

# **Case Study: Performance of Affiliate Program for Lead Generation Client in Insurance Sector**

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# Phenomenal Growth Year Over Year

Your affiliate program experienced a **doubling** of the number of leads generated in the past year. In 2006, the program brought in 57,014 leads, while in 2007 the program brought in 104,147 leads!

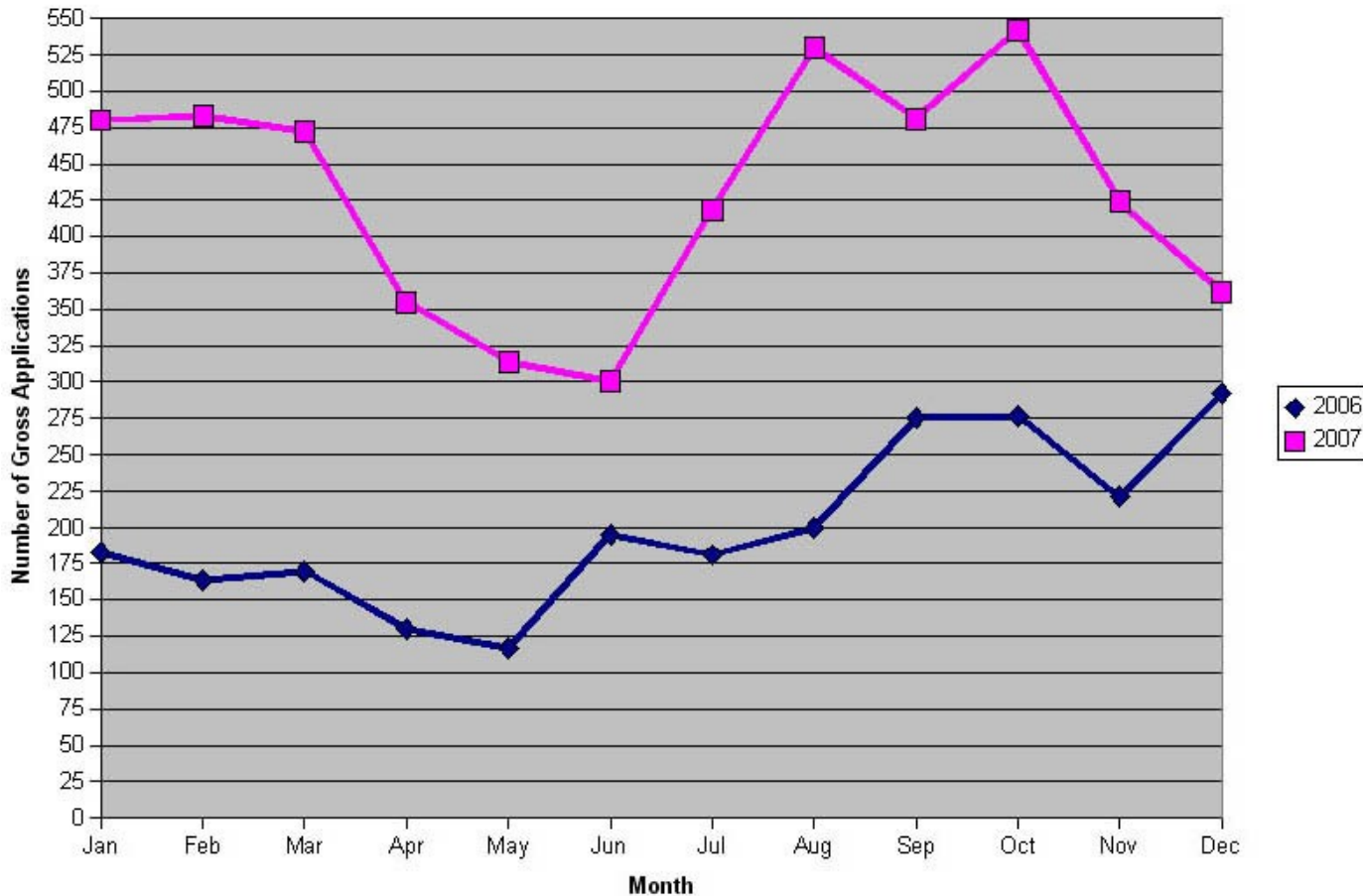
By every measurable parameter, your program saw phenomenal growth during the past year:

- The number of gross applications rose from 2,405 to 5,161.
- The click-to-lead conversion rate rose from 11% to more than 14%.
- The earning per click (EPC) went from \$81.59 to \$115.62.

