

## How Gizoo Boosted Sales By 75% Over Xmas 2008

With the credit crunch underway and Xmas 2008 sales looking unsure, **dgm** worked with **Gizoo** to create a bespoke strategy that would create visibility and make a significant impact on sales performance.

Following **Gizoo's** approval of **dgm's** proposed strategy, the campaign was launched in November 2008. It was promoted by **dgm** on the A4U Forum, on **dgmKnowledge**, targeted email and the **dgm** affiliate newsletter.

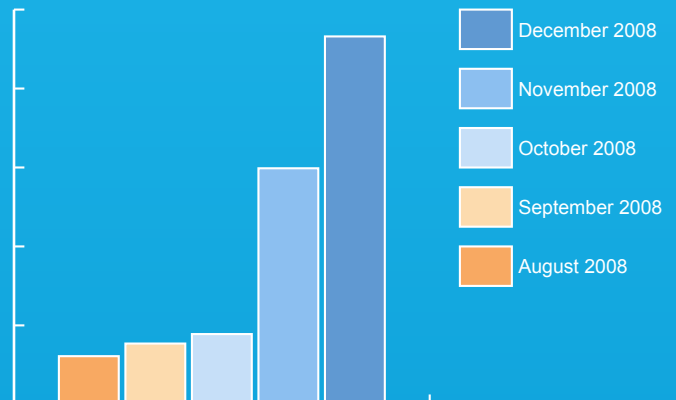
Key activities included:

- A tiered affiliate incentive program. This was based on sales volume with affiliates being awarded products of their choice from the **Gizoo** range. Rewards started at £10 for orders over £50 and went up to £50 awarded for orders over £250.
- "Top Affiliate of the Year" award for the affiliate who had worked hardest on the program.
- Bespoke CPA terms for highest performing affiliates, including exclusive positioning on myvouchercodes.com.

→ **Gizoo** also featured in **dgm's** "12 days of Xmas Campaign" increasing their profile on the network through **dgm's** own marketing activity.

→ Discount code of £10 offered for orders over £30.

The campaign increased 2008 sales by 75% compared to the same November-December period in 2007. The discount voucher code was so successful the client has retained it as part of their ongoing strategy. An increased CPA on Quidco (Maple Syrup Media Ltd) and the extra attention they gave the campaign quadrupled their sales in November-December compared to the rest of the year.



*"Our Xmas 2008 campaign was a great success. dgm ensured that we were well represented amongst small and large affiliates alike. The variety of promotions we were involved in meant that we were able to increase brand awareness as well as increasing sales. In Q4 2008, by working with dgm, we increased affiliate revenue by a massive 31%, compared to the same period in 2007."*

*It's been a real pleasure working with dgm, and we're delighted with the results that we've achieved together. Their expert account management has helped to build a great relationship, and at the same time they allow us to be proactive in creating and maintaining relationships with individual affiliates. The in-depth knowledge of the affiliate market that dgm offer, means we can continually optimise our program to meet our business needs."*

**Clare Stephens**  
Marketing Manager,  
Gizoo

