

## SUCCESS STORY:

# PartnerCentric increases profits for sports-oriented retailer by strengthening the client's affiliate marketing channel



Aggressive recruitment drove huge gains in affiliate activity, sales and conversions.

*- Six-month program review, PartnerCentric*



# Profitability Year Over Year

PartnerCentric's affiliate management team knows that it's imperative to keep focus on the cost of affiliate marketing. Our strategy to increase sales and revenue while also reducing the cost of doing business really pays off, as it did for this client.

In the same year that we grew this program, we also increased profitability for the client. Take a look:

- Clicks increased 30%
- Sales increased 49%
- Orders increased 120%
- Revenue to expense increased 8%
- Cost per order decreased by 35%

	Q2 08	Q2 07	
Gross Revenue	\$352,000	\$201,000	Up 75%
Affiliate Commissions	\$44,531	\$25,044	Up 78%
Net Profit	\$279,000	\$154,000	Up 78%
Cost Per Order	\$25	\$38	Down 35%



# Affiliate Recruitment

PartnerCentric recruited more than 1,500 new affiliates for this client's affiliate program between Q2 2007 and Q2 2008. At the same time, the PartnerCentric team motivated these new affiliate partners – and the existing affiliates – to be click and sales active, with the number of active affiliates growing slightly even as the total number of affiliates grew tremendously. This is the portrait of a healthy affiliate program.

	Q2 08	Q2 07
Total Affiliates	4,600	3,000
New Recruits	880	2,050
% Active Affiliates	16%	14%



# 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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