

## SUCCESS STORY:

# PartnerCentric brings quick ramp-up to increased Q4 revenue for merchant



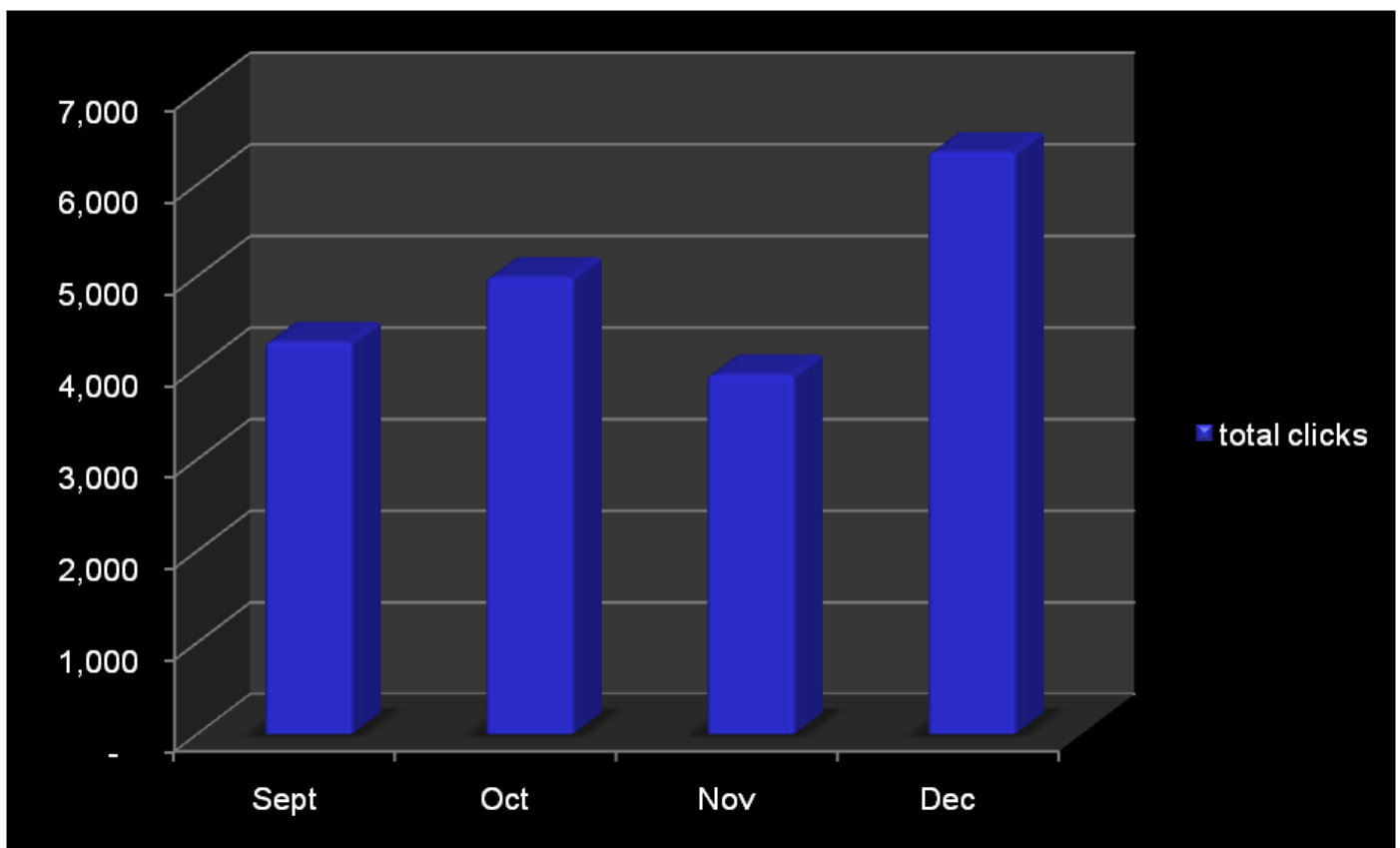
Aggressive strategy and tactics employed in September drives strong holiday sales and Q4 results.

