

Dynamic commissioning platform highlights RetailMeNot as a top new-to-file customer driver

The Set-Up

Advertisers often have a misconception that promotional and deal sites are not driving new customers to retailers' sites. However, the exact opposite is true and Pepperjam's Dynamic Commissioning platform can solve for this by giving retailers visibility into new versus existing customer data.

The Treatment

Pepperjam Network analyzed thirteen advertisers inside the Dynamic Commissioning platform that are within the clothing/apparel category. These advertisers also consistently sent the new-to-file (NTF) parameter to Pepperjam Network for all months within the data set and range (10/16 - 4/17) from high-end luxury fashion to everyday wear retailers.

The Results

After reviewing the new-to-file data, Pepperjam saw that RetailMeNot drove more new customer revenue within the clothing/apparel category for the given 6-month timeframe. **On average, RetailMeNot drove 70% new customer sales versus 30% existing customer sales each month while also achieving an impressive average order value of \$84.**

Because of the insight Pepperjam is providing to advertisers within our dynamic platform, advertisers and RetailMeNot can book placements that are specific to achieving a new-to-file KPI.

RetailMeNot company profile

As a leading savings destination, RetailMeNot enables retailers, brands and restaurants to connect with millions of consumers and drive growth both online and in stores.

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