

# Affiliate Case Study



## THE AFFILIATE STORY

Hidepark approached Fifteen for a fully integrated marketing campaign. Although Hidepark were already running Google Shopping and Paid Search they were looking to further increase sales and visitors to their site. Fifteen recommended an affiliate programme be launched due to the nature of the business. Retail works great on an affiliate platform, which we knew from previous client campaigns. As affiliates run on a CPA (Cost Per Acquisition) model, this seemed like a great way to gain sales without wasting budget on clicks that were not converting.

## The objectives

£ **Increase** YOY revenue by at least 50%



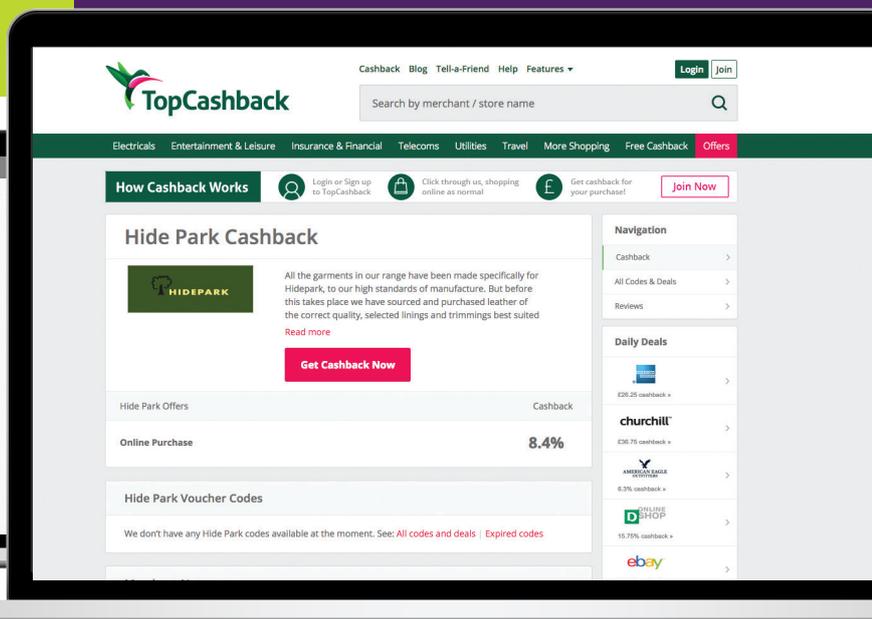
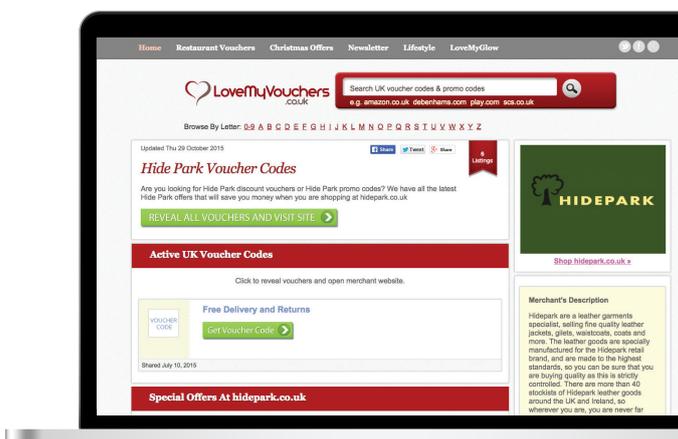
**Increase** volume delivered whilst maintaining high average order value (AOV)



**Build relationships** with publishers who can drive sales

## The strategy

Fifteen set to work liaising with the affiliate network on commission and override fees, ensuring Hidepark would always have a sustainable profit margin on any item sold. It was decided that no offer would be pushed in terms of money off, as their free delivery and returns was enough to incentivise customers to make a purchase.



## Results in month one



**47**  
affiliates



**47,763**  
impressions



**956**  
clicks



**2%**  
conversion rate



**£149**  
average  
order value

This provided Hidepark with greater additional revenue to help meet their overall target of increasing YOY revenue.

## What they say about us

*"Since handing our PPC campaign over to Fifteen we have already seen an increase in the amount of queries we have received on our website, and a decrease in the cost per conversion. They've also optimised our Google Shopping ads, and introduced a very successful Remarketing campaign. They are very knowledgeable, professional, and have been a pleasure to work with. I would recommend them very highly."*

**Ian Blackburn**  
Managing Director, Hidepark