*- Year-end review, PartnerCentric*



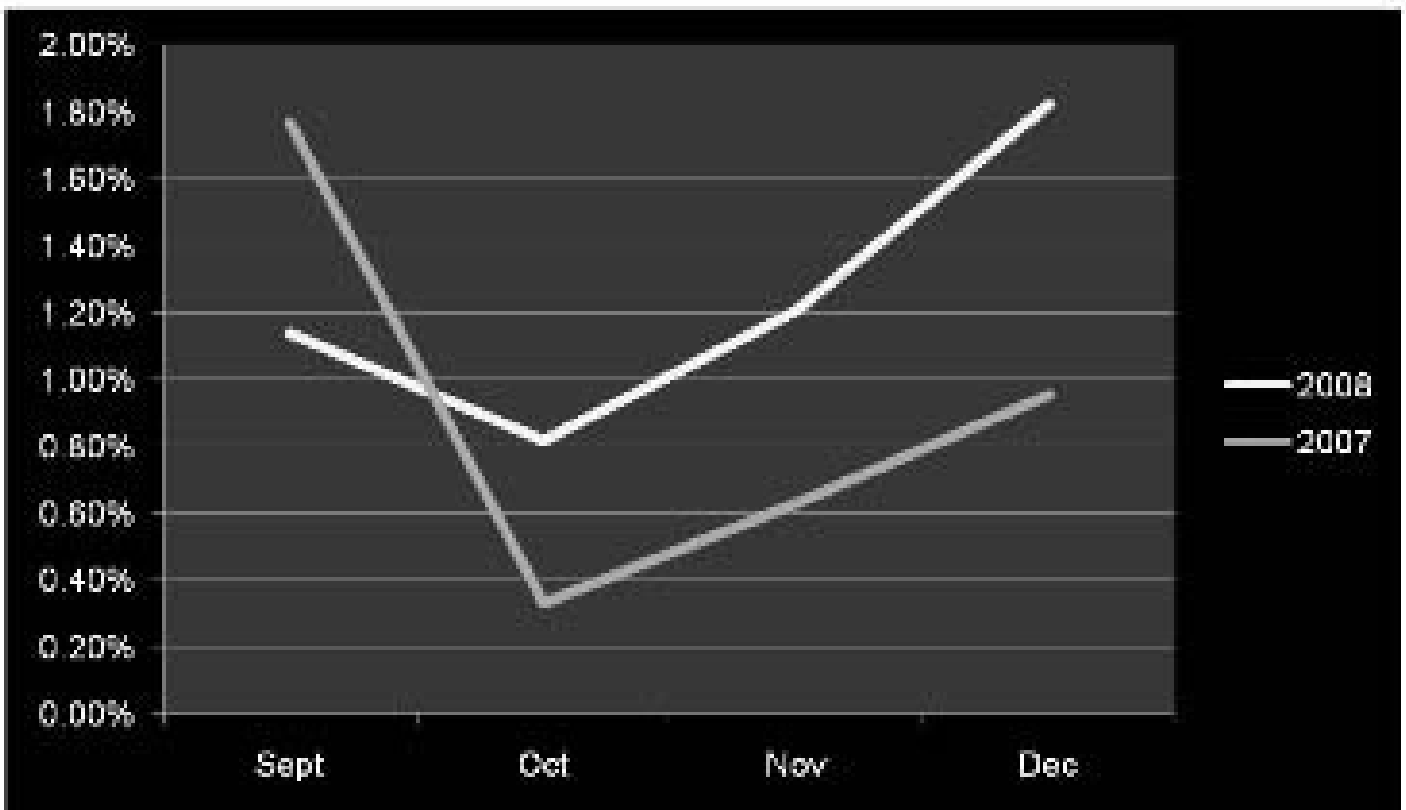
## Increased clicks for December

PartnerCentric's affiliate management team knew it had to act fast to drive increased holiday-season traffic to a merchant who came to us in September. Through our aggressive affiliate recruitment and activation, we increase by 50% in December – just in time for the holiday shopping season.



