



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

The Results

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

+199%

Increase in
Revenue

Traffic Increase

214%

ROAS

19x

158%

Active Publishers
Increase

HOW WE DID IT

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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
10 August at 11:30 · 🌐

My sister is always contouring and it always looks on point! I can't believe this Revolution highlight and contour set has been reduced to ONLY £5 🤩

👉👉👉

Affiliate Link 🖱️ <https://ashleighmoneysaver.co.uk/r/X6Zx>



Revolution Makeup Revolution London

CRÈME HIGHLIGHT AND CONTOUR KIT
MEDIUM

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Q Search

A promotional banner for Revolution Beauty London. On the left, a 3x4 grid of 12 eyeshadow shades is shown, each with a name below it: STARDUST, GLOW BABY, POPS, BEAR, SAGITTARIUS, SASSY, HOT SAUCE, QUEEN, and three more shades at the bottom. The brand name 'REVOLUTION BEAUTY LONDON' is in the top right. A large white text overlay in the center reads 'Exclusive 10% off when you spend £40'. On the right, a close-up of a woman's eyes with dramatic makeup is shown, with a hand partially visible.

Ashleigh Money Saver

 **Ashleigh Money Saver**
2 March · 🇬🇧

I bought my teenage daughter this **Makeup Revolution** set for Christmas and she loves it! This is the only retailer with it still in stock, and it's half price too, so it's well worth getting another one for next Christmas 🥰💄💅

Affiliate link 🛒 <https://ashleighmoneysaver.co.uk/t/MH42>




Mail Online

2 of 2 matches

The Standard

Makeup Revolution Christmas Tree

With all you need to look pretty this party season, Makeup Revolution's advent calendar is a beautyholics' dream. Behind the numbered drawers you'll find a selection of makeup bag must-haves for beauty aficionados and beginners alike such as a blending sponge, Salvation Intense Lip Lacquers and 5 redemption eyeshadow palettes for different eye looks.

A Makeup Revolution advent calendar shaped like a Christmas tree, made of numbered drawers, surrounded by various makeup products like eyeshadow palettes, lipsticks, and brushes.

The Standard


allure

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This Drugstore Foundation Stick Flawlessly Conceals Acne in Just One Swipe [Updated]

BY MARCI ROBIN
March 1, 2018



Allure

thought mix

