



## CASE STUDY



ACCELERATION + Raymour & Flanigan®  
PARTNERS® FURNITURE | MATTRESSES

# Raymour & Flanigan Increases New Customer Revenue by 131% with CLO Affiliate

## THE CHALLENGE

While Raymour & Flanigan had seen great success in their affiliate program with Acceleration Partners (AP) for several years, they saw an opportunity to expand and grow their program in two key areas:

1. Increase new customer revenue
2. Incentivize customers to make more in-store purchases

The Acceleration Partners team quickly identified that a high-performing card-linked offer (CLO) affiliate would be a great fit for Raymour & Flanigan to help achieve these two KPIs.

## OUR APPROACH

After carefully consulting AP's internal partner development team, Cardlytics was identified as the ideal strategic partner to help accomplish Raymour & Flanigan's goals. Cardlytics added to Raymour & Flanigan's affiliate program in three beneficial ways:

### Access to First-Party Data

As a CLO affiliate, Cardlytics has access to first-party data via credit cards, which means they can provide Raymour & Flanigan with in-depth analyses on purchase behavior and competitor shopping trends—including whether a user had purchased from the brand before or purchased from one of their competitors. They then use this aggregated data to accurately target, predict and offer incentives to cardholders based on the specific type of customer Raymour & Flanigan wished to attract, which were customers who had not yet shopped with the retailer.

### Targeted Geographic Locations

In addition to focusing on new customers, Cardlytics was able to narrow down parameters to only target users in a specific location. Since Raymour & Flanigan is a regional chain that only ships to 15 states, being able to target specific demographics was key for the brand.

### Next-Level Communication

The standard of communication Cardlytics provides brands is unparalleled. Together with AP, Cardlytics worked to be an extension of Raymour & Flanigan's internal team. This meant holding biweekly calls to keep the brand updated on performance and progress toward KPIs, as well as frequent analytical studies presented to the brand on a regular cadence.

## RESULTS

**131%**

increase in new customer revenue period-over-period

**\$1.6M+**

revenue driven

**60%**

of revenue was from new customers

**19%**

AOV increase period-over-period

**9:1**

ROAS

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The AP team has been critical in helping Raymour & Flanigan navigate the affiliate channel since 2017 by assisting with strong partnerships across loyalty, coupon, and other sites/apps generating new customers and solid revenue. The team is responsive, positive, and keeps Raymour & Flanigan up-to-date with new and exciting opportunities.



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