

Performance IN



Performance Marketing
Guide 2015



PerformanceIN



Welcome to PerformanceIN's
flagship educational resource; the
Performance Marketing Guide 2015.

Collating the guidance of industry-leading authorities, the following 150 pages promise a series of masterclasses covering all sectors in the rapidly evolving performance marketing industry. Yet again, this is an area of marketing that thrives on a culture of exchanged knowledge, ideas and skillsets.

This guide will serve as a resource not only for those looking to brush up on existing knowledge, but as a starting point for newcomers in the industry, and those looking to advance into other fields in the coming year.

Finally, I'd like to extend a big thank you to all those who contributed making this fourth annual guide more detailed and insightful than ever.

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Affiliate Marketing

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Affiliate

What is Affiliate Marketing?

Affiliate marketing is a medium whereby an online store (also known as a “merchant” or “advertiser”) receives leads or sales from third-party websites (also known as “affiliates” or “publishers”). The attraction of performance marketing is that the advertisers only pay for actual sales or pre-defined actions that are agreed from the launch of the programme.

Pre-defined actions could be anything from the following: cost per click (CPC) cost per lead or per registration (CPL) cost per acquisition (CPA) and cost per sale (CPS). Publishers use a range of tactics to promote advertisers. For example, with email marketing, display advertising, banner ads, comparison sites, or even social media.

Publisher types vary and depend on the promotional methods described above. Some typical publisher types include content sites that promote advertisers by including text links within the article and copy, voucher code sites, cashback sites, email database owners and distributors, corporate/employee rewards companies, shopping comparison engines and directories, as well as technology solutions.

Benefits

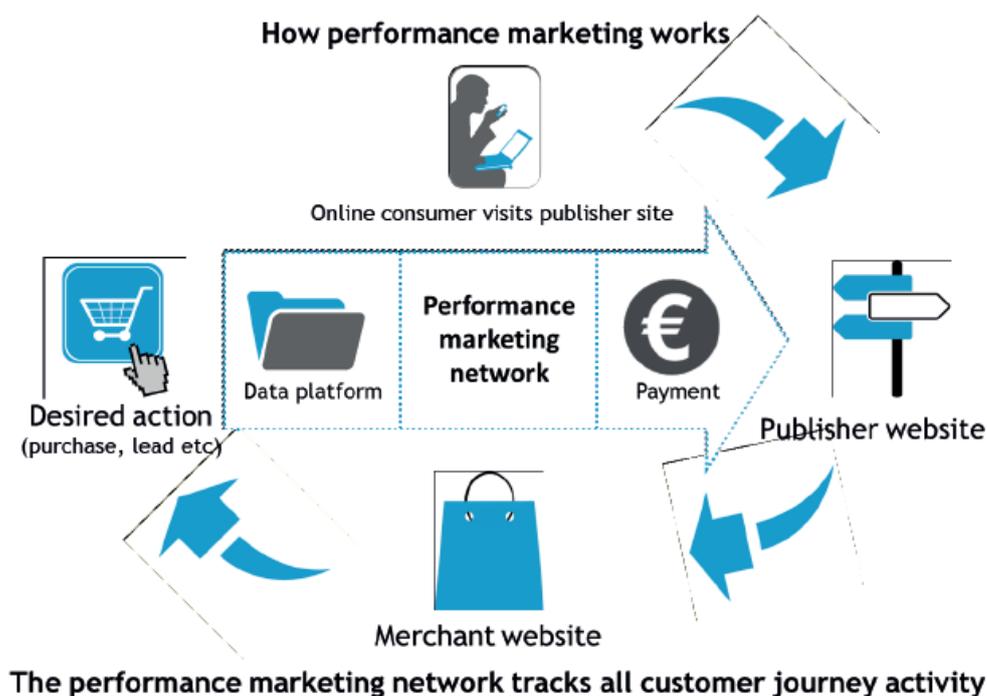
The benefits offered by affiliate marketing are quite straight forward, as the advertiser only pays for results. From the publisher’s perspective, if their expertise lies within driving quality traffic that converts from clicks to sales, they have the potential to scale their revenues too. Remember, the publisher spends their own time, resources, and budget driving traffic to an advertiser’s website and they only get rewarded if they deliver the required action (sale, customer, lead, registration etc.).