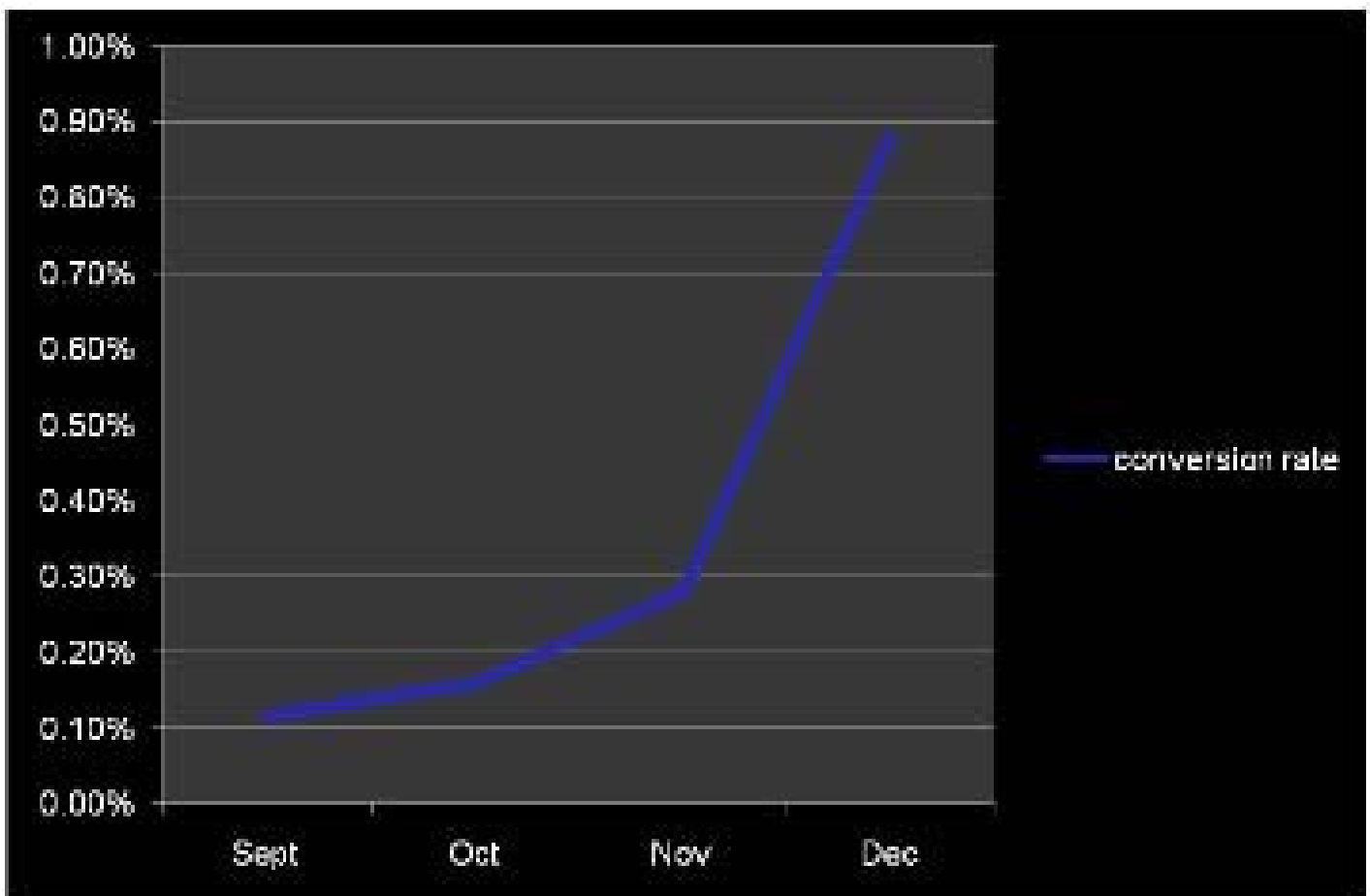
## Raising the roof on conversions

As we increased the amount of affiliate-driven traffic to the merchant's product pages, we also saw a significant increase in the click-to-sales conversion rate, which went from a low .82% when we assumed management of the program in October to 1.82% in December. This is a powerful testament to the work the team did to drive the client's Q4 success.



