



CLIENT SUCCESS STORY

SEAMLESS PARTNER MIGRATION LEADS TO JOINT SUCCESS

[AO.com](#) is the United Kingdom's leading online retailer of major domestic appliances. By democratising product choice, and making information transparent, AO customers can make informed purchase decisions based on their individual needs.

AO selected Performance Horizon in 2015 to manage their digital partner marketing program for its flagship tracking, reporting, global payments and partner management solution. As AO's business grew and expanded across Europe, the company needed a platform that would aid this progression, allow them to connect directly and at scale with all of their marketing partners globally, and complement other aspects of their marketing strategy.

Launching with Performance Horizon has enabled [AO.com](#) to:

- use richer, real-time data to extract actionable insights
- implement winning strategies
- drive high-margin revenues

PAINLESS MIGRATION

In addition to client training, Performance Horizon also provided partner onboarding and migration support for [AO.com](#). Designed for fast and effective deployment, the onboarding process included partner training and technical support to facilitate fast, successful partner migration for immediate business impact.

Directly connecting AO with its marketing partners allowed the [AO.com](#) team to optimize across their partner network, drive greater efficiencies, focus on key partners, and ultimately produce tangible business benefits.

"The migration of [AO.com](#) to Performance Horizon has been a revelation... the migration has given us an opportunity to further strengthen our relationship with the fantastic affiliate team at [AO.com](#). The model currently being employed by AO.com is one that I would recommend to any large business in the affiliate space. I think the figures over the past year speak for themselves, we have seen staggering growth across the program. This is down to the hard work put in by the team at [AO.com](#)."

Partnerships Director, MyvoucherCodes

OPTIMIZATION

Both [AO.com](#) and its partners rely on ongoing technical support from Performance Horizon. With highly-responsive support available in 70 languages, [AO.com](#) and its partners easily receive answers for any questions they have regarding configuring or operating the Performance Horizon platform as well as guidance on best practices.

"We are very impressed with the level of support we have received from Performance Horizon over the last year. They really value Nectar as a partner and we have found the team to be both responsive and knowledgeable within the affiliate sector. We can always expect a high level of service and dedication from the support team."

Partner Director, Nectar

RESULTS THAT MATTER

Performance Horizon's technology platform allows [AO.com](#) and its partners to harness rich, highly-granular data, which they rely on to guide and validate their decision-making and produce winning strategies.

Deeper insights into the customer journey and what drives sales allows [AO.com](#) and their partners to make smarter decisions and continuously optimize. Having [AO.com](#) and their partners align around performance ultimately results in better customer experiences, greater conversions, increased revenues and profitability.

"Performance Horizon has given us the level of flexibility to be more strategic with [AO.com](#), which has led to some great campaigns with even better results. It's beneficial to be able to see the results in real-time on the system, as it gives us an accurate view of performance."

Account Manager, Quidco

ABOUT PERFORMANCE HORIZON

Major brands in travel, retail, finance and digital content rely on the Performance Horizon platform to drive new customer acquisition, revenue increases and profitability gains through their online partners. This includes the ability to optimise partner performance, deploy creative, manage partner and product spend, easily integrating data into existing workflows and systems, as well as process partner payments globally.

Performance Horizon, the leading provider of SaaS solutions for digital partner marketing, enables brands to directly connect with their marketing partners to dramatically increase customer acquisition and drive high margin revenues from online marketing channels. With offices in the U.S., U.K., Japan and Australia, Performance Horizon's platform drives \$3B+ in advertiser top line revenues across 155,000 marketing partners in over 170 countries. Performance Horizon is backed by top-tier investors, including Mithril, Greycroft Partners and DN Capital. For more information, visit www.performancehorizon.com and follow us @tweetphg.

Date Published: Summer 2016