Advertisers also have full control of their budget, only paying for genuine, validated sales. Furthermore, they do not pay for sales that are returned or cancelled within the agreed validation period.

- Full transparency – Advertisers can see which publishers are promoting them and in many cases where they are being placed on the publisher’s site. In the case of email publishers the advertiser will also see the creative.

- Full accountability - Advertising spend can be controlled and the return on investment (ROI) can be measured. This means that advertisers are able to calculate the sales achieved for every pound spent.

Affiliate networks track and report all activity to their clients and this is usually available within their user interface. The type of activity recorded includes impressions, clicks, sales, conversions, order value, basket content and details of the referring publisher websites. They charge fees for setting up programmes, a monthly licencing charge and a commission (also known as a network override), which is usually an agreed percentage of the commission paid to the publisher. The diagram below explains the process from start to finish:



Network - The affiliate network provides a platform for an advertiser to run its affiliate programme. It provides the technical infrastructure that allows the advertiser to work with publishers knowing that there is a tracking, reporting and payment mechanism in place. Networks also serve advertisers and publishers by offering the trust and reassurance of account management staff to assist according to a specified service level. They are able to offer the independent advice to all parties, they facilitate payment and provide compliance tools that ensure publisher quality.

Agency - A performance marketing agency is an extension of the advertiser's existing marketing team and fulfils the role of an outsourced performance marketing manager. The agency ensures the programme has a strategy that is understood by client and publishers and a sustainable commercial base. On a day-to-day level the agency takes care of the practical administration of promotions, voucher codes, creative (banners) and newsletters and reporting back to the client. Agencies also assist with:

- Identifying and recruiting new publishers that fit the advertiser's target customer base. They engage with publishers using a strategic methods of communication.
- Leveraging advertiser awareness of opportunities available within different network(s). For example if there are new publishers/affiliates or technology solutions which could deliver incremental sales, the performance marketing agency should bring these to the attention of the advertiser.
- Reporting and ensuring a communications feedback loop between the advertiser, network and publisher in an effective manner.

Technology solutions - Affiliate marketing has become increasingly complex in its requirements of both advertisers and publishers. A number of different providers and disciplines have emerged to provide solutions for both parties.

Advertiser-facing technology - Advertiser-facing technology requires integration on an advertiser's site. They include solutions for:

Product feeds (Fusepump) - A product feed is a file of an advertiser's products in a defined format. It can be easily distributed by affiliate networks to all publishers and adapted to display products on their site. Most advertisers find the upkeep of feeds too technical or time consuming because they frequently need to be checked to ensure pricing and stock levels are protected.

Basket abandonment (SaleCycle/VE Interactive) - These address cart abandonment issues by re-engaging with a prospect that may have left the advertiser's site part-way through the purchase cycle. If the customer email has been captured before the checkout, they will be emailed on behalf of the advertiser with an inducement to complete their purchase.

Retargeting (Ve Interactive/ Struq /Criteo/Mythings /Admedo) - Retargeting builds on the interaction a user has with an advertiser's website. These companies target advertising at people who have already visited an advertiser's domain. The sophistication of retargeting solutions can vary depending upon the level and length of the initial interaction with the advertiser's site. The frequency of exposure to advertising is capped to avoid wastage and annoyance. Retargeting and pre-targeting companies operate on a CPA or CPC basis.

On-site optimisation (Fanplayr/Yieldify) - These use a set of smart tools designed to increase conversions on existing traffic to an advertiser's website. These tools can be used more specifically to do things like acquiring leads, amplifying promotions, recovering shopping carts and incentivising customers to increase their average order value"

Social Media (Digital Animal, Haveyouseen) – These solutions hand advertisers the possibility of turning likes and shares through social media platforms into sales. They can be a very powerful way of monetising word of mouth.

Publisher-facing technology

Publisher-facing tech requires integration on the publisher's site. They display product links and provide publishers with the ability to integrate a selection of products from an advertiser. They rely on the advertiser supplying a product feed that is processed and made available for publishers. The publisher then designs content units that fit with the overall look and feel of his/her site.

