

ARTEFACT



AFFILIATE MARKETING MASTERY

Transforming businesses
with proven strategies
and cutting-edge technology



18
COUNTRIES

+1300
EMPLOYEES

+300
MAJOR BRANDS

Artefact is a global leader in consulting services, specialized in data transformation and data & digital marketing, from strategy to the deployment of AI solutions. We offer a unique combination of innovation (Art) and data science (Fact).



Foreword

A masterclass in the power of affiliate marketing

Welcome to an exploration of the power of affiliate marketing. This is not just another guide; it's a masterclass. It takes you on a journey with Artefact, a world leader in data-driven transformation, to reveal how affiliate marketing can drive your business's growth and success. It's about giving you the insights and strategies that Artefact has used to help global brands achieve remarkable results.

Affiliate marketing isn't new, but it is rapidly evolving. Done right, it is one of the most effective ways to expand your reach, increase sales, and enhance brand recognition. It leverages the power of relationships, harnessing a network of partners to deliver results. As Artefact has shown, the key to success is a strategic approach, underpinned by innovative technology and data-driven insights.

In this guide, you will discover Artefact's unique approach to affiliate marketing, understand the technologies that drive our strategies, and learn from real-life case studies how we've helped global brands transform their affiliate marketing initiatives. We will also explore the future of affiliate marketing and reveal the key trends that are set to shape this space.

Whether you are new to affiliate marketing or looking to enhance your existing program, this guide offers valuable insights to help you navigate your journey. Ready to unlock the power of affiliate marketing? Let's get started.



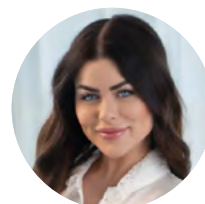
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Head of Affiliates

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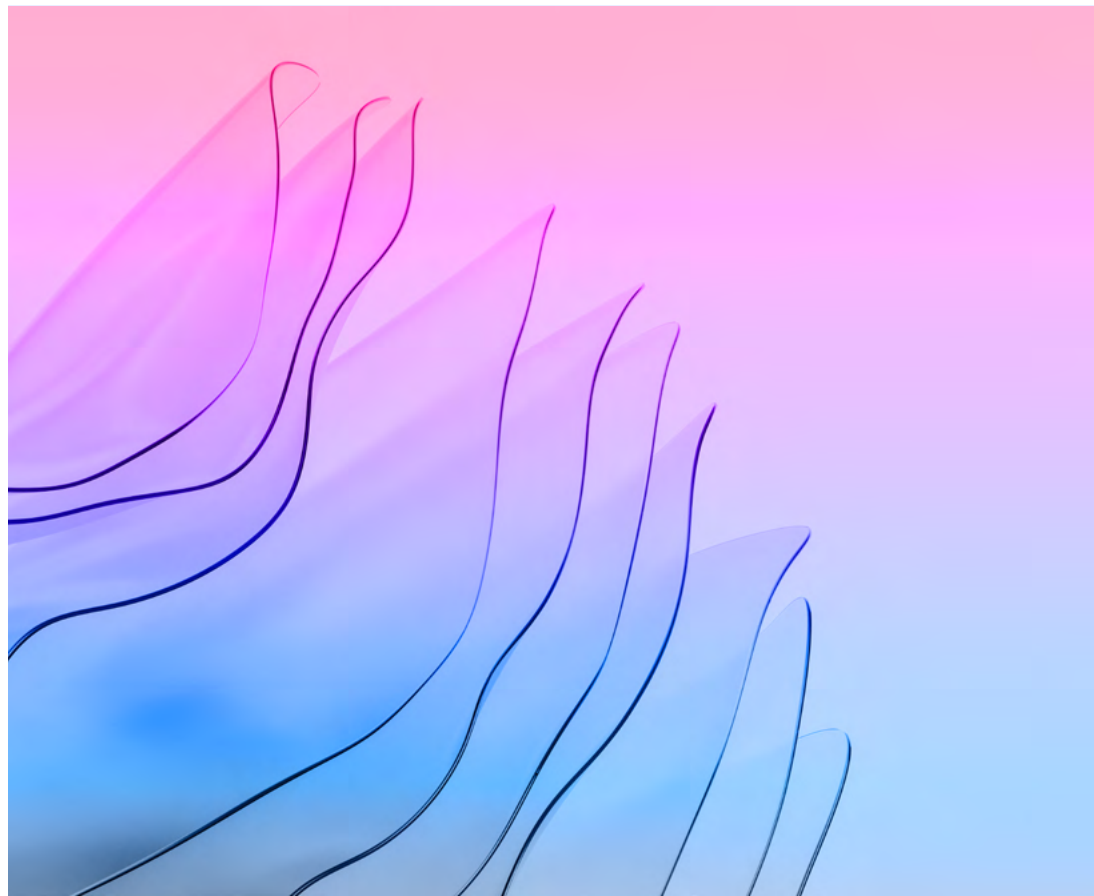
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Consulting Director
Data and Digital

