Building a new sales channel with Awin

Affiliate & partnerships · Online retailer

THE CHALLENGE

The retailer relied on paid ads and wanted a broader mix of acquisition channels.

THE WORK

We launched an Awin program, established commission rules and recruited suitable partners. We reviewed network reporting with the retailer's commercial data.

REPORTED PROGRAM RESULTS

25%	120+	8.5×
Reported share of retailer revenue	Reported active partners	Reported program return on investment

HOW TO READ THE FIGURES

Spires Digital group case study, first 12 months. Network attribution, commission costs, product margins and overlap with other channels affect the interpretation.