Integrating relevant text links (Skimlinks / Viglink / Kehalim) - Solutions of this nature provide publishers with the ability to monetise their content and blogs by linking phrases, words and brand names into affiliate links. Often aimed at bloggers that are not affiliates, these companies share the commission on any customer transactions generated as a result of the user clicking through to the site from the related link within that article or content.

Video Creative (Coull TV) - This provides publishers with the ability to generate revenue by integrating clickable links within video content.

Types of publishers

Cashback/Loyalty sites – Consumers receive money back on purchases made. Cashback can be in the form of money or in the form of points or another virtual ‘currency’. Quidco.com and Nectar are two examples of this type of publisher.

Comparison sites – These enable consumers to compare products and prices online. The price comparison site publisher receives commission when a customer clicks through to the advertiser’s site and makes a purchase.

Content sites – Websites of this billing include blogs, where the content is written by a company or individual. However, any site which carries information could be classed as a content site.

Email providers – These publishers specialise in advertising to consumers via email. Email affiliates generally own, or have access to, lists containing thousands of email addresses. Merchants provide email creative promoting specific products and the publisher emails the promotion to their list(s).

Voucher code/Discount sites – Publishers hosting money-off deals grew in popularity during the recession and have continued to capitalise on consumers who increasingly seek vouchers and discounts before making certain types of purchases. Merchants have become a little savvier when using voucher code affiliates to drive sales as they begin to push high-margin items or end-of-range clearance items as a priority.

Mobile publishers - There are a diverse range of mobile publishers that operate within the performance marketing space, from existing publishers who have increased their portfolio with an application to mobile-specific specialists such as “discovery” and “review” applications who work to a cost-per-download metric. They all drive sales via a mobile app to an advertiser’s mobile-optimised site or app.

Affiliate Payment Models

When you think of affiliates and what motivates them to succeed, try treating them as you would internal sales staff. Sales people are motivated by commission as well as having the right support and tools to help them succeed. Here we explore the different types of payment models you can use to motivate affiliates to drive your business objectives.

Cost per acquisition (CPA)

The most common payment model in the affiliate channel is cost per acquisition (CPA), where the advertiser pays a fee to the affiliate for a completed sale. What constitutes a completed sale will depend on the advertiser's objectives. For example, in the travel industry it may be when a customer checks-in to their hotel, in fashion retail an order that is received and not returned after 28 days, and in telecoms when the service has been activated. It is important that as an affiliate you understand exactly when and what you are being paid and as an advertiser you are very clear on the terms that need to be met for payment.

Most affiliate programmes adopt the last-click, CPA attribution model. This means that the affiliate will only be paid the CPA if they are the last click before a purchase. If the affiliate is not the last click in the purchase but another channel – such as search – is, then the commission is not paid. Last click is by far the most common and simple payment model to apply, but there are other attribution models that can be adopted with the CPA model.

A CPA can be paid in many ways, some of which are outlined below. It is important to pay a fair commission for the customer or sale that is being driven via the affiliate but also take into account your own margins and cost of that sale:

- A percentage of the sale value – i.e. 10% of the basket value. If a customer purchases £100 worth of goods, you will pay £10 for that sale
- A fixed CPA per sale – i.e. £10 for every sale that is made, regardless of the value
- A tiered commission structure, based on the number of orders – i.e. 0-10 orders at £10 per sale, 11-15 orders at £12 per sale, above 15 orders at £15 per sale

- Differing commission structures per product – I.e. higher-value products may have a higher CPA, or products which have a lower margin may have a lower CPA

As well as considering the cost per sale, you should also consider the cost per customer, i.e. the lifetime value of the sale. If the customer is worth several thousands of pounds to you over the year, then you may consider a higher CPA to motivate your affiliates to drive more sales.

Cost per lead (CPL)

This payment model is most commonly used for lead generation or where it is difficult for the advertiser to validate a sale to activation or purchase. This works in the same way as CPA, but the commission is calculated per lead. You will want to consider the quality of leads and average conversion to sale in order to determine the correct CPL to pay out.

Cost per click (CPC) and cost per mille (CPM)

Although CPA is the most widely used model in affiliate marketing, cost per click (a fee paid for every click) and, to a lesser extent, cost per mille (a fee paid for every thousand views) are recommended when the last-click model is not suited to the particular affiliate you are working with. This may be because their activity generates traffic higher up the purchase funnel or you may have a different measurement objective, such as brand awareness or reach.

