

## LinkShare Enables Avon to Reach a New Customer Base

### Overview

World leading direct seller of beauty essentials

### Solutions/Services

Recruit new affiliates and reach new customer segments

### Success

Exponential affiliate acquisition

### Future

Continue the successful growth curve

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avonshop.co.uk  
 avonshop.co.uk

### THE BACKGROUND

Avon is the world's leading direct seller of beauty and related products, with over \$10 billion in annual revenues. Avon markets to women around the world through over 5.4 million independent sales Representatives. In 1997, Avon became the first beauty company to sell online. The traditional representative channel offers customers the personal touch from an Avon Representative, whilst avonshop.co.uk offers web users a speedy online channel, and opened Avon to a new customer base.

Avon launched their first affiliate programme in the US in 1998 exclusively with LinkShare. When LinkShare's UK network was launched Avon opened an alternative UK affiliate programme. The objective was to recruit new affiliates and reach new customers in different sectors not reached by their incumbent Tradedoubler programme.

LinkShare carefully considered their approach to this programme launch, the aim was to avoid approaching affiliates already in Avon's Tradedoubler programme. LinkShare solved this by introducing a number of new affiliate types to Avon, especially the large employee portals, beauty content affiliates and a number of handpicked charity sites.

Since the launch of the UK programme in April 2007 the growth and recruitment of affiliates has been exponential and the results speak for themselves - July 2008 figures showed year on year growth of 1303%.

Avon and LinkShare are committed to further this growth over the next year with activation of more affiliates at the heart of the agenda.

*"LinkShare has been invaluable for us in identifying new affiliates to drive volume and new customers Our Account Manager clearly understands our business and therefore has been able to recruit quality affiliates resulting in high conversion rates and strong YOY growth beyond what we expected."*

Lauren Moore, AvonShop.co.uk

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**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**