

How **SYSCO** are working with **Style My Kid** to grow brand awareness and increase sales through affiliate marketing

Overview

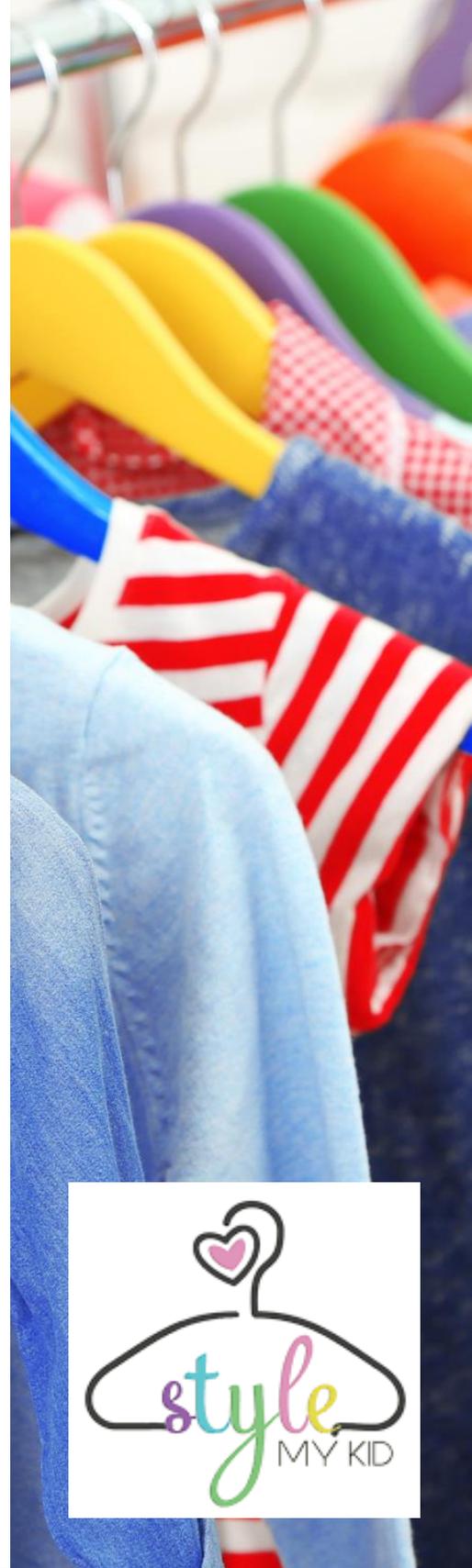
Style My Kid is a UK-based online boutique for baby and childrens clothing, accessories and gifts.

In October 2020 they appointed SYSCO to manage and grow their affiliate programme. Previously their affiliate programme had been managed in-house but they felt they needed to bring in a dedicated resource with specialist knowledge to get the most from the channel.

Approach

A publisher audit and thorough gap analysis were undertaken to identify key opportunities. One of the first priorities was to address the high publisher commission rate as it was limiting the ROI and left little scope to negotiate with publishers.

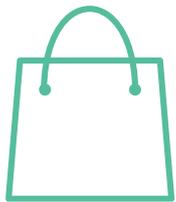
Over time SYSCO reduced the commission by half, whilst maintaining good publisher relationships. This provided the flexibility needed to secure additional exposure without increasing Style My Kid's cost of sale. SYSCO carry out regular sector analysis to ensure that exposure and commission rates are in-line with competitors.



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The Results

Strong brand exposure was secured across a varied mix of high quality, relevant publishers. As a result sales increased with a more efficient cost and a higher return on investment.



88%
increase in
online sales



94%
increase in
revenue



97%
increase in
clicks



40%
Increase in
AOV



"SYSCO have been a great fit with Style My Kid from the start - they combine expert knowledge in the affiliate marketing field with genuine enthusiasm for our clothing range and their understanding of our brand has enabled them to have an immediate impact on our sales.

Easy to work with, proactive, knowledgeable and professional, they increased our affiliate sales by more than 10 times compared to our previous agency! Highly recommended"