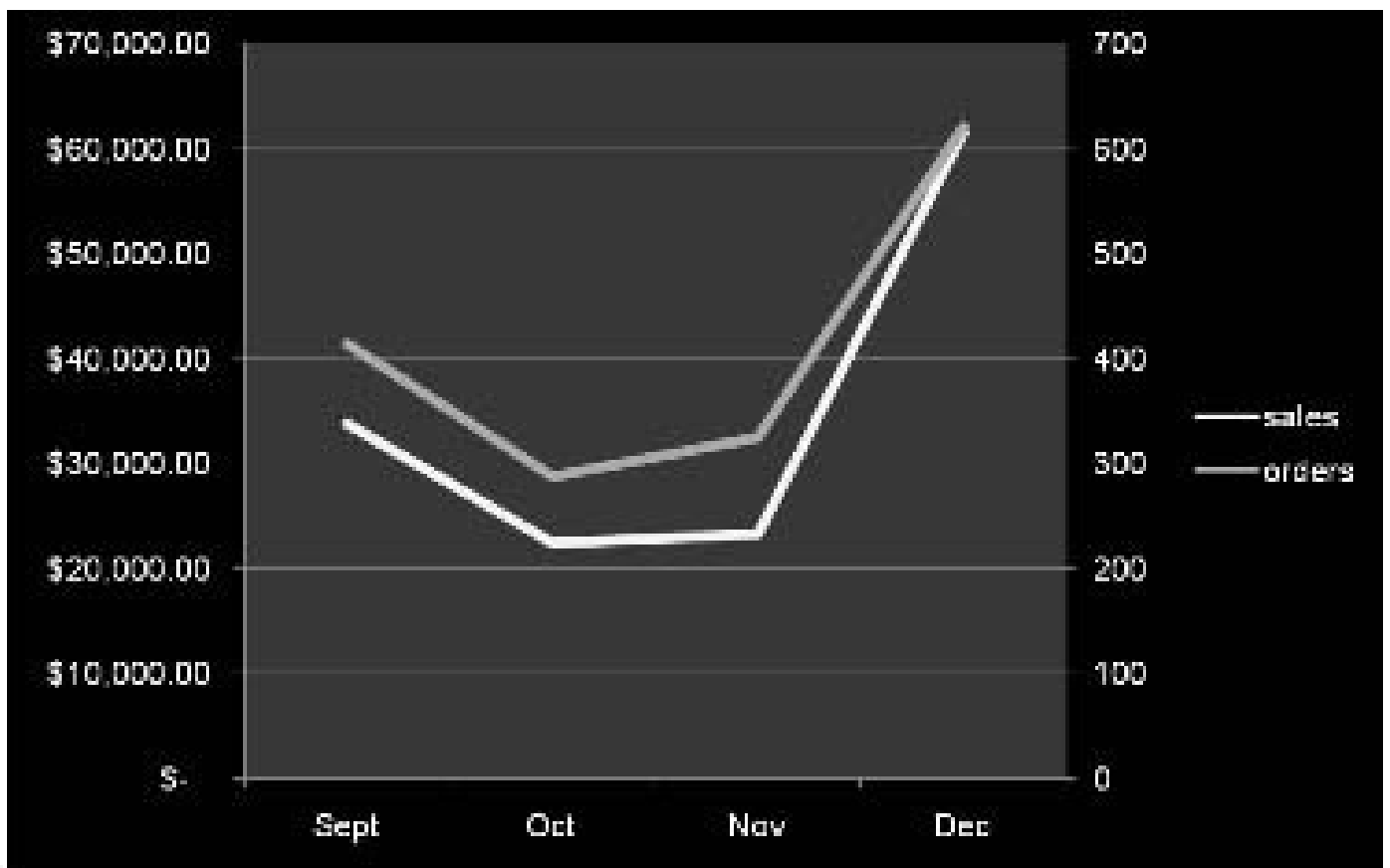
## Growing the secondary brand

Our team was also asked to strengthen the program for a secondary brand this merchant is growing. We succeeded in making conversions seven times stronger than they were when we assumed control of the program – from .12% to .88%. Our work continues as we seek to surpass the 1% mark for conversions.



## Sales, Order Values increase

Two other key metrics grew in the first three months we managed the program leading up to the holiday shopping season. Sales increased, as did the average order value, which reached a high of \$99.22 in December. This is a tremendous spike in comparison to the average order value in Dec. 2007, which was \$58.63.



# 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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