

Pepperjam case study

Affiliate success for a sustainable clothing movement

If you're considering adding affiliate into your marketing mix—you've chosen wisely—as eMarketer predicts affiliate marketing spend will hit \$6.8B in 2020.

However, with all new things, you may also be faced with uncertainties, or at least, questions. Will my brand's integrity be upheld to my standards? Will I have control over which publishers promote my brand? What sort of resources will I need and how will I allocate them to manage this channel effectively?

These are all understandable concerns and integrity should always be a top priority for the brand as well as for the account manager tasked with the day-to-day management of your affiliate program.

We worked with a sustainable clothing brand who came to us with many of these same concerns and here's how Pepperjam's fully-managed affiliate program helped them crush forecasts and lead them to a \$24.51 ROI.

The set-up

A sustainable clothing brand went live with a fully managed affiliate marketing program during the Spring season, easing in by using content and loyalty sites. At this time, they were sharing already planned promotions with all partners, including select coupon sites. However, their main hesitation over entering the affiliate channel completely was maintaining brand standards. They had experience with their own blogger/content or affiliate type outreach on a smaller, manual scale, but launching with Pepperjam gave them the ability to amplify the scale and maintain their way.

In Q4, they started to test some exclusive promotional codes during the holiday season. Exclusive codes aren't (and weren't) a constant of the program, but they tested them to capture new conversions during such a critical time.

The treatment

We discussed the different types of publishers and how we had the ability to choose who we'd like to work with based on our goal of driving incremental revenue, new customers, as well as maintaining brand integrity.

We reinvested in the affiliate channel through testing commission increases and flat-fee spend to further drive incremental revenue and new eyes to the brand.

Increasing rates for our loyalty sites ensured they were competitive with their cash-back offering compared to similar brands. Our ultimate goal was to capture conversions for customers who are new to the brand and customers who like to shop around for the best offers/cash back.

The solution

The affiliate channel rounded out an already solid marketing approach for the brand while also helping to refine their channel strategy moving forward. Some of the perks of leveraging affiliate include:

- Low initial investment/no minimums
- Seamless integration—not a heavy level of effort for development or internal team to launch
- Transparency on the program, not over bidding, and identifying the right partners for success—as not all were winners out of the gate
- Making certain they are not paying out on non-affiliate promotional codes, thus ensuring their marketing efforts are tracking and paid out appropriately
- Strong internal check points where their brand manager and copywriter would review all content used in affiliate marketing efforts ensuring brand standards are consistent across all marketing efforts

The results: big incremental wins

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

52%

52% of the customers driven via affiliate were new to file

+79%

Against H2 forecast

\$24⁵¹

Return on investment

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