Regardless of the payment metric, like the last-click model, CPC and CPM should follow the same principals around fairness and margins. It is also important to be able to track the influence that this activity has on overall sales orders, so where the activity is appearing within the customer journey and if it is helping support customer acquisition.

Tenancy/fixed costs

In order to obtain special placements, additional exposure to support a brand or even a product launch, it is sometimes possible to pay affiliates a fixed cost, up-front fee for an ad placement.

The position, exposure and time frame will vary depending on the affiliate and the package that you are looking for. Often a deal like this should include the consideration of reach and

brand metrics as well as pure sale or CPA. You should always conduct a review to assess the value of the tenancy, looking at views, clicks, click-through rates, conversion rates and sales attribution which can be measured against a benchmark or pre-determined success criteria, otherwise it could prove very costly.

Other considerations

Cashback

Most cashback providers will pass the CPA an advertiser pays them straight onto the customer, so consider this when you are determining what rate of commission to pay. Ask yourself, “is this commission rate attractive enough to help me drive sales through the channel?” but also “is this commission rate driving the right type of behaviour?” Over-paying or incentivising can lead to poor-quality traffic whilst driving unwanted behaviour.

Voucher

When paying commission to voucher code sites, you may want to consider the additional cost of the voucher within your calculations. This could offset some of your CPA payment to the voucher affiliate if an exclusive code is agreed, but it is important to remember that you need to be fair with your commissions, motivate the affiliate to drive sales for you whilst also protecting your margins.

Competitors

The affiliate channel is an extremely competitive environment and many of your competitors are also battling for marketing exposure on affiliate websites. In order to make your programme attractive to affiliates, consider your CPA as an important factor in the affiliate decision of who to promote or give the most exposure to. Affiliates will assess your programme on a number of merits as well as CPA, including rates, service offering and products. This will all be worked back to the earnings per click, and affiliates will drive traffic to the advertiser that gives them the best return for their effort. The CPA you pay can be a big factor in helping gather affiliates’ support and increases can be used tactically to gain market share.

Payment terms

Because affiliates are paid on a CPA model, they are investing your advertising spend on your behalf and taking the risk as to whether this converts to a customer or not. This is one of the key elements that makes the channel so attractive to advertisers, as it is relatively risk free and affiliates are experts in driving quality traffic that will convert to sale, because their livelihood depends on it.

This means it is extremely important that you pay affiliates on time and as soon as possible. Longer payment terms affect the affiliate's risk assessment and they will favour you less against competitors and programmes with better payment terms.

So, in summary, when determining what commission model to pay affiliates, consider the following:

- **Fairness** – “Am I paying a fair commission for what I get in return?”
- **Margins** – “What can I afford to pay?”
- **Competitiveness** – “Is the payment model competitive against my key competitors?”
- The **value** of affiliate traffic as well as sales
- **Customer value or quality** – “How can I position the payment model to drive higher customer value/quality?”
- Your **business objective** and how you measure success
- Keep it **simple** – Affiliates need to know when and how they will be paid, so don't over complicate the model

Whilst CPA is and should be the preferred payment metric, the affiliate landscape is changing and you should consider the value of affiliate traffic beyond the last-click, cost-per-acquisition model. The channel is flexible and can be motivated to drive high-quality traffic higher up the funnel, but the payment model needs to encourage this.

So look at CPC, CPM, tenancy and CPA attribution models to help you drive more value from the affiliate channel and ultimately more sales at the end, regardless of which point the customer finishes their journey on.

Affiliate Demographics

This section is brought to you by Rakuten Affiliate Network, the affiliate division of Rakuten Marketing.

Affiliates and affiliate-based technology come in many different forms. If you're looking to enhance your investment in the channel, you might want to take note of the following demographic profiles:

Voucher

Voucher code sites are one of the largest publisher types in the performance marketing industry. They are very popular amongst price-savvy consumers who regularly make well-informed purchasing decisions. The modern shopper will begin their journey by researching the product and purchase it from the site that offers the best possible rate.

One of the largest UK voucher code sites, VoucherCodes.co.uk (part of RetailMeNot, Inc.), boasts 7.7 million members, 3 million app downloads and over 400,000 Facebook fans as of January 2015.

