



Client success story.

# Retail, rethought: Fraser's x Partnerize – Affiliate without limits

Software and Services



## The set up.

Fraser's Group is a fearless collection of the world's leading brands. With partnerships and brand collaborations at the beating heart of the business model, the affiliate channel was highlighted as a primary growth channel for the group. The affiliate team was tasked to deliver a bigger share of incremental revenue in FY23/24. They set out to diversify the partner mix and operate with a more hands-on, strategic approach to the channel. Specifically, they were challenged to deliver a substantial share of the targeted £242 million revenue goal from Fraser's Group's big three brands: Sports Direct, Flannels, and House of Fraser. It was a bold goal, yet the affiliate team working with Partnerize had the audaciousness to achieve it at month ten, ahead of the year-end.

## The treatment.

Fraser's migrated to Partnerize software and services, launching during Q3 peaks. Fraser's and Partnerize worked as one unified team from the outset to ensure no disruption to activity. Legacy campaign analysis highlighted that vital revenue-driving partner types were massively under-utilized. Tactics and strategy plays were tailored for each of the big three brands, focusing on closed user groups and shopping partners for House of Fraser and Flannels, and cashback, loyalty, voucher code, partners, and sub-networks for Sports Direct. Partnerize's commissioning tool maximized each partnership, with strategic commission structure. Partners were incentivized with targeted dynamic commissioning and cost-per-acquisition increases (CPAi), testing other variables like new-vs-existing customers, average order value (AOV) and seasonality. The team utilized first-party, third-party, and analyst data to proactively respond to market dynamics and reactivated inactive partners using Partnerize's communication tool for weekly/biweekly newsletters, boosting visibility and promoting incentives.



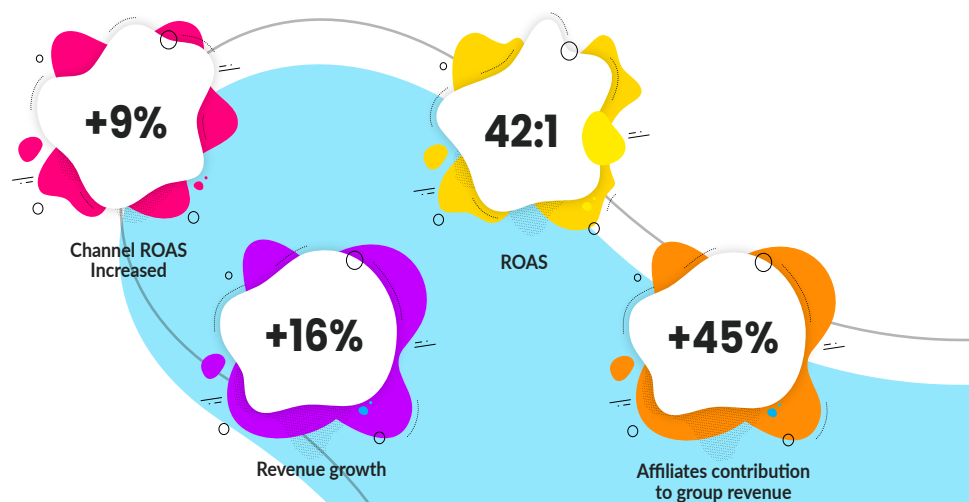
"Working with Partnerize has enabled better ROAS, increased revenue, and closer relationships with partners. We are a fast-paced, agile business and needed software and account management that would support how we operate while acting as a consultative partner. We don't see the Partnerize team as an external partner, we see them as an extension of our in-house teams. Yet as platform experts, we are constantly learning by osmosis, as we test new ideas and operate at a high level to grow our revenue contribution across our suite of brands."

- Danni Gurney, Affiliate Lead



## The results.

By migrating to Partnerize's dual provider model for Software and Services, Fraser's Group overperformed on all objectives, including the targeted revenue goal, which was met 2 months before year-end. The group closed out the financial year over-achieved on overall revenue targets. Further, they enabled a strategic and highly optimized working environment between the brand and Partnerize's software, service and support functions which reduced spend, protected margin, and created more impact on ROAS.



For more information, connect with us at [partnerize.com/contact](https://partnerize.com/contact).