



## How JD Williams Have Influenced the Development of dgmPro

**JD Williams**, a leading online retailer, joined the **dgm** affiliate network in 2007. After some months running the campaign as the 2nd network, **dgm** was appointed exclusively in Feb 2008.

As well as being a solution to resolving the ongoing issue of missing sales, **dgm** were chosen for having the right mix of people and expertise to drive the business forward. Since this time, **JD Williams** has had a profound influence on the developments of **dgmPro**.

**dgmPro** is **dgm**'s proprietary affiliate platform. Launched in 2006, **dgmPro** provides high end tracking and reporting functionality and is supported by a robust failover infrastructure. **dgm** has a team of professional developers maintaining and developing the interface.

**JD Williams** affiliate activity consists of 12 active campaigns (catalogues) and generates

thousands of sales. An added complication is that consumers can enter as if to buy from one catalogue and cross into another before making a purchase.

Tracking this activity to ensure the right affiliate was rewarded was key to the success of the campaign execution and the reporting functionality.

**dgm**'s technical team worked with **JD Williams** to identify the other technical improvements required for the campaign to run as efficiently as possible.

At the same time the account management team set to work to determine the reporting requirements **JD Williams** would require to effectively manage the large sale volumes being driven across multiple platforms by a large number affiliates.

*"Being a user focused system, the majority of dgmPro's upgrades and extended functionality is determined by our clients and affiliates." –*

**Adrian Prince,**  
IT Director  
dgm



### Key improvements included to date:

- **dgm** completely changed the way clients download reports to increase the speed and reduce the latency of downloading them, given the thousands of sales generated.
- Although the **dgmPro** database has already moved from advertiser to campaign level, allowing advertisers to have more than one campaign active with different descriptions and logos, the sophistication of the management tools was revisited.
- Changed the way sales are managed in the interface across advertisers to improve options.



- Changed the structure and methodology in the database for reported sales to increase data access and reporting speed.
- Core-metric' code implementation by dgm's technical team to track user behaviour.
- Automated Core-metric and Doubleclick implementation allowing affiliates the freedom to deep-link without fear of missing any tracking details.
- Identification of new and existing customers across multiple products and categories.
- Improved speed to facilitate bulk reporting.
- Bulk uploads for server to server validation.
- Weekly custom reporting was scheduled every week, matching JD Williams internal reporting requirements.

*“dgm’s technical ability and their willingness to adapt their proprietary technology to fit our needs, has increased the efficiency of our online operation and therefore the prominence the affiliate channel plays in our online marketing. We have been able to align our activity in the affiliate channel with our overall business objectives and run a much smarter campaign as a result”*

***Dominic Smith***  
***E-Business Development Manager,***  
***JD Williams***