

Affiliate Marketing Success

This is a premier clothing company with an established storefront located in Silicon Valley, California.



Before Affiliate Marketing

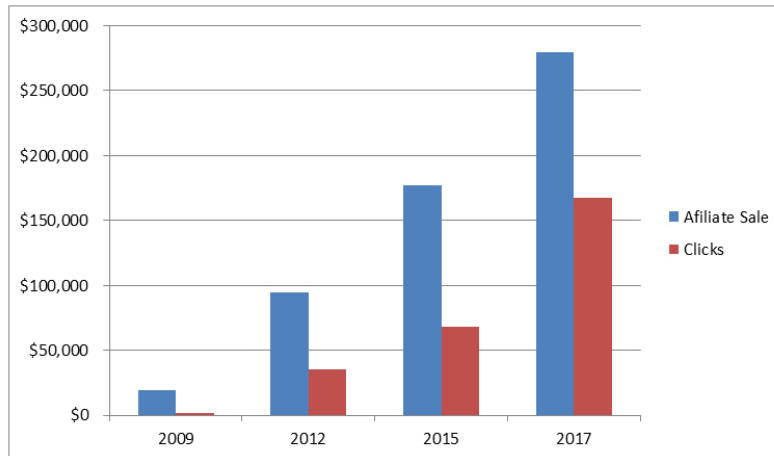
The clothing company came to us in August 2009 with some online presence. They wanted to start an affiliate marketing program to increase the overall business revenue and clientele. They signed on for our Affiliate Marketing Management services.

This company wanted to start an affiliate program in any network, so we suggested they start with Clixgalore and Shareasale as per their budget.

Our Approach

- Based on their budget and website strength, we suggested and then set up an affiliate program with the Clixgalore and Shareasale networks.
- We created some banners, product feed, and text link features.
- We offered a discount on set-up fees as well as monthly fees while opening a new account in the affiliate network.
- Due to the discount, the client obtained an advantage and added more networks to their program.
- Once they started to get quality results from the current affiliate network, they decided to add more networks. So we added Link connector, Commission Factory, and Admitted Affiliate network on their program.
- We added around 3500+ affiliates for their affiliate program.
- Each time, we added top performing affiliates, which provided excellent results monthly.
- We created a dynamic and static banner for holiday and event promotion, and we participated in all holiday events of affiliate networks.

Affiliate Program Performance in Network



The first month of Affiliate Marketing

In the first month, we finished the setup process and added close to 70 affiliates on the program. We received a few sales in this duration.

August, 2009

After 3 Years

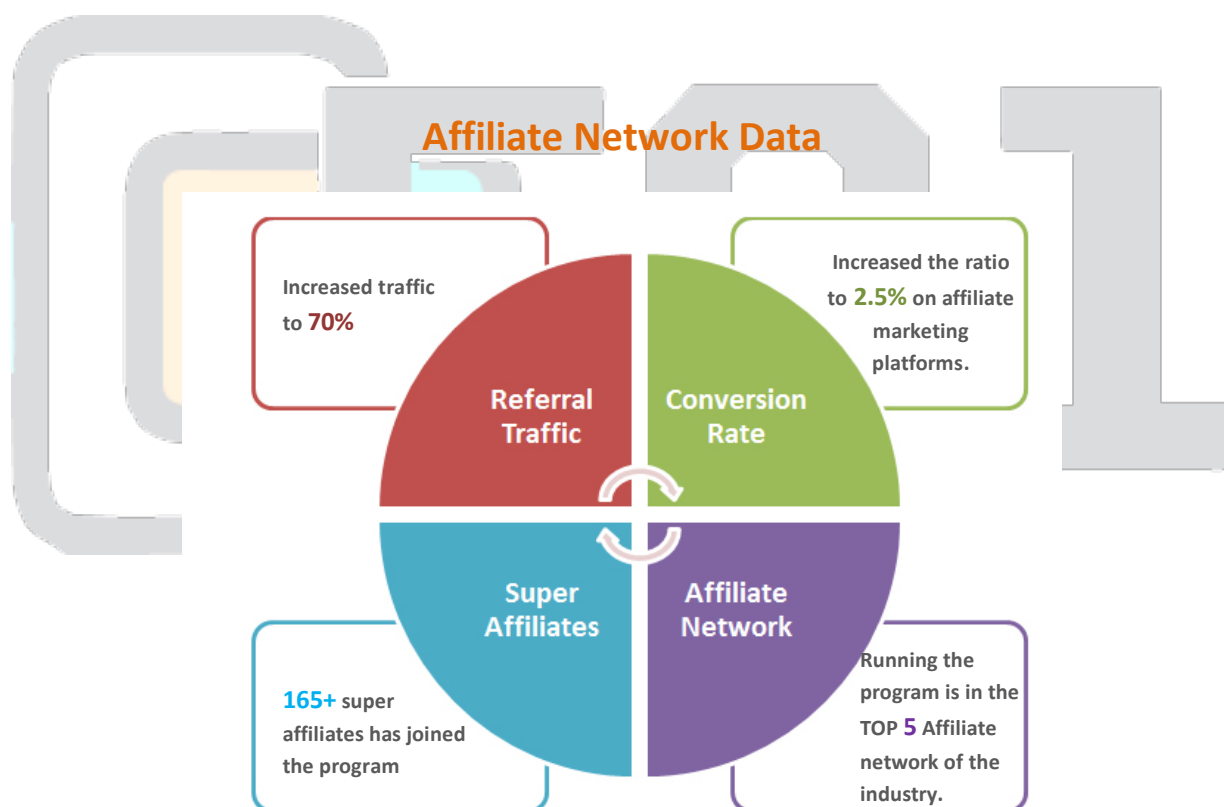
The company has close to 350 affiliates on board and are getting sales on a weekly basis. Their sales conversion ratio has been increased by 1.2%

December, 2012

By January, 2018

The company has 3500 affiliates on board and is running affiliate programs in five affiliate networks. They receive sales from subsidiaries daily. Affiliate sales have been increasing. They have a 3.4% conversion ratio. Their program is listed as a top-ranked program in their affiliate networks.

January, 2018



* Affiliate networks defined as Clixgalore, Shareasale, Linkconnector, Commission Factory & Admitted Affiliate