

Online Clothing Retailer Uses Affiliate Channel to Bring in New Customers

Overview

A leader in online fashion

Solutions/Services

Increasing customer base,
incentivising affiliates,
creative promotions

Success

Increasing Boden's UK
affiliate base through US
affiliates

Future

Identifying how Boden can
assist the affiliates

Boden Felt LinkShare "fit like a glove" when expanding their UK Affiliate Program

THE BACKGROUND

Boden is one of the most successful and fastest growing online clothing companies in the UK and is widely recognised as a leader in online fashion. After 17 years in business, Boden now has websites in the UK, USA and Germany; all offering a selection of womenswear, menswear and a children's range called Mini Boden. Boden has two UK stores, one in Hanger Lane and the Walton-on-Thames store. Today, Boden employs over 600 staff and despatches 3,000 orders daily from its warehouse.

In late 2006, Boden was aiming to increase its customer base significantly and was searching for a vendor that would work with its pre-existing affiliate program. After a successful four year relationship with LinkShare in America, Boden decided LinkShare would be the perfect partner to support its UK objectives.

Boden

Today, Boden is benefiting from LinkShare's ability to add to its UK affiliate base by bringing over US affiliates such as Keycode.com, FabulousSavings.com and Shopping-Bargains.com. LinkShare has the key advantage of a deep knowledge of Boden's business and the complex US affiliate market, which it is now leveraging to support Boden's UK program.

Last month, Boden attended LinkShare's annual affiliate symposium in the US, and benefited from access to industry insights and networking opportunities. Each year, the symposium brings together over 650 managers and executives from the world's leading and emerging e-commerce companies.

In addition to the benefits of the US relationship, LinkShare also offers a high-touch approach to both clients and affiliates, and a deep knowledge of the affiliate industry. Boden has also benefited from LinkShare's ability to effectively incentivise affiliates and assist with content development for specific Boden promotions.

Boden is now shifting its focus to how it can assist the affiliates more, including increasing communication, and will leverage LinkShare's deep knowledge of the affiliate market to achieve this.

"Boden is always looking for new channels to increase its customer base. We wanted someone who would work hard and be passionate about our business. LinkShare's key benefit is that they have the US industry perspective, but also have English account managers who understand the local market. Give them a little time and they are likely to become one of the top UK networks."

Shelley Ahluwalia, Affiliate Manager, Boden

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