective way to drive more clicks and sales for the program, and it also caused a sustainable increase in the average order value that continues to develop even into the new year.



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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