

## CASE STUDY

# Increasing Sales & Revenue Through Site-to-Store Campaigns

## 01

### CASE OVERVIEW

The client, a prominent chain of specialty and import goods with over 270 stores across the US, wanted to drive incremental in-store sales and acquire new customers. With a large online presence, notable brand awareness and a unique product mix that consumers want to touch and see before they buy, there was a favorable market for a site-to-store campaign. Through partnership with prominent affiliates, the client gained a significant uptick in site-to-store purchases and increased their sales numbers drastically.

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By having a close relationship with the client and understanding their goals, in addition to relying on our strong affiliate relationships, Schaaf-PartnerCentric was able to launch a successful site-to-store program.

Julie Stepkowski, Senior Affiliate Program Manager

## 02

### APPROACH

By working closely with their team for many years, we already knew that the client had a distinguished brand and reputation to build upon. Because of its strong standing, there were a lot of promotions to feature. Additionally, they had the internal capabilities to support distribution of an online to in-store coupon and a management team that was always looking to stay ahead of the competition. We had also received many requests from affiliates for in-store offers, so we knew there was significant opportunity for this type of campaign. The top performing offers were evergreen coupons that could be used both online and in-store. 10% off sitewide performed best as well as 15% off without an email signup component.

## 03

### RESULTS

The client generated a 40% YoY increase in sales due to the site-to-store campaign. Over \$42M was generated in FY 2016 from online affiliate sales and in-store sales driven by affiliate. To compare, \$9.5M was generated in 2015. Fifty different publishers were used to drive site-to-store sales. Of those, RetailMeNot, Offers.com and Kinoli, inc. were most successful. Other notable publishers were ebates.com and Ibotta.com. The latter generated \$586K in in-store sales during one month in Q4 with 51% of sales coming from new customers and the former generated an average of \$50K per month of in-store sales with a conversion rate of 8.21%.

To learn more about site-to-store opportunities and how Schaaf-PartnerCentric helps clients increase ROI through the affiliate channel, contact [sales@schaafpc.com](mailto:sales@schaafpc.com).