



CHELSEA PEERS X SYYCO

CASE STUDY PERFORMANCE INFLUENCER PARTNERSHIPS

OPPORTUNITY

- Chelsea Peers's large and engaged social following made them a perfect fit for affiliate social content campaigns
- The brand already worked with influencers, through their affiliate programme, as well as brand campaigns - but little measurable revenue was generated as a result
- Existing Chelsea Peers influencers would be targeted to join the campaign, alongside creators recruited via SYYCO's prospecting, and existing agency partners

BRAND

Based: London
Network: Awin
Affiliate launch: 2021
With SYYCO since: 2021

PLAN

Influencers were divided into three segments:

- Gifting partners
- Influencer sub-networks
- CPA only partners

CHELSEA
PEERS

SYYCO
Affiliate Management

WORK WITH CHELSEA PEERS

Chelsea Peers are on a mission to redefine what it means to lounge, by creating high-quality clothing for life's laidback moments.

[BECOME A CHELSEA PEERS PUBLISHER AT AWIN!](#)

SYYCO

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"Thanks to the strategy employed by ourselves and SYYCO, influencers have become a vital part of the Chelsea Peers programme. As well as traffic and share of voice, their revenue contribution is now significant."

SENIOR BRAND MANAGER, CHELSEA PEERS

STRATEGY

Exclusive codes were tested with gifting partners, to determine which had the highest follower brand affinity.

Spectacular offers were then run with the most relevant partners over peak.

Other partners were given access to more generic offers and codes.

SUCCESSSES

Social Content publishers were the top performing segment for traffic, and second for revenue in Q4 2022.

Two of the social content partners ended the quarter in the top ten revenue driving publishers, with one making the top three.

This revenue pipeline has continued into 2023, offering long-term benefits to the brand.

RESULTS

SOCIAL CONTENT AFFILIATE CONTRIBUTION (Q4 2022)

66%

OF TOTAL
PROGRAMME
TRAFFIC

19%

OF TOTAL
PROGRAMME
REVENUE

TRAFFIC
UP 1,751%
YOY

REVENUE
UP 2,857%
YOY

**CHELSEA
PEERS**

SYYCO
Affiliate Management

WORK WITH SYYCO

SYYCO is an affiliate and partnership management agency, with over ten years experience across multiple sectors.

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