

How SYSCO are helping a well-known Furniture Retailer to scale their affiliate programme profitably

Overview

This Furniture Retailer launched their affiliate programme in May 2020. They had limited in-house resource available to manage the programme so were missing out on opportunities.

Recognising the potential of the channel, they partnered with SYSCO in September 2020. They tasked us with driving sales growth and raising their brand awareness and online exposure, whilst working to a tight cost of sale goal.

Approach

As part of the wider strategy, SYSCO recommended collaborating with carefully selected top tier, mass-market voucher code sites. The retailer was initially hesitant to work with voucher code sites as they do not offer discount codes and did not want to devalue the brand.

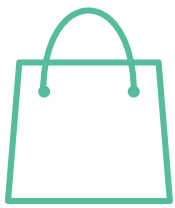
SYSCO's relationships and buying power enabled us to secure excellent brand exposure through key placements in newsletters and on homepages. All exposure was negotiated on a CPA basis and we made use of existing promotional messaging with no voucher codes offered. The retailer was featured in premium placements next to very well high street competitors, much to the delight of the retailer's board of directors.



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The Results

Traffic and sales have increased significantly as a result of partnering with SYSCO. We have worked hard to make affiliate sales more profitable, reducing their costs by 34% to deliver a higher level of return. The brand's affiliate channel now accounts for 27% of their overall sales, contributing significantly to their growth in the last 12 months.



285%
increase in
online sales



357%
increase in
revenue



619%
increase in
website traffic



34%
decrease in
affiliate costs



"SYSCO have been able to use their contacts and experience to bring quality new publishers onto our programme, and we have seen a significant increase in affiliate revenue since SYSCO started managing the programme.

Our account management team inspires confidence and clearly know what they're talking about, which is a breath of fresh air!"