

SUMMARY

- ✗ Increased overall subscriptions by 87%.
- ✗ Increased search efficiency by 10% and affiliate efficiency by 7%.
- ✗ Increased search visibility by 725% and traffic by 21%.
- ✗ Increased number of affiliates by 44% and those generating traffic by 34%.



CAN IT WORK FOR YOU?

If the nuances of subscription marketing are recognized and strategically incorporated into the search and affiliate channels, both outlets can produce highly profitable orders while also increasing overall volume.

- ✗ Any subscription product can succeed when maintaining a balance between awareness, traffic generating initiatives, and high quality order generators.
- ✗ Showcasing subscription benefits and offer value in the right way can simultaneously increase volume and maintain or even improve retention.

HOW WE DID IT

We understand the subtleties of subscription marketing and how the search and affiliate channels integrate with those elements. Customer value, quality, efficiency, and of course volume have to be paid equal attention.

- ✗ To reach goals and mind each channel's intricacies, the strategy was holistic and separate, increasing volume by having the channels work together while also capitalizing on the unique features of each.
- ✗ Together, search and affiliate increased share of voice in the search landscape.
- ✗ By giving trusted affiliates strict guidelines, Audible's own search campaigns flourished, while affiliates pushed competitors lower in SERPs and offered customers another introductory outlet to Audible.
- ✗ Through account architecture and optimizing highly targeted keywords, the search campaign became more efficient allowing room to grow in less targeted areas.
- ✗ By expanding keywords, including all 85,000+ titles, leveraging Google's Display Network, and refining the user experience through testing, Netx found growth while paying close attention to retention rate.
- ✗ Within the affiliate channel, Netx focused optimization on affiliates driving high quality orders and those driving poor quality.
- ✗ High order quality affiliates were given the tools needed to increase volume, including a fully optimized datafeed and incentives.
- ✗ Low order quality affiliates were improved through optimizing placements, copy, and creative.
- ✗ Recruitment focused where order quality was historically high and volume substantial.
- ✗ Netx also leveraged Audible's content to optimize top partners and diversify the affiliate mix by equipping vertical sites and podcasts with material best suited for their audience.