

SUMMARY

- ✘ Revenue increased 32% year over year.
- ✘ Sales increased 24% year over year.
- ✘ Traffic increased 36% year over year.
- ✘ Average order size increased 7% year over year.

HOT TOPIC®

CAN IT WORK FOR YOU?

If peak and off peak strategies are considered and employed, retailers can have success in the affiliate channel all year round. While no season is like peak season, retailers do have times when certain product lines may be more popular.

- ✘ Growth potential can be identified through careful analysis of historic publisher performance
- ✘ New pockets of revenue can be determined by identifying when certain product types peak outside of gift giving seasons
- ✘ Recruitment opportunities can be identified and timed based on product release schedules
- ✘ Testing goes a long way. Find the best offers and placements through careful and consistent testing outside of peak and you will be ready to rock when the time comes!

HOW WE DID IT

We understand the fast paced, ever-changing world of retail. A successful retail affiliate program needs to be nimble enough to adapt to changes while running full speed ahead during volume critical peak seasons.

- ✘ Our strategy was twofold – prepare for peak seasons through testing, and capitalize on unique product lines to grow volume during off-peak months.
- ✘ Offer testing during off-peak months determined what offers converted best while keeping average order size high.
- ✘ Placement testing established where Hot Topic would glean the highest return.
- ✘ Netx tested placements with sites that performed well across other clients, but had room to improve for Hot Topic.
- ✘ Together, offer and placement test results led to a 53% revenue increase during Back to School and a 24% revenue increase during the holiday season.
- ✘ During off-peak months, Netx leveraged Hot Topic's exclusive and unique product lines to recruit vertical sites and create mini peak seasons throughout the year.
- ✘ Capitalizing on unique, timely products increased volume 31% year over year during typically slow months.