

How dgm Promoted our Retail Clients and Engaged the Network with the “12 Weeks of Xmas 2008”



dgm actively engages with our affiliate network. This includes regular email updates and announcements, monthly newsletters and pro-active account management, often on an individual basis.

Seasonally we will also promote our advertisers at a sector level. This activity keeps both the merchants and the network front of mind at key times.

Xmas 2009 saw one of our most ambitious promotions, and included 12 retail clients – Virgin Games, Vodafone, Gizoo, iSubscribe, Red5, Jacobs Digital, Virgin Vie, Machine Mart, Orange, Wilkinson Plus, William Hill and Toystore.co.uk

Titled the '12 weeks of Xmas', the promotion worked on a number of levels.

- Each week, the affiliate management team promoted the 'merchant of the week' who had offered 2 prizes as part of the promotion.
- Any affiliate who had made a sale on that weeks' merchant was included in a draw for the weekly prize.
- Each week dgm released a letter for our Xmas word. Affiliates were asked to enter the final word into a specially created field in their dgmPro account to qualify for the prize draw.
- The grand prize draw featuring a 'goody bag' of all 12 prizes.

→ The promotion was carried weekly on the A4U blog, the A4U Forum, the dgm blog, and via email. 728x60 and 250x250 banners also supported the promotion throughout the 3 month period on the A4U as well as the popular affiliate blogs.

→ We also managed to secure editorial support from these affiliates due to the quality of our relationships with them.

Gauging the results of this sort of activity is very hard, due to the number of influencing factors of both seasonality and their own promotional activity (see Gizoo). However, like for like, merchants involved in the activity recorded an average of 95% increase in clicks across the period compared to the previous year. The participating clients also received valuable exposure across the network.

Crucially the activity is a good example of how dgm proactively engages both affiliates and merchants at key points in the year using our own creativity and resources.



