

Beauty and Cosmetics Case Study

Growing Beauty and Cosmetics brands in our portfolio had goals to increase affiliate generated revenue and strengthen existing publisher relationships and performance. Perhaps focused on publisher activation, targeted campaigns, and consistent promotional communication across skincare, cosmetics, fragrance, personal care, and beauty publishers, creators and influencers.



Challenges

Beauty in partner marketing is a competitive, fast-moving category shaped by product launches, seasonal routines, trends, and promotional events. Brands needed stronger visibility across focused publisher channels and clearer campaign messaging to give partners compelling reasons to prioritize their brands and offers.



Key Metrics

Over six months, the Beauty category delivered:

+3,996
New Orders

+384.17%
Revenue Growth

\$282.6K
Sales Revenue

5.41:1
ROAS



Solutions

Perhaps applied proven methodologies to strengthen publisher relationships and build campaigns around product launches, seasonal demand, promotions, and high-intent shopping moments. Recruitment focused on a full-funnel recruitment strategy, working with beauty, lifestyle, content, loyalty, and shopping publishers.



Strategic Publisher Recruitment



Custom Deal Campaigns



Trend-Driven Publisher Communication



Benefits



Accelerate Category Growth

Generated 384.17% revenue growth by aligning publisher activity with targeted campaigns and promotional opportunities.



Improve Acquisition Efficiency

Achieved a \$13.06 CAC and 1.82% conversion rate by connecting offers with relevant publisher audiences.



Build a Scalable Revenue Channel

Delivered a \$70.72 AOV, \$47.1K in average monthly revenue, and 5.41:1 ROAS, creating a foundation for continued publisher expansion.



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