

SUCCESS STORY:

PartnerCentric positions affiliate program for success amid heavy competition and wildly fluctuating seasonal product sales



Strategic planning and strong tactics make for strong program offer and high conversions.

- Year-end program review, PartnerCentric



Rising above the competition

PartnerCentric's affiliate management team saw the strong competition for this merchant and developed a strategy that would place the client's affiliate program at the top of the pile in this very competitive space.

What we see in the chart below illustrates the presence of seven very strong competitors within our client's narrow niche. The client didn't have the most unique visitors, or the top Google Page Rank, or even the highest Alexa Grade, but we were still able to bring the affiliate channel to the top of the heap.

Site	Google Page Rank	Alexa Grade	Unique Monthly Visitors (Dec08)
Client	2 of 10	160,933	178,815
Competitor 1	Unranked	418,508	57,046
Competitor 2	Unranked	837,382	18,169
Competitor 3	3 of 10	249,694	64,095
Competitor 4	4 of 10	33,507	324,609
Competitor 5	Unranked	1,030	11,885,374
Competitor 6	2 of 10	77,958	22,441
Competitor 7	3 of 10	1,716,961	8,759



Sweetening the affiliate deal

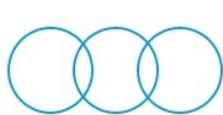
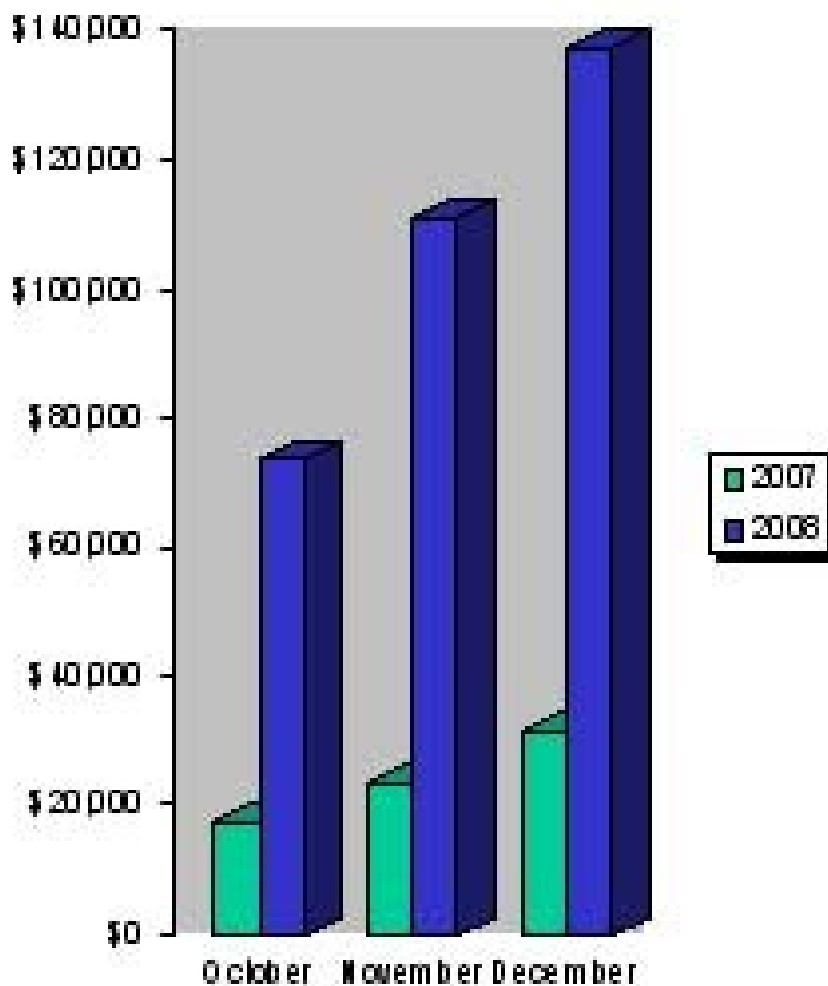
PartnerCentric developed an offer for affiliates that positioned the client's program at the top of the list of strong competitors within this very small, very full niche. Through a combination of the highest pay-out, the most flexible payment threshold and the longest cookie duration, we move the client's affiliate program to the top of the list, attracting the strongest affiliate partners and the greatest number of sales.

Payment Structure	Payment Threshold	Cookie Duration
8.00%	None	60 days
8.00%	\$50.00	30 days
7.00%	\$25.00	60 days
7.00%	None	60 days
8.00%	\$25 / \$50	120 days



Driving phenomenal success

Strategic planning not only brought this merchant's program to the top of the list within the niche. It also accounted for phenomenal growth in sales. For Q4 2008, **PartnerCentric increased sales for this merchant by 376%** in Q4 08 as compared to Q4 07. The success was due not only to strategy, but also to several successful promotions that the team created and deployed in advance of the busy holiday shopping season.



partnercentric

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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