

How Jacobs Digital Integrated Affiliate Marketing into their Online Mix

Jacobs Digital is one of the web's leading online, digital photo and video retailers. Jacobs are positioned at the higher end of the market servicing customers looking for high end brands. In mid 2008, Jacobs launched an affiliate campaign with dgm. The campaign objectives were simple. Drive more incremental sales without cannibalising current activity.

The immediate challenge facing the dgm team was the relative lack of brand awareness Jacobs had both in the affiliate channel and on the internet generally. Jacobs has several high street outlets but not a 'national presence'. Raising brand awareness and getting the campaign to 'punch above its weight' was key to launching a successful campaign.

The final affiliate strategy was executed in August 2008. Key factors included:

- Close liaison with both the client and the digital creative agency.
- Working with a key group of affiliates in different categories on specific activity to ensure Jacobs was given maximum exposure.
- Special CPA rates agreed with top affiliates to secure special positions and attention.
- Voucher codes were introduced immediately to secure affiliate interest. (This would later become a key part of ongoing strategy).



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