



HEALTH AND BEAUTY BRAND CASE STUDY

Two years ago, the Perhaps team was approached by an up-and-coming health and beauty brand who was looking to expand their customer base through affiliate marketing. They had been working with another network with minimal success and needed assistance to grow.

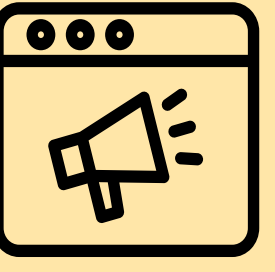
Key Metrics

Over the last two years, Perhaps helped deliver the following results:


 **16K**
Orders


 **\$935K**
Sales Revenue


 **40**
Sales-Active Publishers

 **4.4:1**
Return on Ad Spend

Benefits

 **Non-Traditional Publishers**
Presented outside-the-box publisher opportunities that utilize technology to increase conversions (card-linked offers, on-site conversion optimizers, email retargeting publishers, and TV advertising publishers).

 **Strategic Program Development**
Leaned on Perhaps team of experts (between 7-20 years experience) to develop affiliate assets, weekly communication plan, and strategy to form closer relationships with publishers.




 **Optimize ROAS**
Worked with the brand's team to find high performing publishers and made suggestions to deactivate non-click active partners.

Challenges

The company had been working with an affiliate marketing agency to grow their program, but they had trouble finding the right publishers for their program. They were seeing too many similar types promoting them. Originally, they brought on the Perhaps Direct Advertiser Team to assist in filling gaps in the types of publishers while working as a self-managed program.

Solutions

The Perhaps team now works with their CMO directly. This close partnership and Perhaps' suggestions on publishers has filled missing gaps in types of publishers and led to explosive growth over the last two years. Adding specialized publishers that the Perhaps team has strong relationships with has led to a 16% Growth Rate in Orders MoM for the life of the program.

-  **Vetted Publishers**
-  **Set Up Publisher Specific Deals**
-  **Consistent Communication**