

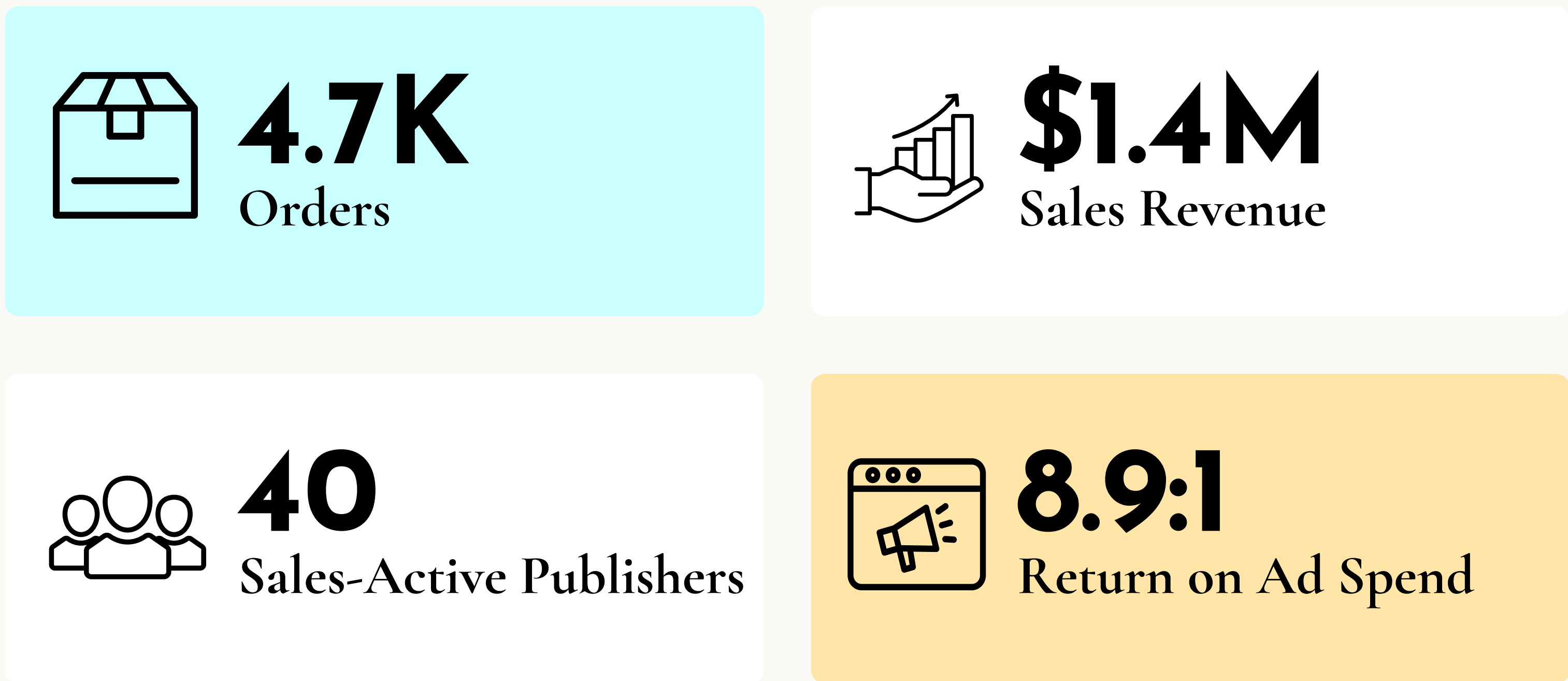


IN-PERSON ENTERTAINMENT CASE STUDY

One year ago, an in-person entertainment business with 35 national locations was hesitant about joining the affiliate world, but the Perhaps team has worked with their team to bring incremental revenue, new customers, and an incredible ROAS to their business.

Key Metrics

Within 9 months of launching, Perhaps helped deliver the following results:



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**
Saved money by blocking non-commissionable locations and processing cancelled transactions each month.

Challenges

This company had tried exposure-based online marketing channels to get users to their in-person locations. They were disappointed in the unclear ROAS and paying for marketing that was not driving conversions. They also did not want affiliate to cannibalize current online efforts. The in-person entertainment company wanted to increase their conversions incrementally.

Solutions

This company had tried exposure-based online marketing channels to get users to their in-person locations. They were disappointed in the unclear ROAS and paying for marketing that was not driving conversions. They also did not want affiliate to cannibalize current online efforts. The in-person entertainment company wanted to increase their conversions incrementally.

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