ARTEFACT

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1. The uses, benefits and potential of affiliate marketing

Affiliate marketing is a performance-based marketing strategy that leverages partnerships to drive traffic, generate leads, or make sales. Businesses form relationships with individuals or other companies (affiliates) who promote their products or services. In return, affiliates earn a commission for every lead, sale, or action generated from their referrals.

The beauty of affiliate marketing lies in its win-win nature. Businesses gain increased visibility and reach, access to new customers, and a boost in sales, all while

paying only for results. Affiliates, meanwhile, earn income from their promotional efforts without having to create their own products or services.

Despite its potential, affiliate marketing is not a one-size-fits-all solution. Success hinges on finding the right partners, developing an effective strategy, and tracking and optimizing results. This is where Artefact comes in. With our deep expertise and innovative approach, we help businesses navigate the complexities of affiliate marketing and deliver remarkable results.

Artefact's exclusive affiliate marketing value proposition

Artefact offers a unique blend of strategy, technology, and creativity in affiliate marketing. We are not just about forming partnerships and generating clicks; our goal is to deliver measurable results that drive business growth.

At the heart of our approach is a focus on data. We harness the power of data to understand customer behavior, identify the most effective partners, and tailor strategies to meet specific business goals. Our in-house technology platforms enable us to track results in real-time, giving us the insights needed to optimize performance continually.

But we don't stop at data. We know that successful affiliate marketing is about building relationships. We work closely with our clients and partners, fostering a collaborative approach that aligns everyone's efforts towards common goals. We understand that every business is unique, so we customize our strategies to meet each client's specific needs and market context.

Our approach has proven successful across diverse industries and markets, as evidenced by our work with brands like Sephora, Nescafé Dolce Gusto, Michelin, Deutsche Telekom, and Lufthansa Group. In each case, we've used our unique blend of strategy, technology, and creativity to drive significant growth and success.



2. How Artefact is shaping the future of marketing

As a world-leading data consulting firm and digital marketing agency, Artefact is dedicated to transforming data into business impact and tangible results. Founded on a blend of data science, strategy, and creative expertise, we provide end-to-end support to businesses, leveraging cutting-edge technologies and tailor-made solutions to help our clients thrive in the digital age.

Our unique approach to affiliate marketing combines this data expertise with our proficiency in digital marketing. Through in-depth market analysis, data-driven insights, and carefully curated affiliate partnerships, we develop and execute effective strategies that align with our clients' unique business goals.

Data is the lifeblood that runs through our strategies

At Artefact, we see data as the lifeblood of effective decision-making and strategy formulation. We leverage data in every aspect of our affiliate marketing campaigns, from selecting the right partners to tracking performance and continually optimizing our approach

Our data-driven approach allows us to:



Understand customer behavior, preferences, and needs.



Identify promising partners with access to our target audiences.



Tailor our campaigns to deliver the most compelling messages through the most effective channels.



Monitor campaign performance in real-time, allowing us to quickly adjust strategies as needed.



By placing data at the center of our strategies, we ensure our affiliate marketing campaigns are effective, targeted, and continually optimized for maximum impact.



3. Affiliate marketing with Artefact

CASE STUDIES

In this chapter, we'll show how Artefact has leveraged affiliate marketing to drive success for some of the world's leading brands.

These case studies demonstrate our unique approach in action, showing how we've applied our data-driven insights, cutting-edge technologies, and creative strategies to deliver tangible results.



Helping a lagging brand – and its sales – take flight

CHALLENGE

Funky Pigeon, an online retailer for greeting cards and gifts, faced a dual challenge - increasing website traffic and enhancing brand recognition.

