



Avangate Case Study: AVS4YOU

Avangate Helps Expand Affiliate
Network And Grow Affiliate Sales

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During a six month program, Avangate increased the number of online sales generated by affiliates by 37% - a significant amount - as well as recruited more high-performing affiliates to promote the AVS4YOU brand.

Olga Golubeva,
Marketing Manager, AVS4YOU



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37%

Increase in Affiliate Sales

Background: Company & Products

About AVS4YOU

AVS4YOU is the flagship online store for Online Media Technologies, an IT high-tech company that specializes in developing innovative video and audio solutions for millions of end-users and professional developers worldwide.



Objective

Accelerate global revenues by increasing sales from the affiliate network

Context - Successful Online Sales

AVS4YOU was in a unique position in that it had a very attractive product and an optimized online ordering process, helping generate additional revenue streams.

Challenges - Need for Additional Resources

AVS4YOU realized the importance of the affiliate network in growing revenue worldwide and had dedicated resources for the affiliate program. However, they couldn't allocate additional resources to the program and felt

- ▶ Needed to increase sales from affiliates without adding additional head count
- ▶ Looked for fresh ideas and expertise in recruiting and nurturing affiliate relationships.

37%

Increase in
Affiliate Sales

419

Additional
affiliates recruited

32%

Increase in Affiliate
Generated Traffic



Solution - 6 Months MAS

Part of its integrated commerce solution, Avangate provided Managed Affiliate Services (MAS), based on which the Avangate Affiliate Team created a comprehensive marketing and promotional campaign to raise AVS4YOU awareness among top Avangate niche affiliates.

The campaign included coupons to help affiliates promote the AVS4YOU brand and products, as well themed promotions to take advantage of seasonal and holiday selling opportunities. Avangate also took over the day-to-day management of the affiliate network and put in place communication tools and strategies to help recruit new affiliates for AVS4YOU as well as nurture relationships with top-performing affiliates.

Results

During the run of the campaign, AVS4YOU experienced growth in both affiliate sales and the number of affiliates recruited to its network.

Here are some of the specific numbers that were reported

- ▶ **37% Increase in Affiliate Sales** - aggressive recruitment of new affiliates together with the introduction of marketing campaigns led to an increase in affiliate orders and sales.
- ▶ **419 additional affiliates recruited** to promote AVS4YOU products
- ▶ **32% Increase in Affiliate Generated Traffic** - the combination of the promotional campaigns and new high performing affiliates resulted in more inbound clicks and exposure for the AVS4you brand.

Follow the Affiliate Team on Twitter at @affiliatedoc

Read more about the Avangate Affiliates Network at

<http://www.avangate.com/skycommerce/affiliate-network/overview/>

How Avangate Can Help You

Avangate helps Software and Cloud services companies increase their online sales across touchpoints and business models, as well as profitably scale and enter new markets.

Avangate's solutions include a full-featured, modular and secure Commerce platform, which integrates online eCommerce, a partner order and revenue management solution, as well as a constantly expanding worldwide affiliate network.

✉ Contact us today. Full details below.



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