



## Brand New Affiliate Program Success with Online Retailer

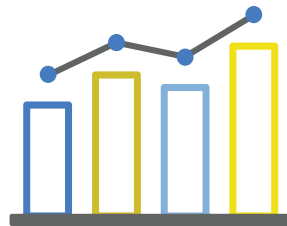
Launching a new affiliate program requires substantial resources, planning and a thorough understanding of program goals. Schaaf-PartnerCentric provides complete launch services and has a proven track record of building long term, successful affiliate programs from the ground up.



**The Client:** This online retailer specializes in office furniture and has more than 20 years of experience. They carry more than 100 different brands and thousands of products. Despite their vast offerings and successful e-commerce presence, they did not have an affiliate program.



**The Challenge:** Schaaf-PartnerCentric was brought onboard to assist in launching the affiliate program for this brand new retailer from scratch. While the client didn't have any type of active affiliate program, they previously attempted to launch and run an affiliate program internally with no success. SPC was tasked with full program creation from launching the program, implementing a publisher recruitment strategy and defining overall program goals.



**The Solution:** After a thorough audit and competitive analysis, the Schaaf-PartnerCentric team launched the program on one network and began aggressive publisher recruitment and optimization. Within 90 days of management, the following results were visible:



Average monthly traffic (clicks) growth rate of **100.7%**

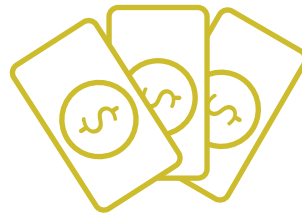


Average monthly sales growth rate of **257%**



Average monthly revenue growth rate of **177%**

**Takeaways:** The difference between launching an affiliate program internally and developing one with SPC expertise and management was clear to the advertiser from early on, and has continued to become more apparent with each passing month.



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