

## Affiliate Marketing Case Study: eBooks Retailer

### Background

This longtime client of The Search Agency is one of the world's fastest-growing online eBooks retailers with over 3 million SKUs and customers in over 170 countries. As a pure-play provider of eReading services, the client is in an extremely competitive market with increasingly tight margins.

### Challenge

As an e-retailer, online marketing had been core to their new customer acquisition plan. Affiliate marketing was unproven, however, and there were internal questions as to whether it was worthwhile to invest finite resources against this channel versus other opportunities. Overall, the client believed their Affiliate program was underperforming and had established a goal to increase sales by 100% through the Affiliate channel in 12 months or less.

### Solution

Prior to working with The Search Agency, the client was managing their affiliate program in-house without any dedicated resources. After conducting a thorough analysis of their current campaigns, The Search Agency recommended its Affiliate "Triple A" strategy with a focus on on Affiliate Acquisition, Activation, and Activity:

- Launch Affiliate Acquisition tactics to attract high volume and high quality affiliates
  - Developed marketing campaigns on affiliate forums to acquire affiliates
  - Expanded program into other networks to attract more affiliates
  - Managed consistent recruitment efforts with the networks
- Focus on improving Affiliate Activation
  - Developed activation offers and promotions to encourage affiliates that signup to start running the program within the first 30 days
  - Created quick start guide and informative activation communication
  - Launched re-activation campaigns for affiliates that have stopped driving traffic to encourage them to put their links back up
- Increase Affiliate Activity to generate sales volume and deeper affiliate engagement
  - Created and executed a merchandising calendar of promotional offers for affiliates and their visitors
  - Optimized banner creative and link copy
  - Developed and promoted a product feed among content affiliates

### Results

As a result of The Search Agency's efforts, the marketing team well exceeded their 12-month goals and affiliate marketing has become their most cost-effective customer acquisition channel:

- 200% increase in monthly affiliate traffic generated in 12 months
- 321% increase in monthly affiliate sale transactions in 12 months
- 629% increase in monthly affiliate sale transactions in 18 months

In addition, the client has now hired a dedicated resource to work directly with The Search Agency in expanding the affiliate program. Affiliate marketing is now an integral component of their marketing plans and has been a foundation of their new business expansion in Australia and Europe.