



CASE STUDY



Renogy Strengthens Affiliate Partner Program with New Affiliate Network

THE CHALLENGE

Renogy is a renewable energy company that supplies off-grid solar products for homes, businesses, recreational vehicles, boating, and more. Prior to hiring Acceleration Partners, Renogy's content-only affiliate program experienced a dip in performance.

To help correct that trend and expand and diversify the program's affiliate partnerships, Renogy sought to migrate to another technology platform that could better support their revenue goals and desired KPIs. The Acceleration Partners team's expertise and guidance was needed to not only support a fast and efficient platform migration without a disruption to revenue.

OUR APPROACH

Based on the brand's ambitious revenue goals and guidance from Acceleration Partners' client success team, Renogy selected ShareASale to accommodate their growing affiliate program and expanding partnerships.

Concurrently, to help quickly drive sales and conversion rates, the Acceleration Partners team recommended and engaged coupon and loyalty partners to the program.

Deployment of new platform tracking links and gradual removal of old tracking pixels while simultaneously cross-referencing payments to eliminate duplicate affiliate compensation

Comprehensive communication strategy to inform content partners of the transition and the platform benefits and positive impact on payment timing

Implementation of a bonus structure compensating partners who became sale active following the platform migration

RESULTS

2.5

Month platform migration

1356%

Increase in revenue YoY for Q1

19%

Average order value increase YoY for Q1

LET'S CONNECT

www.accelerationpartners.com