

Case Study

Global Fashion Retailer



Objective:

Maximise publisher relationships, generate healthy activity from affiliates to generate quality revenue at an attractive CPA.

Key Performance Indicators

Period:
First 6 months vs
Previous Year

Revenue

CPA

Traffic

ROAS

Active Publishers

+1,103%

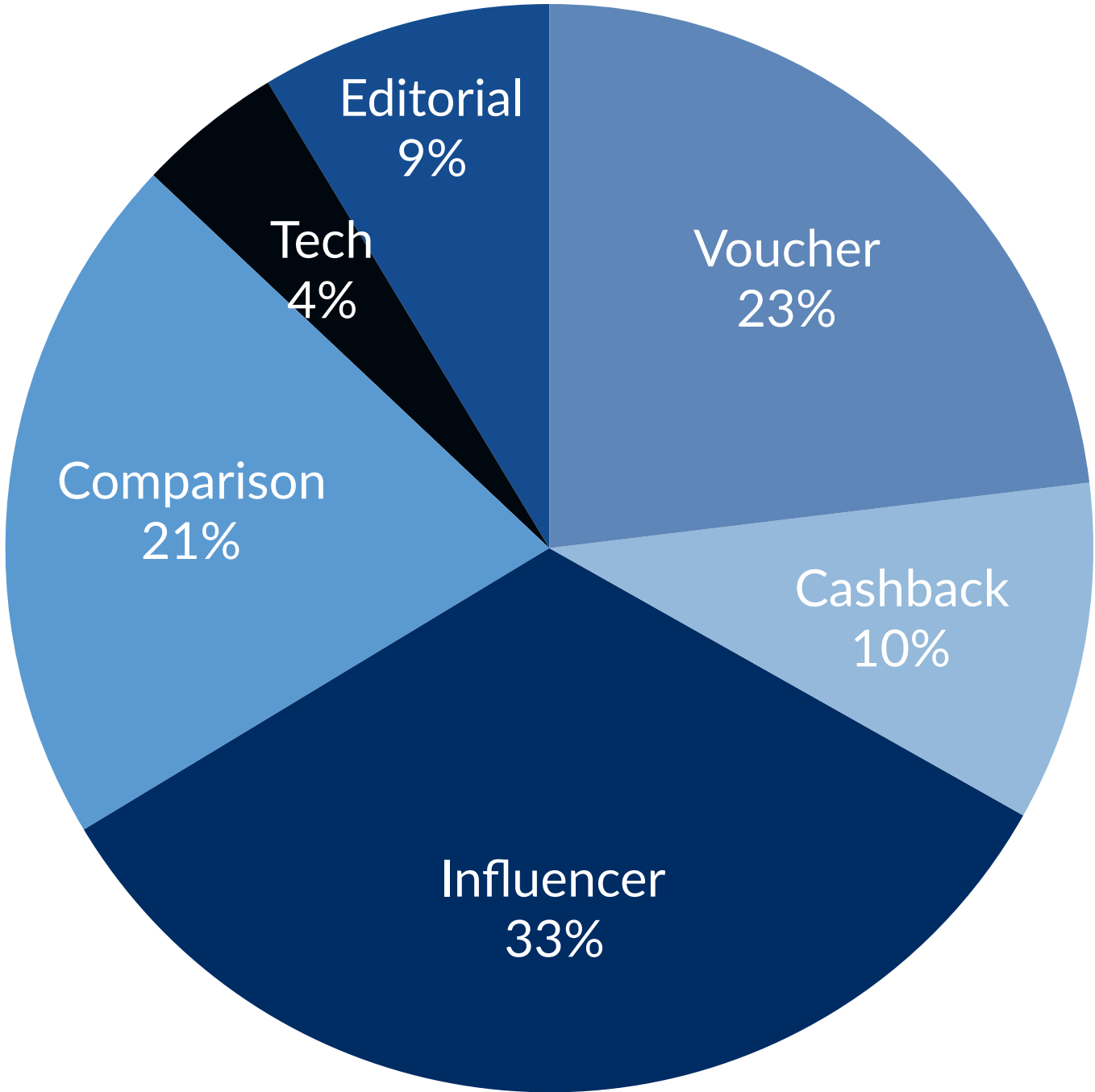
£7.03

+3,742%

+21.2%

+560%

Publisher Split



As a premium fashion retailer, influencer and editorial affiliates were a prominent focus, accounting for 42% of publishers on the program.

Program Facts:

Affiliate Network	Rakuten Marketing
Territories	USA, EMEA
Program Currency;	\$, €



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