

Case Study

Home & Garden Retailer



Objective:

An established home and garden retailer looked to consolidate costs, make the program more efficient while maintaining growth against budget.

Key Performance Indicators

Period:
First 6 months vs
Previous Year

Revenue

CPA

Traffic

ROAS

Active Publishers

+9.5%

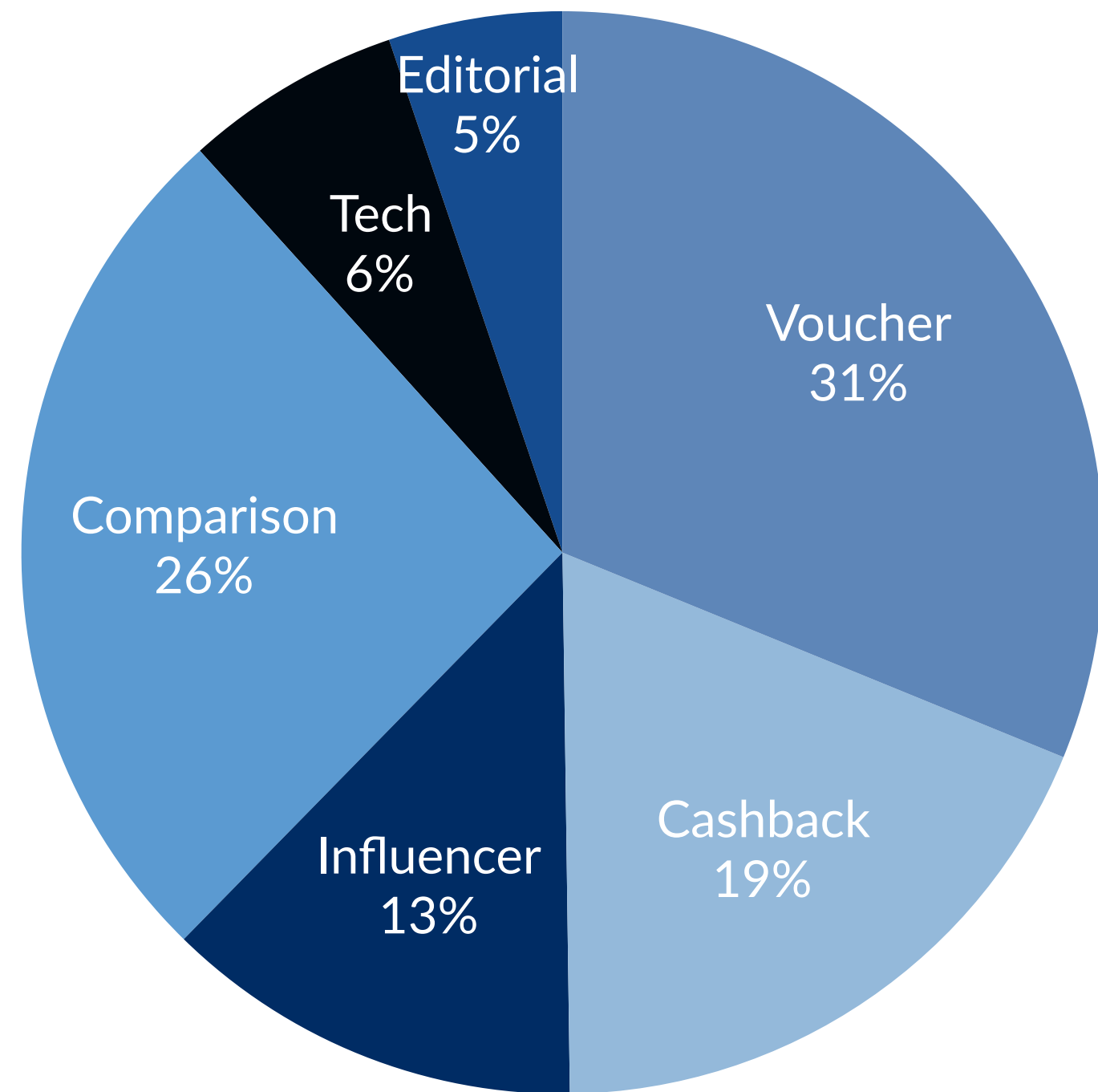
£1.47

+5.63%

+74.7%

+42%

Publisher Split



The home and garden space is competitive, and the type of publishers chosen reflects this, with a focus on comparison, voucher and cashback partners.

Program Facts:

Affiliate Network	AWIN
Territories	UK
Program Currency;	£



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