

SUCCESS STORY:

PartnerCentric lowers cost per lead for Fortune 500 financial firm



Our revisions to the affiliate payout structure was a response to changes in the industry. The result – a lower cost-per-lead that helps this client stay competitive in lead generation.

- Six-month program review, PartnerCentric

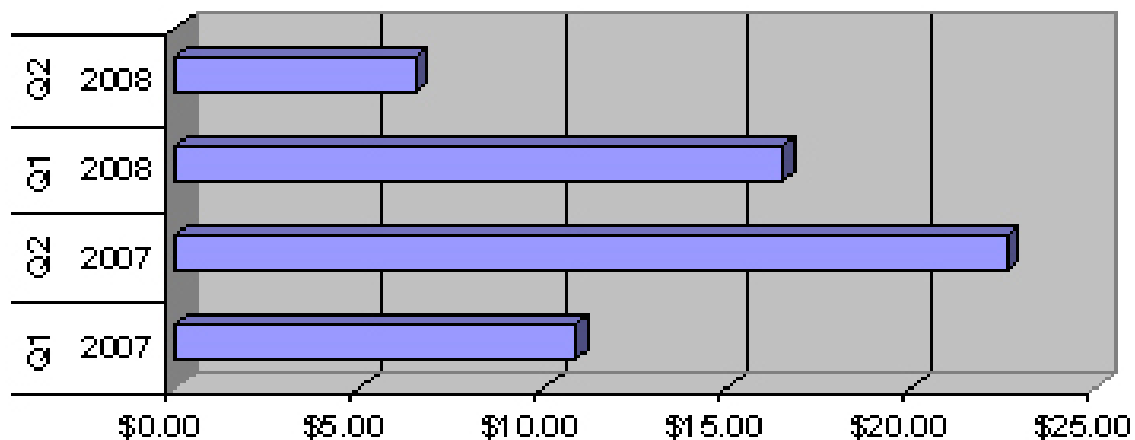


Responding to industry shifts

PartnerCentric understands that the success of our client's campaigns depends on our ability to respond to changes in the client's industry.

In this case, analysis by the PartnerCentric team made it clear that lowering the commission paid to affiliates would not result in a loss of sales but would in fact increase the program's profitability and our ability to compete in the ever-changing world of lead generation in this volatile niche. The result – an average cost per lead that fell from an all-time high of \$23 to about \$10 per lead.

Q1 and Q2 Average Cost Per Lead 2007 vs. 2008



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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