



## FOXTEL THINK OUTSIDE THE BOX AND DRIVE 172% GROWTH IN THE PARTNER CHANNEL

Found in over 2.8 million Australian homes, Foxtel is one of Australia's most dynamic media companies, delivering a diverse subscription television service to both regional and metro areas. In 2015, Foxtel wanted to diversify its digital media spend and started its partnerships journey. With a dedicated in-house performance specialist, Foxtel now manages its marketing partnerships directly, resulting in a 172% increase in conversions YOY.



### 328% GROWTH IN CONVERSIONS

During Rebranding Month



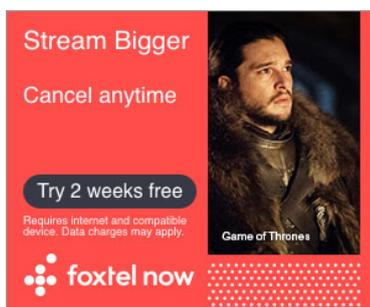
### SIGNIFICANT TIME SAVINGS

For Reporting And Distributing Creative



### 172% INCREASE

In Conversions YOY



## TAKING THINGS IN-HOUSE

One of the key reasons behind Foxtel's success is their dedicated in-house team. Each day, Foxtel logs into Performance Horizon to communicate with partners, and manage and optimize performance with a centralized view. By managing partner marketing in-house, Foxtel are able to pull multiple reports on a daily basis to report back to internal stakeholders.

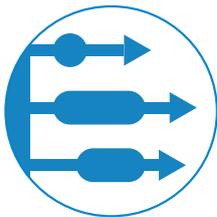


## REBRANDING WITH PARTNERSHIPS

In 2016, Foxtel undertook a rebrand, both with its logo and products. One of the key priorities was ensuring its new branding and pricing was being communicated through partners. Foxtel utilized Performance Horizon to update its creative, distribute it to partners and communicate the changes required. This clear form of communication meant a simple transition for partners, which in turn **resulted in a 328% increase in conversions** during the rebrand launch. During the rebrand period, the partner channel represented a significant portion of Foxtel's digital marketing activity, highlighting the strategic importance of this channel.

“With Performance Horizon we are able to identify opportunities and react to them. The platform not only helps you perform day-to-day tasks, but also provides in-depth analysis that is very clear and can be easily incorporated into your digital marketing strategy. It can significantly improve your performance.”

Arnaud Lachaise, Digital Performance Specialist, Foxtel



### ABILITY TO A/B TEST

Creative Directly With Partners To Drive Stronger Results.



### DEDICATED SUPPORT TEAM

To Ensure Foxtel Achieve Success.

## ABOUT PERFORMANCE HORIZON

Performance Horizon is the leader in partner marketing technology, enabling large enterprises to drive sales through their marketing partners. Top retail, travel and financial services companies rely on Performance Horizon's highly scalable platform to generate over \$3 billion in sales across 200,000 marketing partners in 183 countries.