

## Innovate to meet Affiliate Marketing Objectives



### Overview

Leading electronics e-tailer seeks to increase online transactions

### Solutions/Services

Price-led campaign saw prominent placement of Advertiser on leading price comparison, cashback and voucher sites to reach core consumer base

### Success

Continual growth since launch. Overall 22% increase in MOM sales

### Future

Develop more innovative affiliate activity

### THE BACKGROUND

Simply Electronics is a leading online retailer of consumer electronic products selling some of the world's best known brands, from manufacturers of memory cards to high-end photography equipment.

Competing predominantly on price, the retailer was looking to implement a new channel to market to support its wider e-commerce strategy of increasing sales and driving awareness online.

### STRATEGY

In such a crowded and competitive marketplace, it was essential Simply Electronics worked with a network that could offer deep levels of insight as well as outstanding customer service and reporting – requirements that would help the retailer stay one step ahead of the game.

As a result, in January 2009, Simply Electronics selected LinkShare to develop an affiliate programme that would help it meet its sales objectives, working to increase overall customer transactions online. With a reputation built on in-depth market expertise, customer service and reporting, LinkShare has implemented a campaign that targets voucher code and cashback sites whose audience sits at the core of Simply Electronics' customer base.

### EXECUTION

The affiliate programme utilises cash back, loyalty and price comparison sites, all of which are proven to drive incremental sales and attract new customers. Running on a CPA model, the programme has been particularly successful as affiliates have the added incentive of earning extra revenues from the campaigns they run.

Offers which have run on sites such as Idealo, Twenga, MVC as well as selected employee malls have converted especially well and this flexible approach to the campaign has meant Simply Electronics is able to reinforce its key messages around price and value for money.



The use of video in affiliate campaigns is also growing and with recent research from LinkShare indicating that the use video is expected to increase in the next 12 months, innovating in this way has been a core part of Simply Electronics' affiliate programme. Here, videos which Simply Electronics has placed on YouTube have been converted by LinkShare for affiliate use, such as those on voucherseeker.co.uk, as an added incentive for partners. This means Simply Electronics can target specific products and contributes towards click-through, sales and ultimately revenue.



## RESULTS

The affiliate programme has grown 20 per cent month-on-month and 17 per cent year-on-year in terms of click-throughs. Simply Electronics has also seen a 22 per cent increase in month-on-month sales, accounting for approximately 115% of year-on-year sales. A key part of this success has been the focus on optimising relationships with key partners to help increase volumes and is clear evidence of the success of the overall campaign.

“Our affiliate programme has gone from strength to strength and the fact we have a presence on a mix of affiliates is helping to reinforce our brand position across a range of sectors. With innovation at the core of our approach, we’ve also been extremely satisfied with the consultancy LinkShare has provided which has also helped us forge relationships with a broader range of publishers to help increase sales. This coupled with easy to manage and monitor platforms means we have a clear idea of how the programme is performing every step of the way.”

Online Marketing Manager, Simply Electronics

“Affiliate marketing is fast becoming a core part of many retailers e-commerce strategies and our work with Simply Electronics is an excellent example of how such programmes can really drive home the benefits in terms of ROI and increased sales. Vouchers and cash back sites are excellent tools for a company like Simply Electronics which is striving to boost awareness amongst its customer base. We’ll be working closely with Simply Electronics to help evolve the campaign as prevailing customer behaviours evolve.”

Liane Dietrich, Managing Director, LinkShare UK

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