At the same time, the cost of acquisition decreased from \$267 to \$211. The next few slides illustrate the growth of the program within the past 12 months.

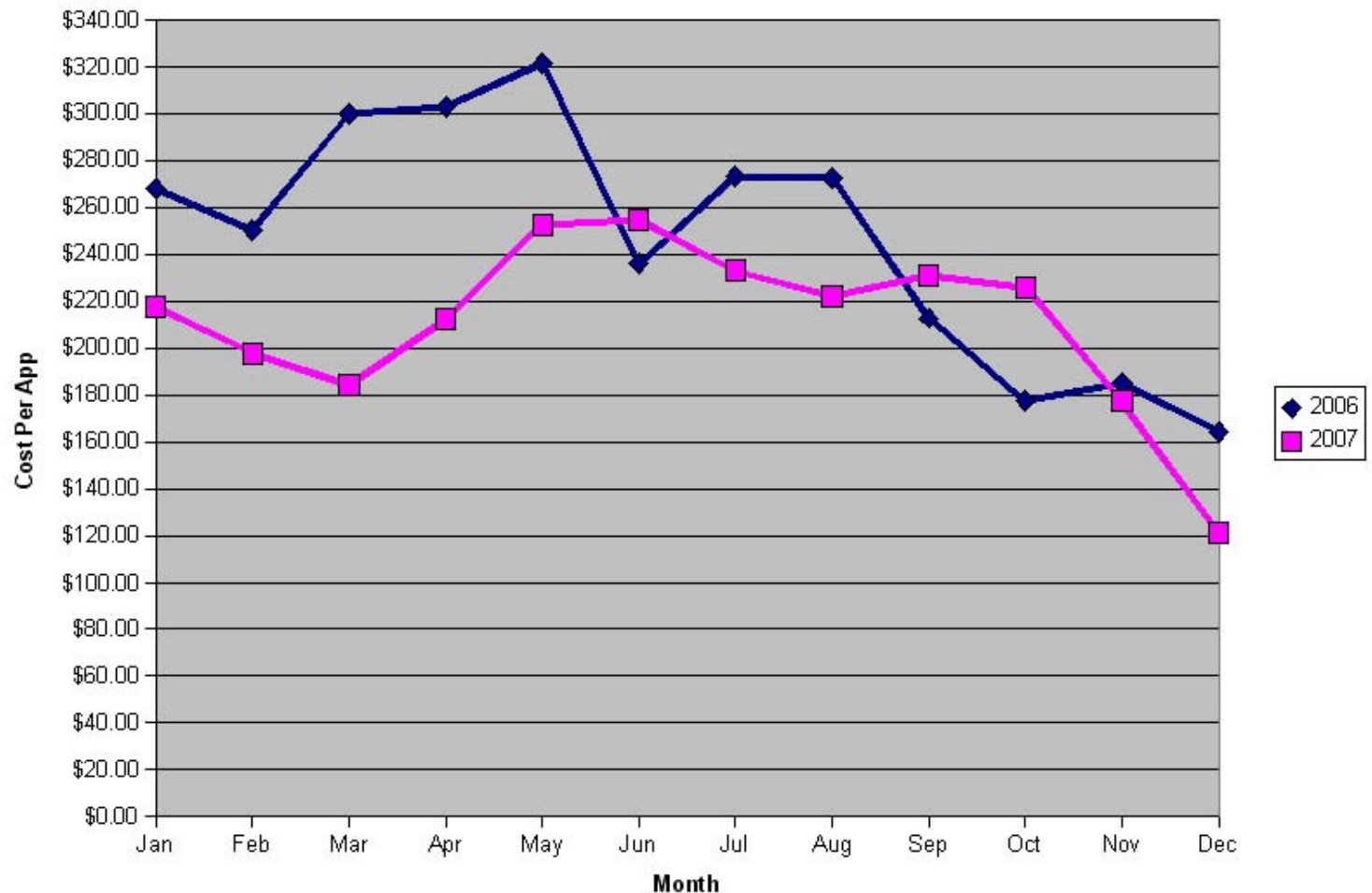
# Affiliates drive twice the number of applications

As you can see, month to month cycles were consistent, but the number of applications doubled during the past year from 2,405 to 5,161.



