



SWAN x SYECO: Driving D2C Growth via Affiliates

BACKGROUND

SWAN appointed SYECO with a clear objective: to grow D2C revenue through the affiliate channel, while protecting margins and improving the quality of its affiliate partnerships.

At the time, the affiliate programme was heavily reliant on discounting, with hundreds of public discount codes circulating across the market - many of them shared without authorisation. This was putting pressure on margins and undermining the brand's positioning.

The programme included a large number of low-quality sub-networks and other partners that did not align with the brand's standards, creating further challenges around control, quality, and performance.

SYECO'S APPROACH

- Audited all partners and placements, removing low-quality and non-compliant partners, reactivating valuable relationships, and removing inactive publishers.
- Implemented a new voucher strategy, eliminating most public discount codes and moving the strongest offers into closed-user groups.
- Recruiting top-tier partners missing from the programme to diversify publisher mix.
- Reviewed all programme costs, introducing a new commission structure and renegotiating platform fees to improve efficiency.



ABOUT SWAN

SWAN offers a wide range of stylish kitchen appliances and housewares designed to deliver both performance and everyday practicality.

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KEY ACHIEVEMENTS

AVERAGE ORDER
VALUE

+£21

CONVERSION
RATE

+5%

PUBLISHER
COMMISSION

-64%

SUMMARY

SYYCO have helped Swan build a more efficient and profitable affiliate programme by reducing heavy discounting, eliminating low-quality activity, and optimising publisher spend.

Costs have been significantly reduced, and tracking updates have been implemented to create efficiencies.

SYYCO continue to focus on PR, editorial and content features to generate interest, alongside 'traditional' partner activity to capture demand.

Today, affiliate marketing is a strategic growth channel that contributes significantly to Swan's D2C revenue.



ABOUT SYYCO

SYYCO 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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