

Client success story:

Aesop + Partnerize: Elevating partner marketing with precision and performance



The setup.

This strategic shift, powered by a data-driven partnership approach, aimed to maximize revenue growth, enhance partner engagement, and optimize media investment.

The treatment.

To achieve ambitious goals, Aesop and Partnerize collaborated on a **three-pillar approach**:



Early partner communication plan:

A structured communication plan was implemented, including targeted newsletters, teasers, and direct engagement with key publishers, fostering alignment and anticipation.



Strategic data-driven placements:

Leveraging historical insights, Aesop prioritized high-traffic partners like Cartera, using a strategic mix of flat-fee placements and CPA increases to balance cost efficiency and exposure.



Incentive plan:

Commission structures were tailored in real time, rewarding high-performing partners such as Skimlinks and Meredith to sustain engagement and drive organic placements.

Partnerize's data-driven insights were game changers for our Annual Shopping Event. Their predictive analytics helped us optimize partner selection and commission strategies with remarkable precision, driving a 14.46% YoY revenue increase—exceeding forecasts by 3.74%. The ability to adjust incentives in real time kept partners engaged and maximized impact, making this our most successful campaign yet.

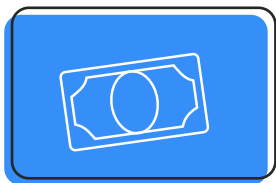
Ivan Marciano

Head of E-Commerce, Americas



The results.

The strategy delivered exceptional outcomes:



+14.5%
growth in
revenue.



+14.5%
growth in
traffic.



+3.6%
growth in
orders.



+10.5%
growth in
AOV.

By combining strategic planning, data-driven execution, and Partnerize's technology, Aesop's campaign outperformed expectations and set a new benchmark for excellence in luxury affiliate marketing.

For more information on how you can get more from your partnerships, contact our team at partnerize.com/contact.