

Home Goods Case Study

A Home Goods advertiser in our partner network was looking to grow their overall affiliate revenue. Our team analyzed existing buying signals across multiple channels and applied a hyper-targeted publisher strategy recruiting, activating and scaling up high value partners, driving stronger, more long-term publisher adoption.



Challenges

Home Goods purchases often involve more research and comparison than impulse-driven categories. Consumers evaluate products across furniture, décor, kitchen, and household categories before making a purchase. The portfolio needed stronger visibility across publisher channels while protecting its highest-performing programs and identifying new opportunities for sustainable growth.



Key Metrics

Over six months, the Apparel category delivered:

7,746
New Orders

\$2.18M
Sales Revenue

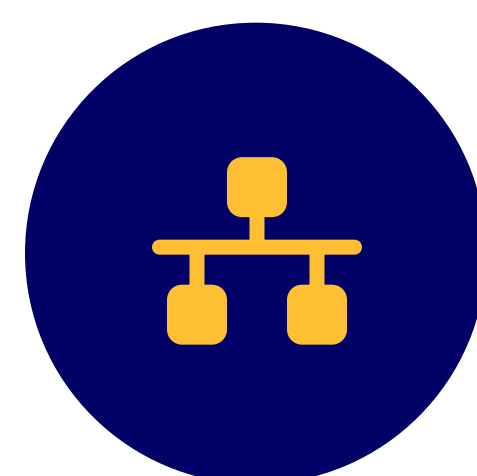
73
New Sales-Active Publishers

22.4:1
ROAS



Solutions

Perhaps used insights from our strategic partner network to prioritize high-return programs and expand publisher relationships. Our team focused recruitment on relevant publisher categories, developed seasonal and category-specific campaigns, and maintained consistent communication around priority offers and growth opportunities.



High-Value
Publisher Expansion



Seasonal & Category
Campaign Strategy



Priority Program
Publisher Engagement



Benefits



Protect High-Value Programs

Prioritized the programs and publisher relationships generating the strongest returns. The top five programs produced \$1.14M in sales revenue.



Turn Data Into Publisher Strategy

Used program-level performance insights to identify where publisher recruitment, promotional support, and relationship development could drive additional revenue.



Drive Efficient, High-Value Acquisition

Achieved a \$12.55 CAC while generating a \$281 average order value, helping the brand acquire customers efficiently while driving higher-value purchases.



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