

Apparel Case Study

Partner marketing helps Apparel brands turn product discovery into measurable customer acquisition and revenue. For high-growth apparel brands, Perhaps connected seasonal collections, new arrivals, footwear, and accessories with high-value publishers across our strategic partner network to reach consumers during key shopping and purchase moments.



Challenges

Apparel brands compete for consumer attention across seasonal collections, promotional events, and fast-moving fashion trends. Publishers have a wide range of brands and offers to promote, which make audience fit, timing, and promotions critical to partner performance. Brands needed stronger publisher visibility and a consistent campaign strategy that could convert fashion discovery and shopping intent into measurable orders and revenue.

Key Metrics

Over six months, the Apparel category delivered:

\$12.9K

Average Monthly Revenue

+257.02%

Revenue Growth

\$102.62

Average Order Value

7.81:1

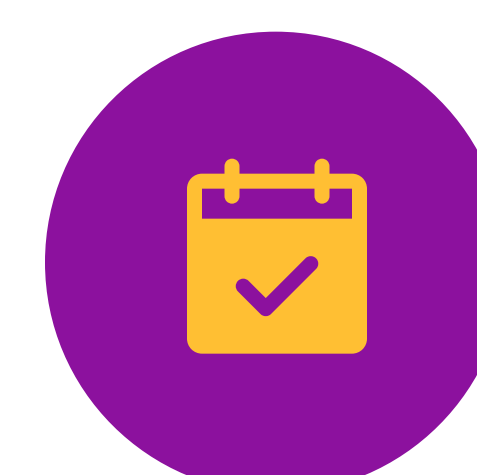
ROAS

Solutions

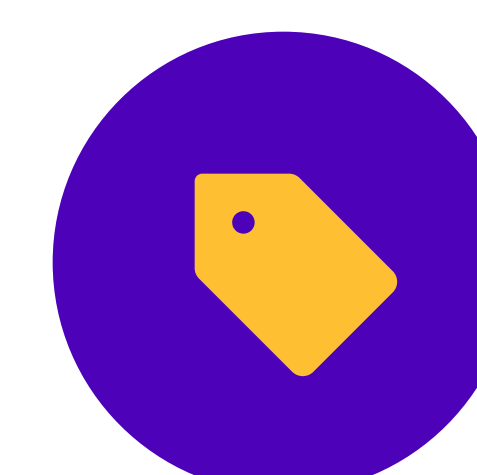
Perhaps built the partner marketing strategy around seasonal demand, product discovery, and purchase intent. Our team prioritized publisher recruitment across fashion, lifestyle, content, loyalty, shopping, and deal partners, then aligned campaigns with new collections, promotional offers, and key retail periods.



Fashion & Lifestyle Publisher Expansion



Seasonal Collection & Retail Campaigns



New Arrival & Offer Engagement

Benefits



Accelerate Revenue Growth

Generated 257.02% revenue growth by aligning publisher activity with relevant campaigns, offers, and seasonal shopping periods.



Acquire New Customers Efficiently

With a \$13.13 CAC, our clients generated purchase demand while maintaining a disciplined acquisition cost.



Increase Order Value

Achieved a \$102.62 average order value, demonstrating the value of connecting apparel offers with high-intent publisher audiences.



Perhaps.com

Info@Perhaps.com - Talk With Us