

Pepperjam case study

Dooney & Bourke has partnering with top publishers in the bag

The Set-Up

Dooney & Bourke and Ebates.com have had a long-standing partnership on Pepperjam Network. Recently, Dooney & Bourke was interested in using the affiliate channel to try something new that would acquire new customers and target a new audience - mobile. Ebates had the perfect solution, their “The Big Deal” promotion opportunity.

The Big Deal is one of Ebates’ newest channels powered by Ebates Checkout. This specific campaign highlights a single product and incents the consumer to purchase by messaging it as a “flash deal.” Rather than messaging it as a percentage off, Ebates emphasizes the increased cash back rate available on that specific product. A Big Deal example would be “get 30% cash back when you purchase this Dooney & Bourke bag” and this was the perfect opportunity for Dooney & Bourke.

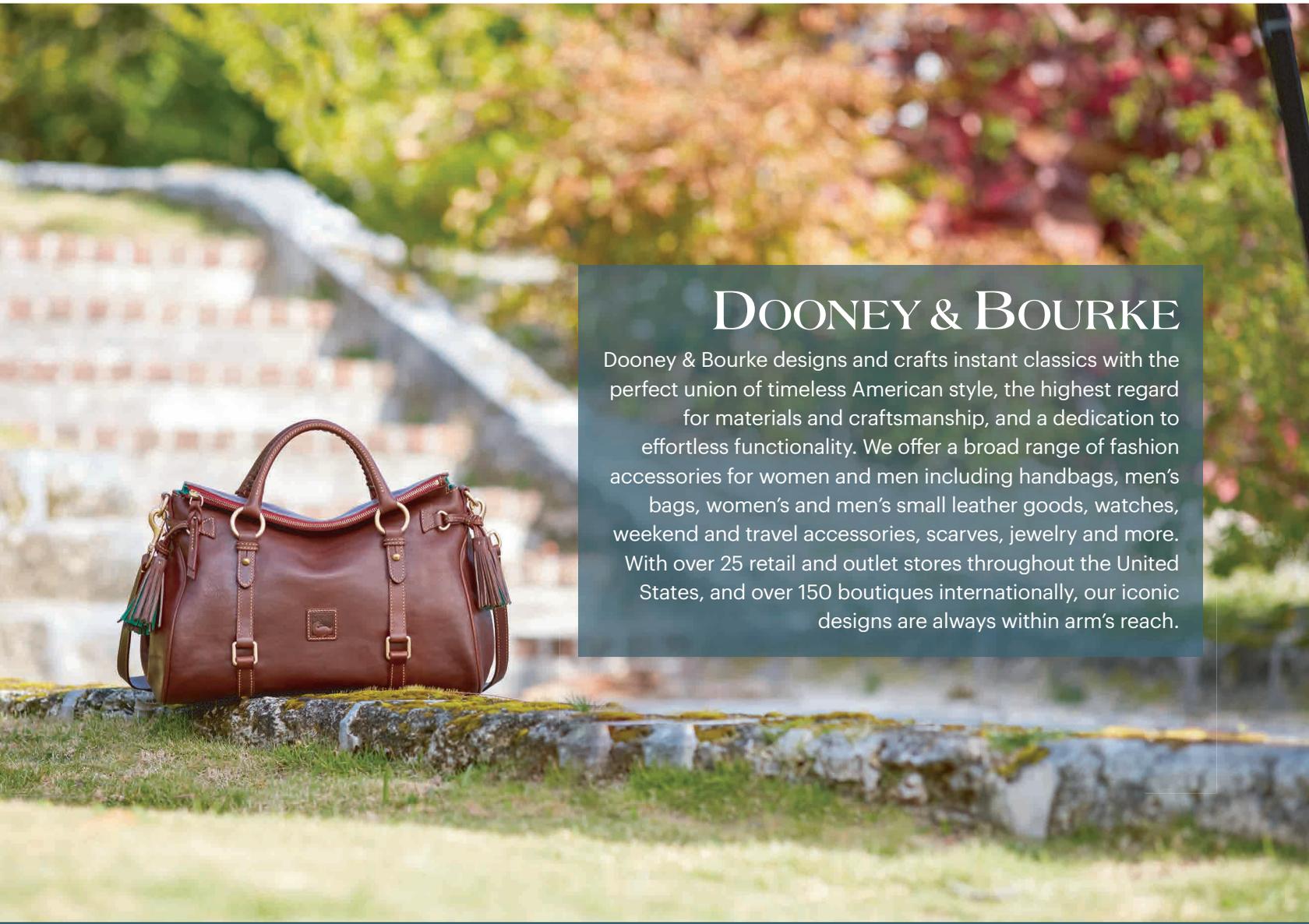
The Treatment

Dooney & Bourke’s dedicated Pepperjam Account Strategist collaborated with Ebates and Dooney & Bourke to ensure that all aspects of the placement were in place. From working with the Dooney & Bourke team to select the perfect product, to working with Ebates to ensure that their team had all assets and collateral needed for this placement, it all came together.



The Results

The results of this campaign were great—with nearly 200 units sold—showing strong YoY performance for a one-day event. Additionally, 83% of orders were new-to-file customers for the brand. And keep in mind, this placement was only offered within the Ebates mobile app. Both Dooney & Bourke and Ebates were so happy with the results, that they are looking forward to collaborating on future campaigns.



DOONEY & BOURKE

Dooney & Bourke designs and crafts instant classics with the perfect union of timeless American style, the highest regard for materials and craftsmanship, and a dedication to effortless functionality. We offer a broad range of fashion accessories for women and men including handbags, men's bags, women's and men's small leather goods, watches, weekend and travel accessories, scarves, jewelry and more. With over 25 retail and outlet stores throughout the United States, and over 150 boutiques internationally, our iconic designs are always within arm's reach.

For more information on how affiliate marketing is changing the performance marketing landscape, visit us at: pepperjam.com/getresults or email us at sales@pepperjam.com