STRATEGY

Artefact tapped into its data-driven approach to affiliate marketing, defining a clear understanding of Funky Pigeon's target audience. Using this knowledge, a highly targeted affiliate marketing campaign was launched.

IMPACT & KEY RESULTS

The campaign was successful, resulting in increased website traffic and brand awareness. Ultimately, Funky Pigeon witnessed a significant surge in sales by 120% in both revenue and site traffic, cementing the effectiveness of Artefact's data-driven affiliate marketing strategy.





Establishing cost-efficient affiliate programs

CHALLENGE

Lufthansa Group, one of the world’s leading airline groups, entrusted Artefact with the responsibility of developing successful and cost-efficient international affiliate programs for their airlines.

STRATEGY

Artefact set up a dedicated roll-out map to increase global online bookings, expanding and optimizing several markets within a year. Using a hybrid network strategy, we efficiently managed different countries, taking into account specific country specifications and network strategies. Leveraging our in-house private network and technical knowledge, we acted as the central first touchpoint for meta searchers.

IMPACT & KEY RESULTS

Our centralized management of numerous affiliate marketing campaigns for the Lufthansa Group resulted in year-on-year growth of the affiliate programs, 10+ years of client trust, increased net value, bookings, and passenger volume. Our effective long-term partnerships, cost-efficiency, and knowledge transfer strategies positioned us as a reliable partner for the Lufthansa Group.



Maximizing new niches to grow customer sales

CHALLENGE

Deutsche Telekom needed to grow its affiliate program and maximize new customer sales, despite having a saturated partner portfolio.

STRATEGY

Artefact’s team identified promising niches, recruiting new publishers to expand the existing partner program. We leveraged modern technology partners from the display advertising sector, implementing a cross-tracking solution to boost sales and increase the new customer rate. Adapting to Telekom Deutschland’s agile way of working, we integrated agile workflows into our affiliate cooperation, enhancing our collaboration with all stakeholders.

IMPACT & KEY RESULTS

Our approach helped generate fresh impetus for Deutsche Telekom. Thanks to our data-driven partnerships with different platforms and publishers, we were able to serve up to 4 billion ad impressions and nearly 6 million clicks in 2020, indicating significant brand reach and customer engagement. Our unique partner portfolio led to increased visibility and year-on-year growth in sales.



Helping a French brand boost global online sales

CHALLENGE

Petit Bateau, a globally recognized children's clothing brand, aimed to increase their online sales.

STRATEGY

Artefact turned to data analytics to build a robust affiliate marketing strategy. This involved targeting key customer segments and creating compelling marketing content that resonated with them.

IMPACT & KEY RESULTS

The successful campaign not only increased Petit Bateau's online sales but also enhanced its brand visibility. On average, visitors are spending 2 minutes on the website, viewing 2.6 pages, with an eCPC under €0.25, eCPV post-consent under €3.4, a click-through rate of 0.5%, and a bounce rate of less than 64%. The tangible results underscore the power and efficiency of Artefact's data-driven approach to affiliate marketing, segments and creating compelling marketing content that resonated with them.



Giving a workwear brand increased web traffic and recognition

CHALLENGE

Dickies, a leading workwear brand, was looking to expand its online visibility and drive more sales through its website.

STRATEGY

Artefact's solution involved a data-driven strategy to identify key opportunities for growth and expansion. This informed a comprehensive affiliate marketing plan to enhance brand visibility and increase online sales.

IMPACT & KEY RESULTS

The strategy led to increased website traffic and brand recognition, with a notable uplift in online sales. It significantly boosted clicks (109% YoY) and sales (27% YoY) in the UK for Q4, primarily through student discount partners and CSS, and exceeding the channel target by 14% with an above-industry-average ROI of 13, demonstrating the powerful impact of Artefact's strategic approach.



4. The future of affiliate marketing in six key trends



The future of affiliate marketing is exciting, filled with new possibilities and avenues for growth. This chapter looks at the trends shaping the future of affiliate marketing and why Artefact is well-positioned to leverage these trends to drive continued success for our clients.

An overview of the affiliate marketing industry in six key trends:

1



Influencer opinions will be increasingly asked for

As influencer marketing gains prominence, we anticipate a greater incorporation of influencers into affiliate marketing strategies. Artefact is well-equipped to leverage this trend, helping clients identify and partner with influencers who can extend their reach and enhance their credibility.

