

How dgm Launched The Gray & Osbourn Affiliate Campaign

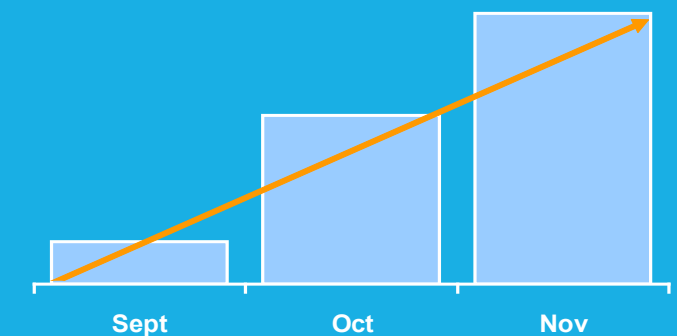
Gray & Osbourn is an online fashion retailer and part of the **JD Williams** portfolio of brands. Although wholly owned by JD Williams, **Gray & Osbourn** is run as a separate program to the rest of the portfolio.

dgm was appointed as **Gray & Osbourn's** affiliate network in late 2007. As a separate brand, it was important that the merchant had a distinct launch campaign and ongoing strategy. The key objectives were:

- To raise awareness of the brand within the affiliate community as quickly as possible, to create interest and therefore drive sales activity from the outset of the campaign.
- Grow sales consecutively in the first few months
- Create an ongoing strategy to ensure the campaign achieved regular sales targets.

dgm's account management worked in close conjunction with merchant in creating a strategy that was deliverable and met with **Gray & Osbourn's** business objectives.

The launch strategy comprised a mixture of affiliate recruitment using the already successful **JD Williams** affiliate pool as a starting point and communications across the network handled by **dgm's** account management. A broad mix of affiliates was to be recruited including voucher code and loyalty affiliates. Being a stable mate, the **Gray & Osbourn** product range was a good fit, and the technology was in place, tried and tested.



The campaign was later in starting than anticipated, mainly due to a change in the linking technology deployed by **JD Williams** across their portfolio of brands. Whilst the new methodology allowed greater reporting functionality and visibility for both affiliates and merchant, implementing the links delayed the launch as the key affiliates updated their sites. However the campaign launched in September 2007 and achieved almost exponential growth in each of its first 3 months.

Following the launch, **dgm's** account management carried out a 3 month review and made several recommendations designed to sustain the monthly sales achieved in the launch phase. Amongst the key recommendations taken up by the merchant were:

- A number of voucher code affiliates were assigned their own codes, allowing their users to achieve greater discount. Incentivising in this way motivated the affiliates to drive the campaign even harder than they had before and increase their sales. It also increased the number of such affiliates promoting the campaign.

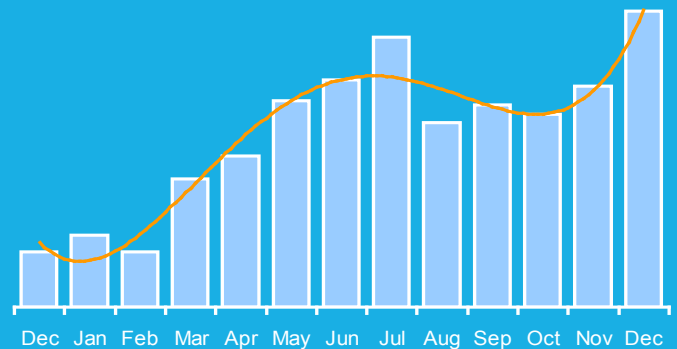
GRAY & OSBOURN

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→ **dgm** introduced **Gray & Osbourn** to some hand-picked affiliates to work on complimentary PPC activity. These affiliates would work on generic terms not being used by the merchant and drive traffic through deep-links straight to the merchants site. Not only did this increase sales, but it also worked with the merchants own activity to increase exposure in the search space.

Twelve months on, the campaign is still performing, having grown its regular sales

volume by over 400% compared to the launch phase.



“We are pleased with how the affiliate activity has grown and improved sales since signing up with dgm. There are opportunities for us to grow further and we’re working with dgm to identify and exploit these.”

dgm are professional and conscientious in their approach to work with us to help achieve our objectives.”

Cheryl Norton
Marketing Executive
Gray & Osbourn