

SYYCO

Natural Baby Shower x SYYCO: PROVEN INCREMENTALITY



BACKGROUND

When SYYCO first started working with Natural Baby Shower in 2024, they were looking for support to streamline their validation process which had become unnecessarily complex, improve cost efficiencies, and build stronger foundations for growth.

At the same time, Natural Baby Shower felt that their affiliate activity was failing to deliver incremental value and wanted guidance on how to tighten and refine their promotional strategy.

SYYCO developed a comprehensive strategy based around rebuilding trust with partners, reducing cost inefficiencies to protect margins, and using incentives in a sustainable way.

THE PLAN

- Implement de-duplication directly within AWIN to significantly reduce the decline rate and restore partner confidence
- Introduce differentiated commission groups for new and existing customer orders to align incentives with acquisition goals
- Streamline the programme to focus on top-tier affiliates, ensuring quality partnerships and sustainable growth
- Develop a robust incentives strategy to tighten discount practices and protect profit margins



ABOUT NATURAL BABY SHOWER

Natural Baby Shower is a multi award-winning independent nursery retailer, offering 150+ trusted eco, ethical and premium baby brands.

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We've been working with SYSCO for just over a year, and they quickly understood our goals for the channel. They took steps to refine and elevate our program removing off-brand publishers, onboarding high-quality, industry specific content partners, and overall helping to drive both brand awareness and traffic to the Natural Baby Shower site.

They also supported us with a deduplication strategy, ensuring we spent efficiently and avoided paying twice for key affiliate traffic.

SYSCO have been a proactive, knowledgeable partner, and we've been really pleased with the results of working with them so far."

NBS Digital Performance & Growth Manager

FIRST 6 MONTHS' RESULTS

NET REVENUE

UP 128% YOY

ACTIVE PUBLISHERS

UP 78% YOY

RETURN ON AD SPEND

UP 39% YOY

KEY ACHIEVEMENTS

- Net revenue increased 128% and active publishers increased by 78% YoY in our efforts to improve partner engagement and scale incremental sales
- A strategy focused on using incentive partners in a sustainable way resulted in higher than average new customer acquisition
- De-duplication created a more streamlined validation process for NBS and reduced the decline rate by 53%
- New commission groups and efficiencies resulted in a 39% increase in ROAS



ABOUT SYSCO

SYSCO is a specialist affiliate & partnerships management agency with over a decade's experience in delivering growth for travel, leisure & retail brands.

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