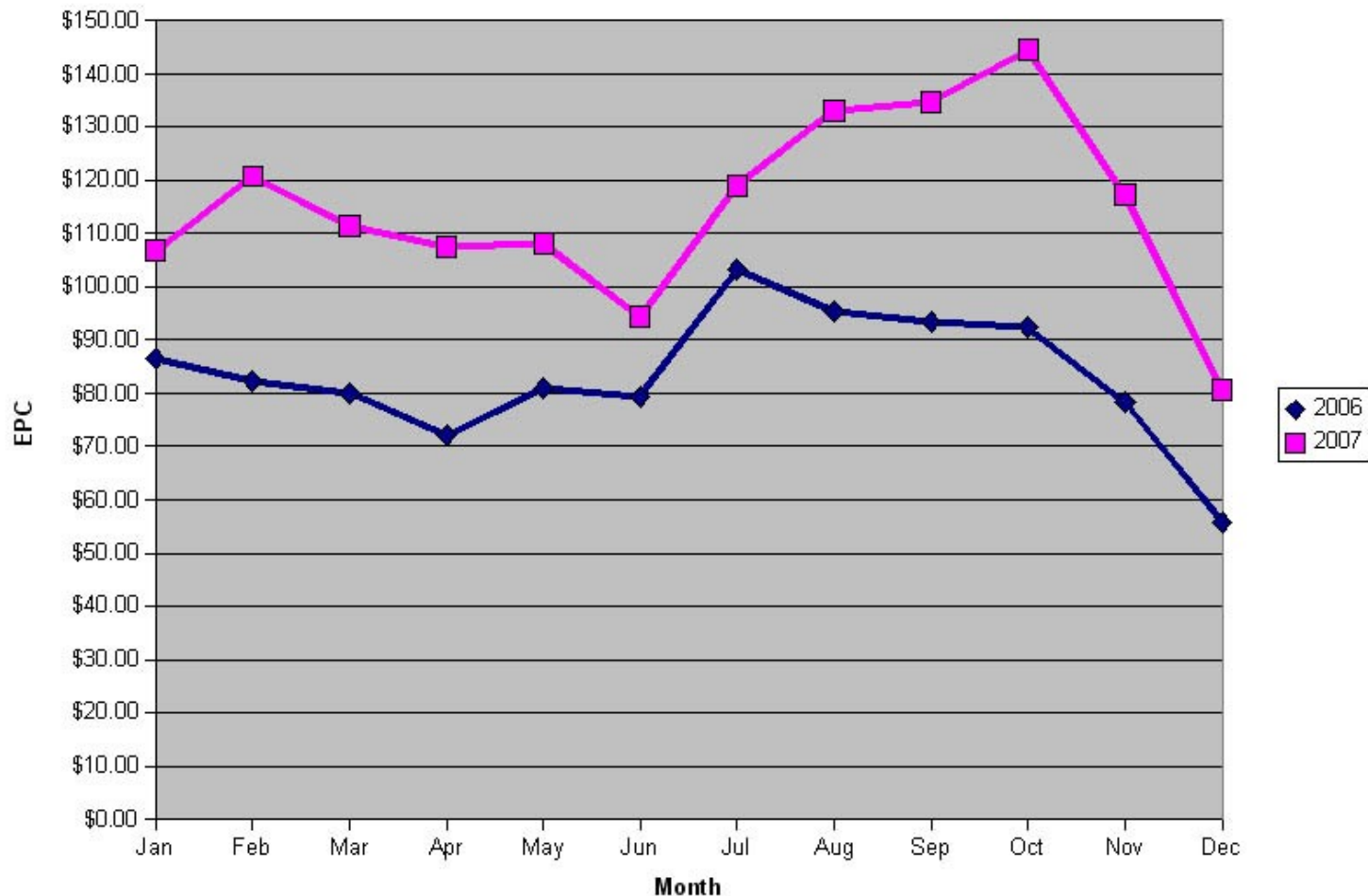
# Cost per application falls by more than \$50

The cost per application, another important metric, decreased during the past year, saving you money while bringing in more leads.



# Earnings per click increases by more than \$30

Your program has become the top performing affiliate program in CJ within its vertical when it comes to EPC.



# Goals Exceeded Through Recruitment

As we stated at the end of 2006, our goals for 2007 were quite aggressive with respect to your affiliate program. As you can see from this report, those goals were actually exceeded. This was achieved primarily through our affiliate recruitment efforts.

We specifically targeted affiliates who were top performers in your niche, and who were likely to be successful in lead generation, which is quite different from the usual sales-driven affiliate program.

The number of affiliates promoting your program actually decreased during the past year from 2,307 to 2,151. The number of affiliates with sales also decreased from 487 to 464. This was part of our effort to target larger lead generation affiliates who, as this report has shown, brought in even stronger year over year results for your program.