

Revolution

A high-growth affiliate strategy for Beauty

REVOLUTION

MAKEUP REVOLUTION LONDON





Goals and Objectives

Drive Awareness and Growth

Revolution Beauty are a high-growth beauty and cosmetics brand.

They appointed us to drive growth through their affiliate and influencer marketing program for their DTC operation.

Ambition:



- Substantial Revenue Growth
- Drive Brand Awareness
- Increase Content Partnerships

Objectives:



- 60% YoY Growth
- 50% Increase in Traffic
- 10x ROAS

+199%

Increase in Revenue

The Results

A substantial increase in performance across the board, with tripe-digit improvements across all major KPIs.

Traffic Increase

214%

ROAS

19x

158%

Active Publishers
Increase

HOW WE DID IT



Clear Acquisition Strategy

Revolution set clear ambitions for their DTC proposition to acquire new customers, offering incentives and free gifts, as well as investing in strategic placements with publishers.

Investment in the Channel

From offering a competitive commission and investing in strategic placements, we could maximise the available budget for a strong return on ad spend.

Leverage Brand Equity

Known on high streets around the world, Revolution's brand equity supported us to exploit publisher opportunities, with the majority secured on a CPA.



Content Partnerships

As an engaging brand, we supported their direct PR activities with affiliate-led content, driving brand awareness against competing brands.

Enhanced Recruitment

With a prime product and brand, we supported Revolution with recruitment across the funnel, supporting their Influencer and PR teams internally to track and measure direct relationships.

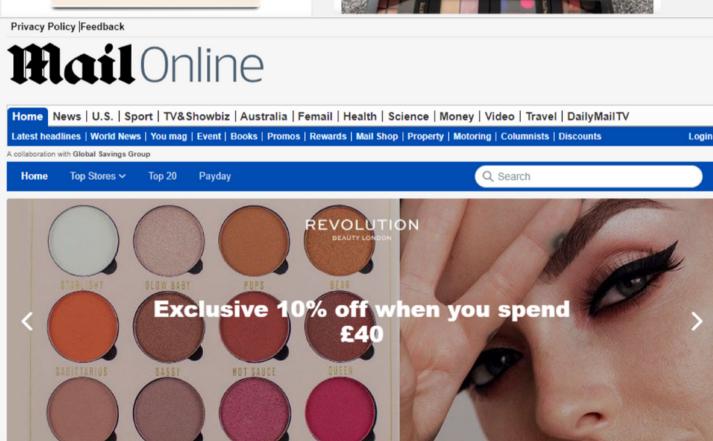
Examples of Content Delivered



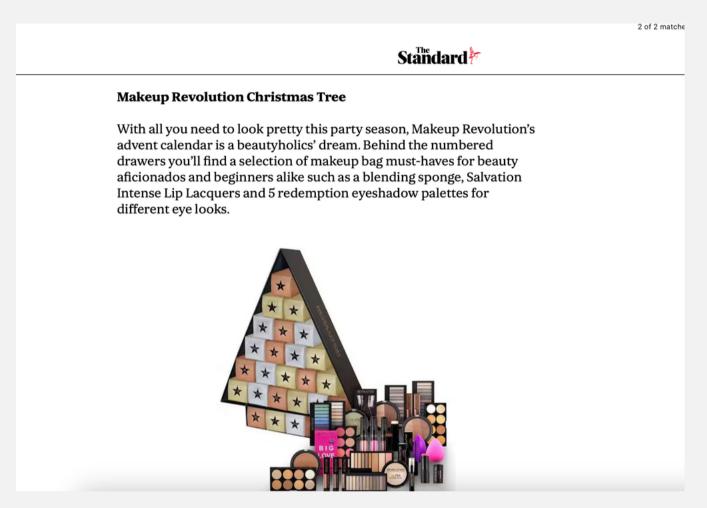


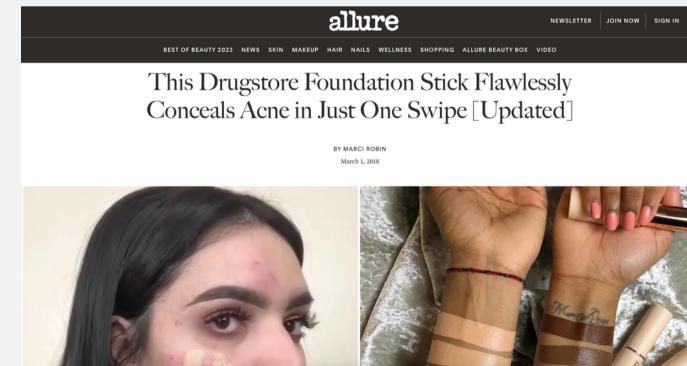
Ashleigh Money Saver

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Mail Online





Allure

The Standard



