



X



DRIVING DIVERSIFIED GROWTH

BACKGROUND

Tower experienced exceptional growth during the air fryer boom following the rise in UK energy bills in late 2022. As demand normalised over the following 12–18 months, the brand needed to diversify sales across its wider range of kitchen appliances and housewares to drive sustainable growth.

Alongside its reliance on air fryer sales, Tower also faced challenges including brand bidding, high cancellation rates, and limited publisher coverage, restricting the growth of its affiliate programme.

ENTER SYSCO

To support its long-term direct-to-consumer ecommerce growth, Tower partnered with SYSCO to diversify sales beyond air fryers.

THE SYSCO PLAN

- Conduct competitor analysis and sector benchmarking
- Devise a new commission structure
- Audit current partners & placements
- Address compliance violations
- Recruit SYSCO top 50 partners missing from the programme
- Broaden exposure across seasonal and category-led campaigns
- Champion new hero products
- Review validations process



ABOUT TOWER

Backed by Great British design, Tower Housewares has been the UK's #1 brand for pressure cookers, cookware, and kitchen appliances since 1912.

JOIN THE TOWER AWIN PROGRAMME





X



DRIVING DIVERSIFIED GROWTH

SUMMARY

SYSCO have helped Tower mature and optimise their affiliate activity:

- Cleaner publisher mix
- Reduced cancellation rates
- Lower commission & platform costs
- Better control over voucher codes
- Removal of non-incremental sub-network activity
- Stronger recruitment of strategic publishers
- Diversified sales across all product categories
- More profitable affiliate activity, not just topline revenue

ACHIEVEMENT HIGHLIGHTS

+ 11%

INCREASE IN
AFFILIATE-DRIVEN
ORDERS

+ 25%

INCREASE IN
AFFILIATE
CONVERSION RATE

+ 17%

INCREASE IN
REVENUE-DRIVING
PARTNERS



ABOUT SYSCO

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

[BOOK A FREE PROGRAMME REVIEW](#)