

CASE STUDY

From Network to Agency Management: Implementing Custom Solutions to Exceed Fiscal Goals

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CASE OVERVIEW

In November 2016, we took over management of a well-known and distinguished retailer who had, until then, been managed by a traditional affiliate network. This iconic brand has been instrumental in providing lasting and rugged work clothing to Americans for over 120 years. While under network management, the client expressed concern that they would miss their fiscal goals for 2016 since they needed to generate at least \$1MM in sales in the six week period between mid-November and December to meet their goals for the channel. Unfortunately, they were projecting to fall 50% short of that figure, despite the busy holiday season. Additionally, they felt that their program wasn't being optimized to its full potential and wanted to see if an agency could provide a more tailored approach.

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"Schaaf-PartnerCentric took the time to understand our goals and they were able to help us exceed them. Because our brand gets an entire team of industry experts to assist with our program, we know that we are always getting the most innovative solutions."

Anna, Director of E-commerce

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APPROACH

When we started working with this client, it was surprising to see that for such a strong vertical, and a recognizable brand name, the affiliate program was only accounting for 6% of online sales but had been established for many years. During the sales process, a gap analysis was conducted to see what revenue impact our team could have on the program in the key months of November and December 2016. This allowed us to make custom suggestions including having a paid placement budget for prime exposure during key dates. Our team was able to secure \$25K in placements within 5 days. Finally, we suggested incorporating the right publishers for the program who could generate the most revenue. In addition to recruiting key publishers by leveraging our internal database, we increased loyalty partner commission rates to ensure this client was in line with competitors.

RESULTS

We officially took over management for this client's affiliate program on November 15, 2016 and on December 21, 2016 they successfully reached their 2016 fiscal goals. The client was able to hit their targets a full 10 days before the end of the fiscal year when they were primed to miss them completely just a few weeks earlier. Furthermore, 43% of sales were generated in the first 45 days of us taking over management. In Q1 of 2017 the program beat the \$1MM goal the client had for the 2016 holiday season. **The YoY sales growth for Q1 2017 was 22% and the YoY growth in sales and sales revenue since we started managing the program in November 2016 has been 43%.**

To learn more about how Schaaf-PartnerCentric can help your program reach its full potential, contact sales@schaafpc.com.