



AO.COM EXPAND THE AFFILIATE CHANNEL TO EFFECTIVELY GROW SALES

The retailer wanted to see sustained growth over the whole year and use multifaceted performance marketing strategies. Their goals included growing their new Audio Visual (AV) category to a greater share of total revenue, increasing revenue during December above their average YoY growth and leveraging in-house relationships to experiment with bold new partnerships and promotions.



TARGET HIT 6 MONTHS EARLY

Yearly revenue target hit in June



DOUBLE REVENUE

Doubled revenue target by December



KICKING OFF WITH EURO 2016

During the summer of 2016, AO used the Euro 2016 soccer event to theme sales campaigns for TV sets specifically targeting fans. They increased sales messaging, distributed geo-targeted voucher codes to public viewing locations sponsored by AO themselves and ensured timed affiliate activity was coordinated with all channels, both online and offline offering free next day delivery to ensure the deal was thematically relevant.

AO's efforts were rewarded by hitting their AV share of affiliate revenue target for the year by June 2016, and more than doubled their target by December.

MAXIMIZING THE HOLIDAY SEASON



In late fall, AO focused on revenue lift through gifting growth in the key December period. They organized 'gift guide' placements on affiliate sites, significantly pushing revenues following Black Friday. This required they book affiliate placements early, leveraging relationships with key partners. Working with their trade teams they anticipated the most popular Christmas gifts and ensured relevant products were highlighted.

The affiliate channel revenues smashed AO's targeted YoY growth based on December 2016 versus December 2015 and contributed to almost doubling the overall AO business for the year.

"Working with Performance Horizon has allowed us to exceed our affiliate team's objectives for 2016"

Edith Batchelor, UK Affiliate Manager, AO.com

LEVERAGING KEY PARTNERSHIPS



Finally, AO built new partnerships to consolidate their retail growth such as working with Intudigital to position AO as a lifestyle retailer. With the help of Performance Horizon, AO ran creative campaigns with Intudigital including sponsoring Wi-Fi in their stores on key shopping weekends. The partnership drove significant traffic and revenue. The affiliate ads themselves were highly effective, with a CTR well above the industry average.



CREATIVE MANAGEMENT

Effective use of creative yielding increased CTR and revenue

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.