

Case Study / 6.28.16

# Pepperjam Network's Dynamic Commissioning Sets New Peak Standards for igourmet.com

Launching its first self-managed affiliate program in December 2009, igourmet.com has been successfully marketing in the affiliate space for years. However, over time, the company realized that it needed more flexibility when it came to rewarding or commissioning publishers based on user type. Its flat-rate commissioning, usually set at 8%, was really cutting into igourmet.com's margins.

In August 2015, the company decided to integrate Pepperjam Network's exclusive Dynamic Commissioning feature into its program. The move allowed them to commission publishers based on customer type, making it easier to automatically determine which publishers to pay and how much to pay them.

Since its transition to Dynamic Commissioning, igourmet.com has improved its ROI while gaining the freedom to reward publishers based on new customer acquisition. Affiliate sales have garnered over 1,500 new customer orders—providing a 57% new customer acquisition rate.



Dynamic Commissioning has helped make igourmet.com's 2015 holiday performance their best yet, with:

- A 145% year-over-year increase in revenue
- A 255% increase in Cyber Week revenue
- Total affiliate orders up 216%

With the contribution of two standout publisher partnerships in Offers.com and Ebates.com, igourmet.com experienced an impressive 388% increase in Cyber Monday revenue over 2014.

Igourmet.com, with the help of Pepperjam Network, is on track to deliver a record breaking 2016 by driving customer loyalty and efficient publisher partnerships through their affiliate program.

“We can feel comfortable, really for the first time ever, paying affiliate commissions for what we envision as value for our money spent. That is, partnering with affiliates that help us grow...”

—Tracy Chesman Jones, Director of Strategic Initiatives for igourmet

## igourmet.com

Founded in 1997, igourmet.com is North America's leading online gourmet food and gift retailer. Offering over 800 specialty cheeses, thousands of fine foods and a complete line of exquisite gift baskets, igourmet.com is a trusted resource for hundreds of thousands of gourmet food shoppers. As a leader in the online gourmet industry, igourmet.com is dedicated to providing delicious, high quality, imported gourmet products directly to North American food lovers at the lowest available prices.



For support with your affiliate program or to learn more about the Pepperjam Network,  
email [sales@pepperjam.com](mailto:sales@pepperjam.com) or call **877.796.5700**