

## Online shirt retailer migrates affiliates to LinkShare UK

### Overview

England's largest maker of quality formal shirts through the Internet and mail order.

### Solutions/Services

Identifying new affiliates to drive volume and new customers

### Success

10% increase in year on year new customer growth

### Future

Driving ongoing growth in new customers and identifying new key partner affiliates.

## CHARLES TYRWHITT

LinkShare has been invaluable for us in identifying new affiliates to drive volume and new customers, while remaining mindful of our brand values and target audiences. We were so impressed with their approach that we chose to migrate all of our existing customers onto the LinkShare network and close down our second network. Since the migration we have seen a 10% increase in new customer growth year on year, and we look forward to ongoing successes with LinkShare in the future.

Frank Sendler  
 Search Marketing Manager,  
 Charles Tyrwhitt

### Charles Tyrwhitt takes its US affiliate program to the UK

From its origins as a mail order business specialising in formal shirts in 1986, Charles Tyrwhitt has expanded to become an international specialist multi channel retailer. From its flagship store in London's famous Jermyn Street, Charles Tyrwhitt now boasts a chain of nine stores, four websites (in the UK, Germany, USA, and rest of the world), and sends out 20 million catalogues per annum, selling the company's formal clothing and accessories, for both men and women.

After building a successful relationship with LinkShare in the USA, Charles Tyrwhitt took LinkShare on in the UK as a secondary network in addition to their incumbent network. In due course Charles Tyrwhitt felt that LinkShare's careful targeting of affiliate partners and consideration of potential new audiences meant that a second network was no longer necessary, and chose to close the original network.

LinkShare's role is to work very closely with Charles Tyrwhitt to identify the right affiliates to drive volume and reach new customers, all the while considering the right partners and positioning for the brand. In addition, LinkShare takes a proactive stand against any less scrupulous affiliates which may contravene terms and conditions, and also act as the middle man to smaller affiliates to help them drive growth. Detailed analysis of the marketplace is employed to identify and drive new customers for Charles Tyrwhitt, and identify quality repeat customers for the retailer.

Charles Tyrwhitt has engineered a problem-free migration of all key affiliates to the LinkShare programme, and is seeing steady growth in both existing and new affiliates. The use of the channel to recruit new customers has seen a 10% year on year increase, at a lower cost – which is music to the ears of the ecommerce and online marketing teams!

Discover what LinkShare can do for your business at [www.linkshare.co.uk](http://www.linkshare.co.uk) or call us on +44 (0)20 7031 0950