

# Fitness Brand Strengthens Partner Relationships, Boosting AOV 8% in Two Months

## THE CHALLENGE

In 2020, several of the fitness brand's affiliate partners left the program when stock outages and shipping delays limited their commissionable sales potential. Due to pandemic-related economic constraints, the fitness brand was unable to offer partners coupons, deals, exclusives, flat fees (which meant no testing of placements), cost per acquisition (CPA) increases or TM+ campaigns. The Acceleration Partners client services team, recognizing the value of strong relationships, considered ways to creatively incentivize and optimize the brand's affiliate partners. They offered the fitness brand transparent program feedback, addressed underlying concerns with the program, and delivered forward-thinking, out-of-the-box solutions.

## OUR APPROACH

The Acceleration Partners team took a two-fold approach that grabbed partners' attention, strengthening their relationships with current partners and bringing prior partners back to the program.

### APPROACH 1: Analyze commission rate disparity and forecast savings spend

When the team found that the effective cost per action (CPA) rate (the actual rate partners received, taking into account all of the non-commissionable products) was several percentage points lower than the planned CPA rate, they recommended that the fitness brand spend the cost savings on placements and increase partner CPA rates.

### APPROACH 2: Bundle low-ticket items in a campaign to boost average order value (AOV)

The team found that AOV dipped on orders including lower-priced at-home staples (like kettlebells and dumbbells) that had gone viral on social media. They recommended a campaign to attach commissions to purchases of some lower-priced products and increase CPA rates for bundled low-ticket items to incentivize affiliate partner promotion.

## RESULTS

**8%**

AOV Increase for Incentivized Partners<sup>1</sup>

**\$273k+**

Revenue Driven from Published Articles in H1 2021

Buy Now, Pay Later Partner Becomes One of the

**Top 5 Revenue Drivers<sup>2</sup>**

**569%**

Incremental ROAS from one coupon partner CPA increase<sup>3</sup>

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OUR ACCELERATION PARTNERS ACCOUNT TEAM HAS BEEN KEY IN HELPING US TO BUILD AND MAINTAIN WORKING RELATIONSHIPS WITH PARTNERS ON BEHALF OF OUR BRANDS. THEY ARE A GREAT EXTENSION OF OUR INTERNAL MARKETING TEAM AND HAVE BEEN AN ASSET THROUGHOUT THE PAST 4 YEARS. AP'S EFFORT ON BEHALF OF OUR BRANDS IS EXEMPLIFIED BY CONTINUED PROGRAM EFFICIENCY YOY.

**LET'S CONNECT**

<sup>1</sup> in March and April 2021, <sup>2</sup> after one month of launching, <sup>3</sup> within one month