

FABULOUSSAVINGS.COM looks to LinkShare's account team to maximize their advertiser relationships.

Overview

Fast-growing Canadian couponer credits LinkShare for heightened sales

Goals

Increase number of advertisers and publishers, especially for Fabu.com

Success

Annual revenues more-than-quadrupled from \$500 thousand to over \$2 million; developed relationships with more than 600 top-line e-tailers

Future

Garner even more exclusive discount deals; grow fabu.com through LinkShare network



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Bubbly, ebullient, effusive – Michael (Mikey) Yack is all of those things. And when the topic turns to affiliate marketing and LinkShare, Yack, owner of two of the leading online coupon sites, Toronto, Canada-based FabulousSavings.com and, its newer sister site, Fabu.com, is even more enthusiastic – and appreciative.

Yack says he is a LinkShare enthusiast because it has enabled his two sites to generate millions of revenue dollars for their merchant and marketing partners as well as a very nice living for himself. Combined annual revenues for the two sites are now north of \$2 million, versus about \$500,000 before joining with LinkShare in 2004. Back then, Yack notes, the affiliate-marketing network provided his 35-person organization with access to the “biggest roster of high-level, popular and credible advertiser” that a developing online coupon site would normally not be able to access.

Yack is also quick to laud the account team he works with at LinkShare. He says that his LinkShare representatives are in regular contact with his FabulousSavings.com team, working with them to support and promote the sites to its network of over 600 advertisers and e-tailers while creating economies of scale. His LinkShare team also acts as intermediaries between FabulousSavings.com and the network merchants, facilitating revenue-generating marketing and retailing opportunities that might otherwise be unavailable to Yack's sites. In addition, the LinkShare network provides Yack's customers with “exclusive” opportunities and offers, which keeps revenue streams growing to all-time highs.

According to Yack, “I was a project for LinkShare. They helped develop and promote me, my FabulousSavings.com and Fabu.com sites and personnel, and our potential and capabilities. With LinkShare's pro-active assistance and cooperation, we can now find and secure the best available, online offers and promotions that we can easily convert into actual transactions and expanding sales volumes.” Just as important, Yack adds, LinkShare's tracking technology enables Yack and his team, “to stay up to date, regarding the effectiveness of their latest offers and promotions.” As a result, FabulousSavings.com and Fabu.com maximize their marketing capabilities and generate optimal revenues from a growing volume of successfully completed transactions.