As a brand, working with voucher code sites can be a beneficial promotional tool, encouraging new customers to buy from you and rewarding those already loyal to the company.

Advantages:

- Cost-effective customer acquisition tool
- Improves customer retention
- Increases brand awareness
- Multi-channel marketing tool

Disadvantages:

- Sometimes perceived to devalue brand
- Tenancy fees often charged for premium placements

Cashback and charity sites

Cashback sites work by rewarding their customers with some or all of the affiliate commission accrued per sale. Charity fundraising sites function in a similar way, but allow customers to donate the cashback received from their purchase to a chosen charity.

One of the UK's leading cashback platforms, Quidco has over 4 million members and works with over 4,000 retail partners.

Advantages:

- Cost-effective customer acquisition tool
- Delivers both online and offline results
- Improves conversion rates with existing customers
- Some customer journeys start on a cashback site
- Charity site customers are often willing to pay more for quality products, driving higher average order values

Disadvantages:

- Sometimes perceived to devalue brand
- Can be argued that customers would have bought the product regardless
- Tenancy fees often charged for premium placements

Loyalty

Loyalty publishers reward and encourage loyal buying behaviour by offering exclusive discounts and promotions to dedicated customers. Loyalty points can be built up with each online transaction to redeem on further purchases or are converted into cashback.

Nectar is an example of a large loyalty programme in the UK and offers points to its database of over 19 million customers when shopping for groceries, holidays, clothing and other products.

Advantages:

- Cost-effective customer acquisition tool
- Proven to boost sales growth
- Rewards loyal customers
- Provides insight into customer buying behaviour

Disadvantages:

- Can be alleged to cannibalise sales

Employee benefits

Employee benefits schemes are customisable employee engagement platforms utilised by companies to offer their staff exclusive discounts and promotions.

Reward Gateway (formerly Asperity) works with over 1,000 companies including McDonald's, Groupon and Unilever to inspire employee engagement. They provide over £300 million worth of sales each year for the UK's top retailers.

Advantages:

- Acquire highly valued customers
- Targeted and engaged customers lead to a high conversion rate

Disadvantages:

- Many employee benefits schemes require exclusive brand offers

Mobile

The quantity of publishers expanding into the mobile space is on the rise, with an increasing number of consumers interacting with brands, researching products and completing purchases through their smartphones and tablets.

Mobile publishers can range from app plug-ins to mobile sub-networks, and even applications which work in the offline environment.

Advantages:

- Expands customer base
- Enhances multi-channel marketing
- Drives customers in store
- Provides further insight into consumer behaviour
- Improves consumer research on products

Disadvantages:

- Affiliate tracking must be integrated into mobile sites
- Additional mobile fees can be charged by the publisher
- In-app tracking must be made available by brands

Content

A highly popular publisher model among most retailers, content sites often serve as brand ambassadors.

These publishers come in many forms, including blogs, product-driven/shopping sites, online magazines and newspapers.

Advantages:

- Engaging, high-quality content attracts customers
- Personal recommendations and reviews are a valuable marketing asset
- Helps build brand loyalty and reputation within specific markets

Disadvantages:

- A website's content and personality needs to mirror that of the brand
- Tends to deliver smaller sales volumes than other publisher models (voucher code and cashback sites)
- There are a number of third-party publishers who work with bloggers to enrich and monetise their commerce-related content. Companies like Skimlinks and VigLink convert product links into profitable affiliate links as they are clicked on.

Price Comparison

Price comparison engines compare the values of a range of products from different retailers or service providers, making them ideal tools for the savvy shopper.

These sites allow customers to research the market before deciding to make a purchase, saving them time and money.

MoneySavingExpert is one of the UK's biggest consumer websites, with over 15 million monthly users and a wealth of money-saving tips. Part of the company's success is down to

the marketing of the brand. Founder and editor Martin Lewis is seen by some as the “money-saving expert”, so the site’s content appears bespoke and trustworthy.

Advantages:

- A large database of loyal customers
- Enhances brand awareness

Disadvantages:

- Can be made more available to brands with a larger budget
- Sometimes requires additional integration on the brand’s site

Social

Social shopping is on the rise, parallel to the growth of social networks like Facebook, Twitter and Instagram.

