



## THE AFFILIATE STORY

Prior to joining Fifteen, Misspap had not implemented an affiliate campaign. This was a new market for Misspap which meant setting up a campaign from scratch. Fifteen started work on Misspap's affiliate programme in August 2015 in order to meet the objectives below.

### *The objectives*



**Increase** revenue year-on-year



**Increase** product sales, seasonally focusing on particular items and categories



**Further develop** brand awareness



**Gain** market share within the fashion industry

### *The strategy*

Fifteen set to work with recruitment of affiliates and sourcing paid opportunities that would create profitable partnerships.

The strategy was implemented in two phases:

#### **Initial Strategy (first 3 months)**

To develop brand awareness, gain market share and increase sales. This was done using sitewide discount codes that ensured Misspap were appearing on all top publisher's sites.

#### **Second Phase of Strategy (3 months+)**

Research product based opportunities, generate more content and create category specific offers. Percentage off deals were given a high threshold to boost average order value.

Platforms that already performed well were invested in to ensure strong return on investment, while setting up partnerships with core players for their own target market such as Unidays.

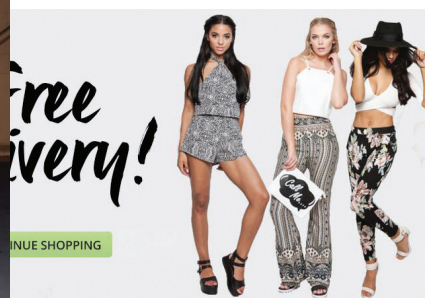
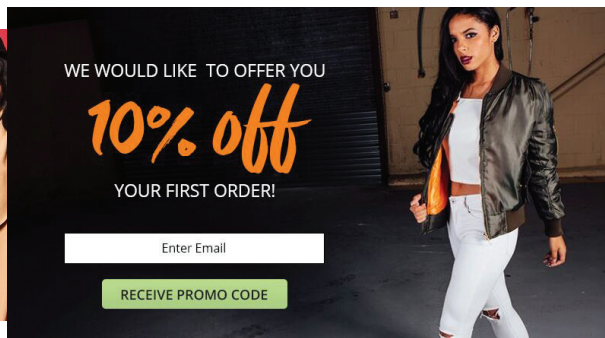
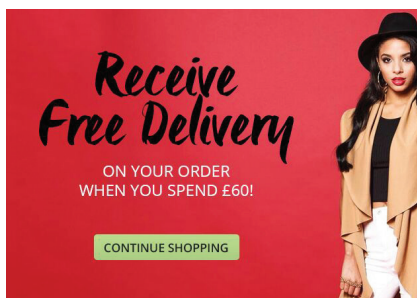
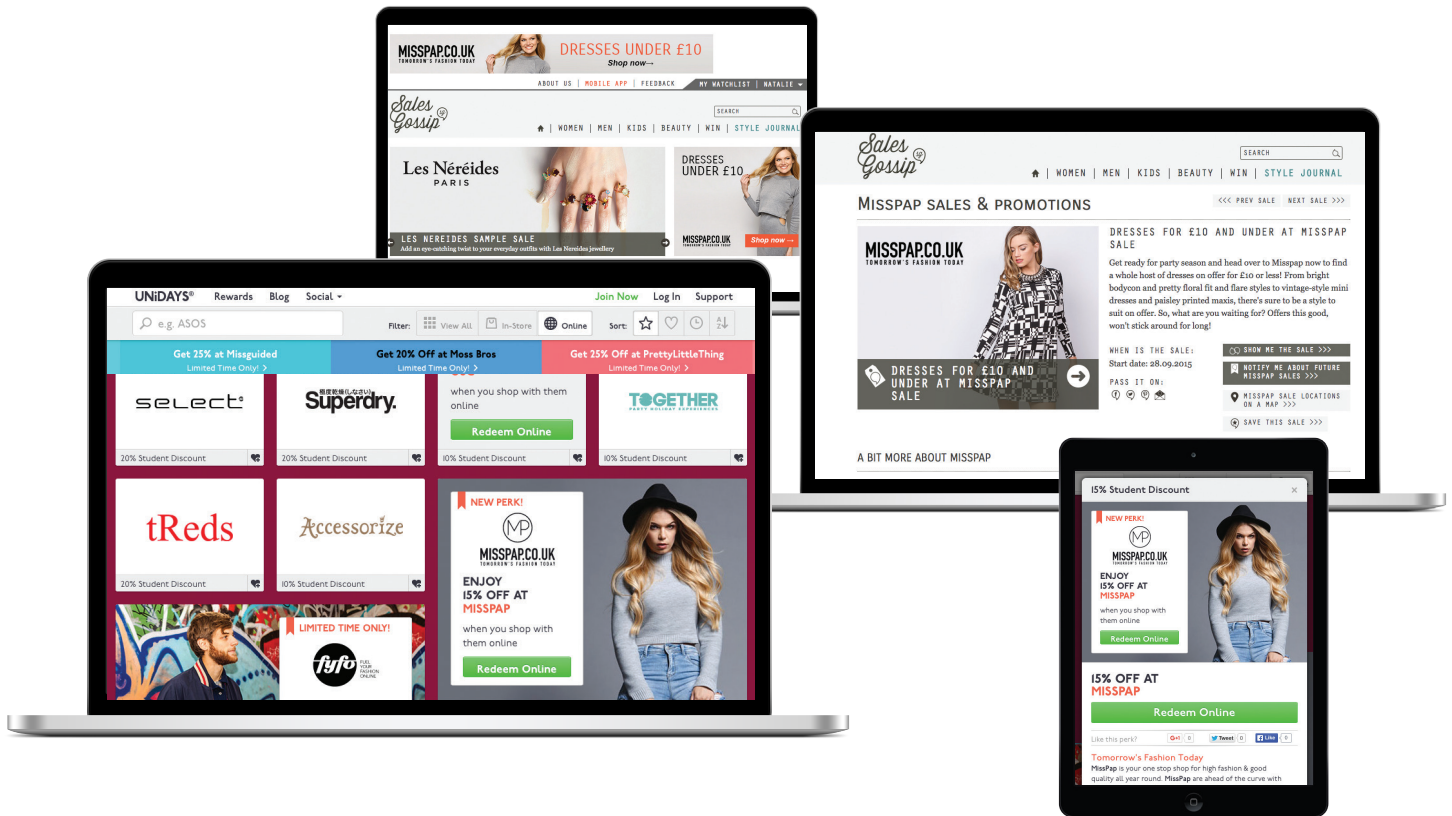
The campaign has only been running for a short length of time and initial results have **generated six figure revenue** while targeting new audiences.

# Top performing partnerships



## Exposure

Examples of exposure gained by Fifteen for Misspap



fifteen