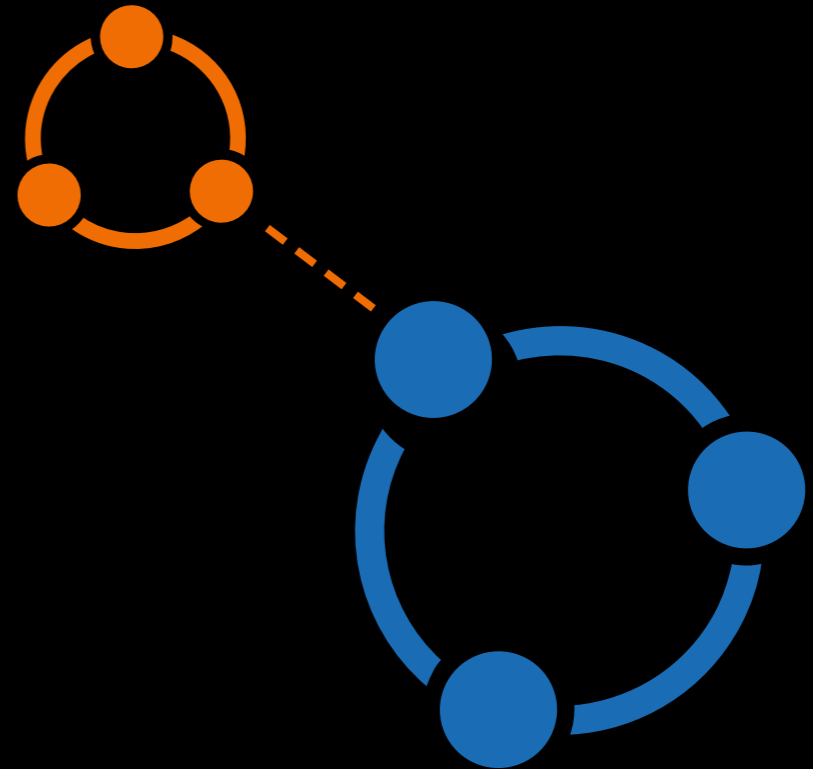


AvantLink

GROWTH **CASE STUDY**



**HOW CLIQUE AFFILIATE MARKETING
FOUND ROOM TO GROW IN A MATURE PROGRAM**

THE RELATIONSHIP



Clique Affiliate Marketing connects passionate brands with passionate people. They are the authority on creating and managing custom affiliate programs for direct-to-consumer, premium full-price, and discount-driven business models.

Clique Affiliate Marketing works with brands and retailers of all sizes with one commonality: a passion to create something unique that is coveted and admired by a loyal following.



Natchez Shooters Supplies is a trusted source for all your outdoor needs. Two families of sportsmen started the business 38 years ago with a goal to provide a one-stop shop for quality outdoor products. Today, Natchez Shooters Supplies is an online supplier of ammunition, optics, shooting supplies, tactical products, hunting, camping, and survival gear.

When looking for products outdoorsmen and hunters use, shop Natchez Shooters Supplies for the ultimate selection and customer experience.

"Clique's relationship with Natchez starts with a common interest and understanding of outdoor gear. Our relationship with Natchez is one of complete trust and forward thinking about the growth of the affiliate channel."

Matt Midthun, Clique Affiliate Marketing

THE OBJECTIVE

WHY SWITCH?

Natchez Shooters Supplies was running a mature affiliate program, resulting in moderate, acceptable sales metrics. So why switch?

In order to incrementally grow an already well-established program, Clique Affiliate Marketing researched the idea of moving the program to the AvantLink network.

They noted the glut of inactive affiliates on Natchez Shooters Supplies' current network, comparing it with AvantLink's rigorous compliance processes, which ensure only high-quality affiliates are accepted.

Looking to take performance to the next level, Clique Affiliate Marketing proposed moving the mature program to AvantLink to connect Natchez with more quality affiliates that resonated with the brand.

METRICS WITH FORMER NETWORK

AFFILIATES



53 active



20 productive

SALES & CONVERSIONS



\$280K & 1.9% CR average



\$480K high month



\$116K low month

* Data from May 2015-March 2016

"Clique Affiliate Marketing is always looking for long-term growth with our programs, and playing it safe isn't always the right move."

Matt Midthun, Clique Affiliate Marketing

PROS & CONS

Migrating to AvantLink

Pros

- In-depth vetting of affiliates for website accuracy and relevance
- Top ten revenue producers *already* in AvantLink network
- Top level of service from tech & support teams
- Easy to navigate, robust interface
- AvantMetrics attribution platform for complete visibility into consumer path-to-purchase and dynamic commissioning models

Cons

- Migration work
- Adding new tracking code
- Smaller network

Staying with Former Network

Pros

- Program performance was exceeding YOY expectations
- Saw revenue growth from current partners
- Tech support was good

Cons

- Confusing interface
- Limited reporting functions
- Poor upkeep on affiliates (many dead sites)
- Limited tools for affiliates

"AvantLink and Clique made the transition a smooth experience and we had virtually no downtime between affiliate networks. They were always available when questions were raised or help needed. We saw great traction with our program when launched. AvantLink went the extra yard to make sure everyone knew we were new to their network. I would highly recommend AvantLink." Natchez Shooter Supplies

THE TRANSITION



Time Invested

Research & Conversations



Migration



Both Networks Active



Performance during migration

 Increased performance during migration

 YOY growth in first full month



Resources

- Clique Affiliate Marketing program manager - Matt Midthun
- 1 Natchez Shooters Supplies support technician
- AvantLink tech support team



Affiliates Migrated

 Migrated 20 productive affiliates from former network

RESULTS



AvantLink data since May 2016

Former network data from May 2015 - March 2016

ACTIVE AFFILIATES

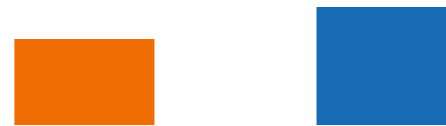


53

81

* At least one click to merchant site

PRODUCTIVE AFFILIATES



20

27

* Driving at least one sale

CONVERSION RATE



1.9%

2.49%

* Percentage of clicks to sales

“AvantLink is hands down the better network for quality and targeted publishers.” - Matt Midthun, Clique Affiliate Marketing

SALES AFTER MIGRATION \$735,000

* First 3 months

- \$735,000
- 3,809 sales
- \$200,000 revenue from new affiliates
- 68% new customers in first month
- 57% new customer average per month

ROI 209%

* First 3 months

- New customers increased from 47% to 60%
- Cost per new customer reduced from \$37.48 to \$25.86
- Overall ROI increased from 179% to 209%

CONCLUSION

WHAT IT TAKES TO BUILD A MORE EFFECTIVE PROGRAM

1. Experienced program management & support
2. Network with quality affiliates
3. Understanding your brand and recruiting relevant affiliates
4. And, eschewing the “if it ain’t broke, don’t fix it” approach

USE THESE RESOURCES TO LEARN MORE:



info@cliqueaffiliate.com



sales@avantlink.com