Similar to content publishers, customers who generate product reviews and descriptions via social sites can serve as an extension to the brand experience.

Advantages:

- Helps build brand loyalty and reputation within specific markets
- Increases brand presence on social media
- Converts customers into sellers and brand advocates

Disadvantages:

- Little control of published content
- Risk of negative reviews and comments
- Requires internal source to monitor activity

Paid Search

With the increasing reliance on search engines to research and review products, it is imperative that brands are easy to find online. Paid search marketing (also known as pay-per-click marketing or PPC) is a sure-fire way to drive a higher level of traffic to your site.

With an in-depth understanding of the maturing, cross-channel landscape, paid search companies can help brands to increase their online performance and ROI.

Advantages:

- Builds brand authority across all devices
- Boosts sales and conversion rates
- Control who is seeing your ads to make your budget go further
- Setting up goals and conversions helps you to directly link your PPC budget to returns
- Instant implementation: placements will go live as soon as your campaign is set up

Disadvantages:

- Increasing competition in the search market is driving costs up, and giving larger companies with big budgets the dominant positions
- Organising and strategising these campaigns can be time consuming and require vast expertise

Retargeting

Retargeting is a cookie-based technology that uses Javascript code to track your audience all over the web and target them with adverts. For example, if a shopper bought flights as a Christmas present, a retailer could follow up with hotel offers for that destination.

Not all clicks convert into sales. Banner ads need to be engaging with cutting-edge design to encourage customer interaction.

Rakuten Display (formerly MediaForge) has a unique tracking solution which uses engagement as a metric of conversion. Its design-driven displays aim to guarantee strong shopping experiences that resonate with today's border-less shopper.

Advantages:

- Substantial uplift in return and conversion rates
- Increased customer engagement and re-engagement
- Effective tool in prospecting marketing campaigns
- Both CPA and CPC models available

Disadvantages:

- Some customers find it intrusive
- CPC models can be costly as not all clicks lead to a sale

Datafeed

Datafeed providers help publishers better promote different brands' existing product and voucher feeds, often resulting in improved sales and commissions for all. Publishers can utilise a variety of solutions on these platforms, such as API, Feed Download and ShopBuilder.

Rakuten PopShops for example, provides product feeds, publisher storefronts, ad units and showcases for a database of over 8,000 brands. The platform hosts over 25,000 publishers and 100 million product stock-keeping units.

Advantages:

- Cleans and standardises product feeds
- Normalised unique identifiers across brands
- Only publishers brands approve can monetise their offers
- Brands are given transparency in what domains are promoting their affiliate programmes
- Low-cost marketing solution

Disadvantages:

- Brands have to be active on the relevant affiliate network and feed providing platform

Programme Management

Brands invest in affiliate account management services for various reasons. Lack of time and internal resources are often major contributors, as is the need for expert, professional guidance.

Whatever their motivation, brand managers will rightly expect a strong level of commitment and accountability from the teams they partner with, whether they fall on the agency or network side.

To achieve this, the following should be taken into consideration:

Know the brand

In recent years it has been empowering to watch more and more marketing departments sit up and take note of the affiliate channel. As account managers and directors are finally welcomed into the fold of internal planning and strategy, it is vital that we bring something exciting and relevant to the table. In order to do that, genuine brand awareness is key.

The most successful affiliate programmes will have an account manager at the helm who truly understands the brand they're representing. Recognising the strengths and limitations of the product, while respecting the internal goals and ambitions of the people behind it, is integral to the longevity and success of any given programme, regardless of its size. Only then can the channel truly be championed as an extension of existing marketing activity - a proactive influence instead of a reactive one.

This of course is no easy feat for account managers juggling multiple programmes. To help ease the process, establishing clear goals and KPIs from the off is vital.

- What are the brands unique selling points?
- Who is their target audience?
- What are they trying to achieve through the affiliate channel?
- What message(s) or impression are they trying to convey to their consumers?

Initial feedback will no doubt evolve over time, by which point the account manager should be well placed to support these changes.

Be educated

The advancements in affiliate marketing over the last few years have been, quite simply, staggering. From traditional content, cashback and discount partners to search, display, re-targeting, CR optimisation, social and video, the range and diversity of developments are as exciting as they are overwhelming.

