thought mix

Montblanc

Case Study on Affiliate Management for Growth

MONTBLANC

Goals and Objectives

Drive Incremental Growth through Affiliate

An established luxury brand, Montblanc's existing affiliate program was stagnant, with no new partnerships and a high inactivity rate. Our role was to strengthen the diversity of the program and create a strategy for growth.

Ambition:

- Boost Revenue via Affiliates
- Make Efficiencies in Running Costs
- Increase Publisher Diversity

Objectives:

- 50% YoY Growth
- Improve Publisher Conversion Rate
- Maintain Luxury Brand Integrity

The Results

Often preserving a luxury brand's integrity while achieving revenue results can be challenging, a combination of new partnerships and diverse audiences helped achieve Montblanc substantial results without damaging reputation.

+118% Increase in Net Revenue

CAC Reduced by **6.9%**

138% Conversion Rate Increase

ROAS **14.9x**

167 New Content Partnerships

HOW WE DID IT

MONTBLANC

Clear Strategy and Goals

An agressive strategy for outreach while preserving brand integrity provided us a clear brief to acquire new publishers who could deliver quality revenue without discounting.

YoY Campaign Plans

By using AI, we analysed trend patterns in publishers who had previously generated content, and used this insight for re-engagement, and optimisation.

Attribution

Working alongside Montblanc's attribution tools, we identified sources of new customers and incremental sales from affiliates.

Campaign Delivery

We provided a "snowball" campaign combining evergreen content combined with targeted seasonal placements to further boost revenue generation.

Key Relationships

On behalf of Montblanc, we build key relationships with more than 167 new publishers that we recruited onto the program in the first year.

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