



## CASE STUDY



# Acceleration Partners Helps Reebok Increase Revenue 161% YoY with Loyalty Affiliate Campaign



## THE CHALLENGE

Upon seeing a drop in orders after an initial rise during the onset of the pandemic, **Reebok** and their Acceleration Partners account team wanted to increase their pool of customers by bringing more new customers into the fold.

Their goal was to:

- Increase new customer revenue via a targeted campaign with a loyalty affiliate
  - Previous Reebok shoppers were also included to promote lifetime value and brand loyalty
- Drive a higher average order value (AOV) via new customers to the brand

## OUR APPROACH

The Acceleration Partners team devised a strategic 2-week campaign with Cartera. **Cartera** is a leading provider of loyalty programme solutions that works strategically to drive loyalty for brands via their relationships with banks and airlines, which became key players in the campaign.

The targeted campaign included a limited-time bonus in which **consumers could earn 500 bonus points for qualifying purchases of at least \$100 with Reebok**. These points were applied as bonus miles for a major U.S. airline.

To promote this campaign, Cartera deployed a newsletter announcing the Reebok bonus offer to airline loyalty members. Homepage placements were also added to the participating airline site. While this initiative targeted just one airline, there was a halo effect resulting in 38% of the revenue coming from Cartera's other programmes.

## RESULTS

**161%**

increase in revenue YoY  
from Cartera

**329%**

increase in clicks YoY  
from Cartera

**143%**

increase in new  
customer revenue YoY  
from Cartera

**49%**

increase in AOV YoY  
from Cartera



AP has been an invaluable partner in helping to grow our affiliate programme over the past few years. They've helped us capitalise on ecommerce trends with unique insights and partner optimisations, with this Cartera campaign being just one example. Our account team is a joy to work with and I look forward to building on this success!



**Evan Angara**

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