



Case Study

ShopAlike

In close collaboration setting up an unique tailored approach towards affiliate marketing and deploying its suitable strategy in the most efficient way

The Company

ShopAlike, powered by Visual Meta GmbH offers visitors millions of products across thousands of online shops. A quick and straightforward search enables visitors to conveniently search through the offers of various online shops on one site and then to purchase the desired product at one of the associated shops. With millions of customers from 14 countries around the world Visual Meta GmbH already successfully collaborates with more than 6,000 online retailers today, including large mail-order companies like Otto, Amazon or Zalando, but also suppliers like Esprit, Tommy Hilfiger or smaller specialist shops.

The Case

ShopAlike needed an approach which worked with the unique way in which they attribute customers to their partnered online shops. Conversion rates of partner shops had to be taken into consideration for the strategic approach of this complex business model. As this model is not based on the conventional CPS model – a tailored hybrid model had to be integrated before launching the campaign in 12 markets. Another challenge was the organization and structuring of its large variety of product lines to target and promote to the right set of affiliates.

The Answer

In close co-operation, we implemented a model in which affiliates are paid on a click-out model combined as a hybrid model to award specific cases based on click-ins. In addition, an unique reporting set-up, tailored towards conversion rates of its partner shops enabled ShopAlike to scale up its affiliate channel within a short period of time and profit from it in the most efficient way possible. Exceptional Account Management provided by ShopAlike and their readiness to offer tailored designs, a huge range of promotional material has been made available across five verticals each targeted towards different content niches and optimized accordingly.



Industry

Shopping

Features Used

Custom Click-out hybrid Model

Tailored reporting

Category management

Results

Efficient unique pay-out model

Multi vertical targeting

“The international presence of TradeTracker has matched perfectly with our world wide approach and give us the chance to not only scale our affiliate marketing campaigns globally but also be an extremely strong player at market level by adding the local marketing flavors on top. TradeTracker’s extremely helpful account managers made it so easy for us to integrate all of our campaigns and run them in the most efficient way possible”

- Marcel Richter, Online Marketing, Visual Meta GmbH

We are a team of result driven ‘affiliate junkies’, devoted to performance marketing and always looking to optimize campaigns. Experience it yourself, sign up to TradeTracker, and let’s start monetizing!

T +31 88 8585 585
E info@tradetracker.com
W www.tradetracker.com

