

Health and Wellness Case Study

A growing health and wellness brand in our partner network was looking to increase revenue. They were struggling to drive consistent revenue through their partner channels and hired our team. Our team of growth experts expanded their partner channels and increased conversions with key publisher relationships.



Challenges

The company consisted of three brands, running one well-known program and two smaller programs. The well-known brand was moderately successful but struggled to find new revenue sources across all three. A large number of publishers had been recruited for the main program, but many weren't click- or revenue-active, and had no visibility into the other two programs.

Key Metrics

Over six months, our team helped deliver the following results:

+3,734
New Orders

+30
New Sales-
Active Publisher

\$396K
Sales Revenue

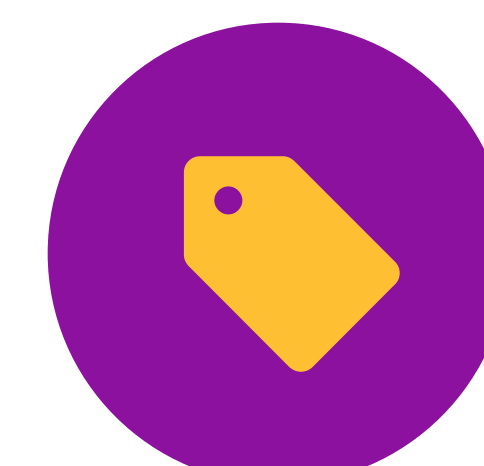
3.6:1
Return on
Ad Spend

Solutions

Our team helped the brand's team develop new creative for each program, with a focus on tailored communication for each program's publishers. The new communication plan — built on newsletters, emails, holiday-specific coupon campaigns, and other ad-hoc deals — was extremely well-received.



Strategic Publisher
Recruitment



Custom Deal Campaigns
for New Growth



Built a Consistent
Communication Plan

Benefits



Non-Traditional Publishers

Presented outside-the-box publisher opportunities that use technology to increase conversions — card-linked offers, on-site conversion optimizers, email retargeting publishers, and TV advertising publishers.



Strategic Program Development

Leaned on our team of experts — 7 to 20 years of experience apiece — to develop affiliate assets, a weekly communication plan, and a strategy to build 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-one-get-one offers especially.



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