

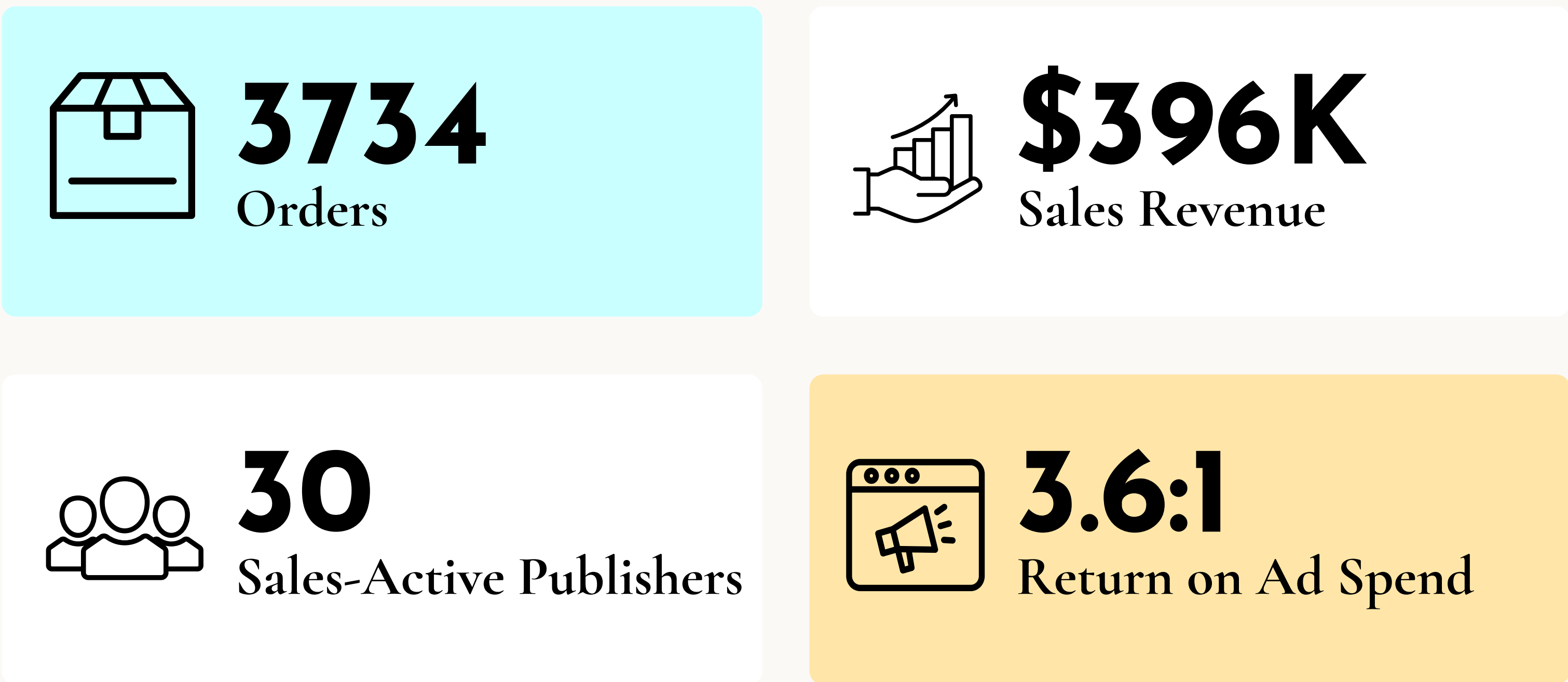


# WELLNESS BRAND CASE STUDY

In late 2024, a growing wellness brand in the Perhaps network was looking to increase revenue. They were struggling to find good revenue drivers on their own and they added managed services from Perhaps to optimize their program. Perhaps efforts led to exponential sales growth due to strong publisher relationships.

## Key Metrics

Over the last six months, 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

Worked with the brand on specific deal campaigns to attract new revenue and traffic driving partners. Led to a dramatic increase in orders (buy 1 get 1 offers especially).

## Challenges

The company consisted of three brands: one very well-known program and two smaller programs. Even though the large brand was moderately successful, they struggled to find new revenue sources for all three programs. They had brought in a large number of publishers for their well-known program, but many publishers were not click active on the large program and not aware of their other programs.

## Solutions

The Perhaps team helped the brand's team develop new creatives for each program, with a focus on tailored communication with each programs' publishers. The new communication plan (built on newsletters, emails, specific coupon campaigns built around holidays, and other ad-hoc deals) were extremely well-received. Many non-click active publishers soon became revenue-active and the programs grew.



Added New Publishers for Brand Fit



Set Up Deal Campaigns for Attraction



Built a Consistent Communication Plan

