

DEMYSTIFYING THE AFFILIATE CHANNEL: CMO EDITION



Congratulations! You've done a fantastic job of growing your brand. You've read all the right articles and made all the right decisions.

You've put great focus on mastering the right messaging mediums and crafting the perfect service experience to attract new, high-value customers. But ultimately as CMO, your biggest responsibility is to deliver on revenue growth. Yet despite your best efforts, there's still something amiss. And we believe that missing piece lies in optimizing the affiliate channel—and we're here to help!

The digital landscape is complex and poses very real challenges that can keep even the most seasoned marketers up at night. Questions begin to swirl and take hold:

“

How can I prevent affiliate from competing with my other marketing channels?

How can I leverage affiliate beyond just being a channel that closes?

How can I control messaging and allow for more relevant content on the most influential sites?

How can I leverage affiliate when I don't have dedicated resources for other marketing efforts?

Does affiliate add new customers or enhance the experience of my existing customers?

How do I even measure success in the affiliate channel to determine if it's worth the work?

So why choose the affiliate channel?

Did you know the affiliate channel accounts for roughly 16% of all ecommerce sales? It's true. Perhaps this can be partly attributed to the fact that there is no other digital channel quite like it. Affiliate offers a wide publisher reach and distribution making it easier than ever to build profitable partnerships that help supply efficient ROI and ROAS. And since affiliate is all about creating connections and building on these mutually profitable relationships, there is a strong desire for publishers and influencers to protect brand integrity.

Yet, affiliate remains the most misunderstood channel. We're here to help clarify misconceptions by telling you how in reality, affiliate is the only channel that's virtually risk free. In fact, since affiliate is a pay-for-performance channel, it's in the best interest of those publishers and influencers promoting your brand, to do the best job possible in conveying your brand's unique messaging.

And affiliate isn't just coupon and loyalty sites—although both are effective mediums. The new affiliate is teeming with value-added content publishers and influencers who are tying your product and services to real life outcomes and solutions. They are mastering the art of storytelling and tapping into a side of the consumer that truly pushes the purchasing needle: success stories—with your brand and product as the star performer.

We see more advertisers turning to affiliate to bring balance and harmony to their performance marketing portfolios. And since it's not always feasible for a brand to manage their own affiliate marketing programs in-house (there's a lot that goes into the day-to-day management, after all), Pepperjam offers a variety of program management structures custom designed to fit your goals.

But you don't have to take our word for it. Check out the following Pepperjam client case studies to see the affiliate channel at work.

Once you've reviewed, we'd love to chat with you more about how optimizing the affiliate channel can catapult your revenue growth.

The gist

A sustainable clothing brand went live with a fully managed affiliate program in the Spring of 2016. Pepperjam connected them with the right publishers who would maintain their brand integrity (huge KPI for the brand), while driving incremental revenue and new-to-file customers.

The results: big incremental wins

After launching in May, the retailer closed the year out with:

52%

Average of new users within the channel—a huge KPI for the program/brand overall

+79%

Against H2 forecast

\$24⁵¹

Return on investment

The gist

A top publisher on Pepperjam Network worked with a large sneaker brand to get exclusive, early access to a one-day only Singles' Day promotion. In addition, the publisher offered additional site exposure, 2 mobile pushes and 5 product-related posts on site.

The results

40%

Percentage of revenue represented from a single publisher during a one-day promotion

91%

Higher revenue than their competition for Singles' Day

18422%

YoY partnership growth (2017 vs 2016)

Let's keep the conversation going! Connect with us at pepperjam.com/ase-cmo

