

Brand: Hersey & Son

Sector: Retail

Primary Objective: Awareness

Formats used: Performance Marketing

Background and Overview:

Hersey & Son is one of the few remaining traditional silversmiths in the UK: a perfect gift destination offering sterling silver jewellery, tableware and unique silver pieces handcrafted in its London workshop. An independent, father and son business, Stewart Hersey wanted to increase reach and sales online in a cost-effective way

What was the role of digital within the media mix?

The campaign had three main objectives:

- Drive brand-awareness
- Drive quality traffic defined by an effective conversion rate to purchase
- Work with more publishers, especially those larger in size, requiring a network's involvement

To achieve the objectives, Hersey & Son implemented a clear programme strategy:

- Recruit a broad range of affiliate partners to test different audiences and allow interaction with customers at multiple touch points along their purchase journey
- Execute stellar campaigns that capitalise on key gifting events and showcase new product launches
- Build a base of content partners and micro-influencers, secure content focused placements to drive brand awareness and provide tools to shift traffic lower in the funnel
- Secure placements with reputable incentive sites to introduce the brand to their audience, capture lower funnel traffic of deal savvy shoppers, boost conversions and repeat purchases

The selection of Awin as Hersey & Son's affiliate network was a key part of the strategy, in particular because of the vast reach of publishers within the platform and the tools on offer for both merchants and publishers to utilise.





Results / Achievements:

Hersey & Son now have an attractive affiliate programme with an excellent e-commerce conversion rate of 5% and an average order value over £75. Its commission starts from 8% and, due to the universal appeal of its 600 silver pieces, it is an interesting business for a number of publishers to promote. Hersey & Son welcome a broad mix of publishers including voucher, cashback, reward, bloggers, social media influencers, shopping comparison and forums into their programme.

Its ecommerce site growth rates, since launching affiliate programme, are as follows:

- Q1 YoY – Traffic +9%, Sales +23% (Secured 25 affiliate placements)
- Q2 YoY – Traffic +26%, Sales +28% (Secured 23 affiliate placements)
- Q3 YoY – Traffic +29%, Sales +23% (Secured 21 affiliate placements)

The affiliate channel is already driving 15% of the brand's total online sales and has positively impacted other marketing channels by expanding its retargeting base.

What was the killer headline?

Hersey & Son brings silversmithing back in vogue with Awin's affiliate platform