The responsibility of any strong account manager is to join the dots for their client, to create calm amid the apparent storm of digital. They ultimately act as a gatekeeper between the affiliate and the brand. This is quite the responsibility and should not be undertaken lightly.

To stay on top of industry developments, account managers should consistently draw upon:

- Industry hubs
- Trade news sites
- Publisher insights (a publisher will know their product better than anyone)
- Industry events – conferences, exhibitions, social events
- Brand events – internal meetings, trade days

Understanding the brand and the digital opportunities relevant to them will allow an account manager to filter through feasible proposals. There is nothing more frustrating for a busy client than trawling through complicated, drawn-out pitches.

Be relevant, be concise, be educated.

Respect your affiliates

In an industry where time and consideration is often reserved for clients, underestimating the importance of affiliates would be a massive error. If account managers are the gatekeepers to the brand, affiliates are the gatekeepers to the opportunity. Without them, an affiliate programme simply cannot exist.

So, to cap off, here are some simple tips for establishing strong affiliate partnerships:

- Be **accessible**: Where possible, be available for meetings or conference calls.
- Be **responsive**: You can't expect proactivity if you don't demonstrate it back.
- Be **knowledgeable**: Take time to understand the individual offering and what the publisher is trying to achieve.
- Be **honest**: If a business model or proposal isn't right for your client, feed this back to the affiliate as soon as possible. They can either adapt their plan accordingly, or focus on opportunities elsewhere. Either way they will appreciate your transparency.

Case Study

The Body Shop and Tradedoubler

Partnership achievements

Platform neutrality - Customer experience was a main focus for The Body Shop throughout 2013/2014. Becoming a truly multi-channel retailer was key to enable its customers to interact with the brand on any chosen platform. By implementing a multi-channel strategy Tradedoubler and The Body Shop provided customers with an unrestricted shopping experience.

MCommerce - Mobile has become an integral part of The Body Shop program. In December 2014, 15% of all affiliate sales were made on mobile devices. This was achieved through a variety of optimised mobile campaigns.

Driving footfall - Multi-channel voucher codes have not only resulted in a new revenue driving source since its full integration this year, but has also helped secure more exposure online creating a halo effect while cutting tenancy costs. In 2014, in-store accounted for 86% of all sales up from 46% in 2012 when it was first launched.

Geo-targeting – Geo-targeting was included in the promotional mix to encourage store visits. This included geo targeted email sends, SMS text campaigns, push notifications and incentivised check-ins. One check-in campaign we ran over November and December drove over 9,000 store visits at peak seasonal periods. Those users then went on to share the experience across social media platforms.

Last-delivery dates - In-store activity was integrated into the Christmas promotional planner to take advantage of last-delivery dates.

We encouraged people to shop in store rather than online through optimised codes distributed to our top partners. After last delivery dates for online finished we drove 93% of all sales during this period through in-store.

Testimonials

Liam Downes, e-commerce marketing manager, The Body Shop: “The Body Shop is shifting towards a mobile-first approach and views it as being integral now and more so in the future of retail digitally and on the high street.

“Customer behaviour is already showing the shift towards mobile and TD has rightly seen and focused on this. TD have helped TBS test and learn in this space and we believe help put both parties in an excellent position to progress successfully in the future. A great example of this was the Passbook run in partnership with publishers.”

Chi-Lang Ngo, Passforce: “Passbook is a great channel for The Body Shop to reach users on mobile, build brand loyalty, and drive in-store sales. The recent uptake in adoption among consumers proves that Passbook can be a useful extension to The Body Shop’s existing mobile strategy. We are impressed with the speed with which TradeDoubler have managed to offer Passbook to its clients.”

Naveen Rahela, Account Manager, O2 Priority: “As one of O2 Priority’s key strategic partnerships; “The Body Shop” relationship formed and driven through Tradedoubler has been fundamental in meeting key briefs, including a BTL Xmas in-store retail campaign. With the incredible support from Tradedoubler, we have been able to drive a significant amount of revenue with The Body Shop, thus helping to shape O2’s in-store monetisation for the Priority platform. The Tradedoubler relationship has also been key for opening up doors to other brands to run in-store activity.”



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