

CASE STUDY

Great Little Trading Co.
X SYYCO

Great
Little
Trading Co.

DELIVERING PEAK PERFORMANCE

BACKGROUND

After a stellar 2020, GLTC's affiliate sales fell in Cyber Week 2021 - despite increased costs and a healthy investment in tenancy.

ENTER SYYCO

GLTC appointed SYYCO as their agency partner in June 2022, selecting them due to their experience of driving success for children's retailers.

The brief was clear: eliminate unnecessary spend and increase sales, especially around Cyber Week.

THE CLIENT

Founded: 1997

Based: London

Network: CJ

With SYYCO since: 2022

THE PLAN

- Reduce Tenancy Spend
- Secure high-performing placements
- Maximise impact of promotions
- Increase ROAS
- Increase sales
- Strengthen publisher base

ABOUT GLTC.

GLTC is an award-winning children's retailer, specialising in wooden toys, storage, furniture, beds, nursery & more.

[Become a GLTC Publisher at CJ.com](#)



"Since taking over the management of our affiliate programme SYYCO have continued to impress. Not only has our affiliate performance grown, but they have expanded our portfolio, driven efficiencies and taken ownership of the day to day running and direction of the programme.

The integration was smooth and we enjoy working with the team who are both proactive and collaborative in their approach."

Head of Marketing, GLTC

SUCCESSES

- ✓ Leveraging SYYCO's relationships, to secure quality exposure with key partners
- ✓ Setting up performance-based rev-share deals, to replace fixed tenancy payments
- ✓ Structured promotion planning, with strong offers timed to create maximum uplift
- ✓ Recruitment of new partners, programme diversification and engagement of existing publisher base

CYBER WEEK '22 RESULTS

SALES

UP 40%
YOY

ROAS

UP 24%
YOY

ACTIVE PUBLISHERS

UP 29%
YOY



WORK WITH SYYCO

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

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SYYCO