

**Brand:** Le Col

**Sector:** Retail

**Primary Objective:** Sales

**Formats used:** Performance Marketing

### **Background and Overview:**

Le Col is a cycling apparel brand and small business based in London. It was looking to grow and reach new customers, so approached Acceleration Partners who recommended an innovative affiliate approach based on three pillars: recruitment, re-activation, and programme technology. Using these pillars alongside the overall increase in the popularity of cycling, Acceleration Partners were able to significantly increase month-on-month sales using the affiliate channel.

### **What was the role of digital within the media mix?**

The team conducted a GAP analysis of Le Col's competitors and identified 300 recruitment partner targets. The analysis focused on top tier partners across a range of business models including content, loyalty, cashback, voucher, CSS partners and price comparison sites. Acceleration Partners then adjusted recruitment messaging to focus on brand growth and the increase in demand for sport and athletic products, as well as the 20-25% off all products promotion the Le Col was running. Additionally, all new programme partners were offered a +5% cost-per-action (CPA) increase during their first month of joining the programme, in exchange for top product listings in newsletters or on-site promotions.

The team analysed the performance of existing programme partners and established a list of partners to activate. Activation focused on CPA led exposure, offering partners a CPA increase in exchange for exposure-led packages. They also found specific voucher partners to activate and provided these partners with exclusive codes to increase brand exposure.





## **Results / Achievements:**

Since the campaign, the affiliate channel is now one of Le Col's most effective and efficient conversion channels and it will be increasing investment in the channel for further growth. Additionally, as a result of specific brand messaging and targeted placements, Le Col saw a 205% month-on-month growth in sales driven via the affiliate channel (March 2020 vs April 2020).

## **What was the killer headline?**

Le Col pedals to success with affiliate marketing

