



Transforming Affiliates into a Growth Channel for BaByliss

BACKGROUND

When SYSCO partnered with BaByliss, the affiliate channel had been running for several years without active management or clear strategic oversight. Although the programme was generating sales, it was not being optimised to maximise performance, efficiency or incremental growth.

Key opportunities existed to build relationships with new partners, increase brand exposure and bring structure to promotional activity, ensuring the channel worked harder for the brand while protecting profitability.

SYSCO implemented a growth strategy focused on partner reactivation, cost control and sustainable incentive planning, transforming the programme from a passive sales driver into a proactive, performance-led channel.

THE PLAN

- Develop a new commission strategy to align incentives with acquisition goals whilst protecting margins
- Reactivate dormant partners with new assets, incentives, and regular communication
- Onboard new affiliates to increase awareness and incremental sales
- Secure brand placements with higher funnel partners to drive brand awareness and traffic



ABOUT BABYLISS

At BaByliss we know that when your hair looks good, you feel in control and ready for anything. Using our professional expertise we design hair and grooming tools that are the highest quality and give you long-lasting performance so you can get your look.

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FIRST YEAR'S RESULTS

AFFILIATE
REVENUE

UP 212% YOY

ACTIVE
PUBLISHERS

UP 452% YOY

RETURN ON
AD SPEND

UP 25% YOY

KEY ACHIEVEMENTS

- Targeted recruitment drive resulted in 240 new publishers joining the programme
- Active publishers were up 452% and drove a 122% increase in clicks/traffic
- Productive publishers were up an impressive 933% which led to a 212% increase in revenue
- New commission groups and efficiencies resulted in a 25% increase in ROAS
- Content strategy resulted in placements with top partners incl. Sheerluxe, The Telegraph, GQ Magazine, Cosmopolitan alongside influencers & creators



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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