

AFFILIATE CASE STUDY:

(Headline) **AFFILIATE STORE SALES**

(Sub-head) **Case Study: Affiliates Sell Primary Retailer's Merchandise Through the Use of ShopFans.**

(Top Box) A leading retailer of sports, lifestyle and athletics apparel utilizes affiliates to sell its licensed merchandise. This occurs through ShopFans stores on Facebook, set up specifically for each affiliate based on the retailer's overall style. Adgregate Markets spearheaded this cutting-edge feature, providing their client with a powerful e-commerce solution.

Client Objectives

- Affiliates to sell retailer's apparel
- ShopFans stores for each affiliate
- All purchasing within ShopFans

Solutions Used

- ShopFans technology
- Facebook commerce
- Customization

Analytics

- Purchase intent to purchase conversion
- Social interactions
- Increased overall sales

Key Challenges

This leading retailer of sports, lifestyle, and athletics apparel, as well as a provider of outsourced e-commerce solutions for licensed athletic apparel, teamed up with ShopFans for a brand new online shopping experience. The company then took its business strategy one step further, with the introduction of affiliate stores to serve as powerful vehicles of sales success. Each affiliate store thus acquires the ability to leverage ShopFans technology, thereby enabling fans to virally promote and share products via the social 'hooks' within Facebook. Adgregate Markets provided this highly effective e-commerce solution to further drive the retailer's profits.

Media Plan (you)

Results (you)

Key Insights

This retailer took in an estimated \$55M in online sales in 2009, while earning the distinction as the first major sports retailer to embrace social commerce. With more than 120 thousand available items, their vast product assortment spans NCAA college sports, NFL, MLB, NBA, NASCAR and NHL. Affiliate stores further promote all of this. Generally speaking, affiliate store content can be created for any item, while customers can promote any and all products they find by specifying their desired keywords. Many pages can be created at once using keywords, and there is no limit to the number of shopping pages added. Adgregate's ShopFans secures the effective flow of this information, while delivering on the promise of true social commerce.

QUOTE:

"Customization is a key feature of our affiliate store shopping pages, while at the same time they maintain the general look and feel of our company. This combination is essential to our long-term sales success. Affiliates are the latest and most promising way to go."

-Director of Marketing