2



Optimization for mobile devices is essential

With mobile devices accounting for a significant portion of affiliate clicks and sales, it is vital for businesses to optimize their affiliate marketing programs for mobile users. Artefact ensures that all our affiliate marketing strategies are mobile-friendly, ensuring that our clients reach their audiences wherever they are.

3



E-commerce growth will spur affiliate marketing demand

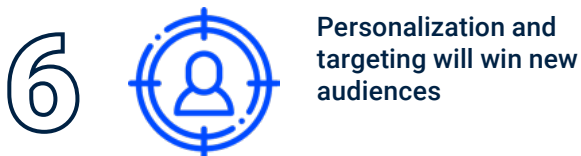
With the continued surge in online shopping, affiliate marketing programs will be in higher demand. Artefact's expertise in e-commerce marketing strategies ensures that our clients can capitalize on this growth, reaching more consumers and boosting online sales.



Artefact is at the forefront of using data-driven strategies in affiliate marketing. By leveraging data analytics and machine learning, it becomes possible to target customers with unparalleled precision, enhance ROI, and make informed decisions.



No longer restricted to websites and blogs, affiliate marketing now extends to influencers, email marketing, mobile apps, and more. As these channels grow and diversify, so do the opportunities for brands to reach their target audience.



As customers become more discerning, personalisation becomes paramount. Artefact uses data analytics, AI, and machine learning to understand customer behavior, enabling us to create personalized content that resonates with specific audiences. As technology advances, so does the ability to deliver personalized marketing content to consumers. Artefact is well-placed to help brands leverage this trend to deliver highly targeted, personalized content that resonates with the audience.

The role of project managers in affiliate marketing at Artefact

As affiliate marketing becomes more sophisticated, project managers play a pivotal role in managing these complexities. Our project managers work hand-in-hand with our clients and partners, defining clear objectives, developing comprehensive plans, and monitoring performance to ensure that our affiliate marketing programs drive growth and success. Their expertise and dedication underscore Artefact's commitment to delivering the best results for our clients.



5. Reaching your affiliate marketing goals with Artefact

Whether you're just starting with affiliate marketing or aiming to enhance your existing strategies, Artefact is here to assist. With our data-driven methodology, advanced technology, and seasoned project managers, we ensure your affiliate marketing campaign attains its goals.

When you choose to partner with Artefact, you are choosing a team of experienced affiliate marketing professionals committed to achieving your goals. Our data-driven approach ensures we target the right audience with the right message, maximizing ROI and driving growth.

Getting started: How to unlock the power of affiliate marketing with Artefact

REACH OUT TO OUR TEAM

Contact us to schedule a consultation. We'll discuss your goals, challenges, and how we can help you succeed.

DEVELOP A STRATEGY

We'll work with you to develop a comprehensive, customized affiliate marketing strategy based on your unique needs and objectives.

EXECUTE AND OPTIMIZE

We'll execute the strategy we developed with you, constantly monitoring and adjusting it to optimize results. We believe in transparency, so you'll always know how your campaign is performing.

EXPERIENCE GROWTH

As your affiliate marketing campaign takes off, you'll start to see growth. Increased website traffic, improved brand visibility, and, most importantly, increased sales: are all part of what you can look forward to on this journey.



We hope this guide has given you a deeper understanding of the power and potential of affiliate marketing. With Artefact as your partner, you're well-positioned to navigate the future and achieve success. Let's get started!

DATA ACCELERATION PROGRAMS

- ^ Data Strategy & Organization
- ^ Data Governance
- ^ Data Platform Implementation
- ^ Data Factory
- ^ People Acculturation
- ^ Hackathon

- ^ Generative AI
- ^ Augmented contact center
- ^ Data-driven supply chain
- ^ Factory Optimization
- ^ Augmented operations (Image recognition)

AI SOLUTIONS

DATA MARKETING

- ^ Consumer data environment
- ^ Data agency
- ^ Data-driven Sales
- ^ Data measurement
- ^ Advanced analytics

- ^ Data for Sustainability
- ^ AI & Ethics
- ^ Mentoring
- ^ Artefact School of Data

DATA FOR IMPACT

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DATA IS ABOUT PEOPLE

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