



Case Study

HEMA

Real Attribution and personal contact as success factors in increased revenue performance channel

Introduction

HEMA, one of The Netherlands' largest retail chains, is mostly known for her unique product range and unique approach of the market. An approach that HEMA also implements when it comes to performance marketing, where adding value throughout the entire customer journey and expanding personal relations with publishers are focal points. Supported by this approach, HEMA's performance channel has achieved a growth of over 30 percent.

Collaboration HEMA & TradeTracker

The collaboration between HEMA and TradeTracker was founded in 2014, when TradeTracker was deployed as affiliate network to set up HEMA's campaigns in Germany, France, Belgium and the United Kingdom. These campaign results surpassed all expectations which made HEMA decide to add TradeTracker's Dutch network to their collaboration in 2018. During the spring of that year HEMA converted to an exclusive collaboration which gifted them with the opportunity of using TradeTracker's Real Attribution model to further extend the growth of the program.

Real Attribution's impact on HEMA

The Custom Attribution model is set up to reward publishers throughout the entire customer journey to maximise results. Furthermore, extra value is added to publishers aiming for inspiration and content, such as influencers and bloggers. This new model immediately resulted to a great inflow of new publishers. The number of active bloggers doubled and the amount of active content publishers went through an increase of 75%. In addition, HEMA determined a positive shift in the behaviour of (formerly) last-click focused publishers. Promotions through upper-funnel channels increased immensely due to cashback and voucher websites being motivated to putting extra emphasis on HEMA promotions through homepages, newsletters and social media channels.



Industry

Shopping

Segment

Retail chain

Collaboration

Since October 2014,
exclusive since March 2018

Attribution Model

Custom

Involvement

75% increase

Results

30% revenue increase



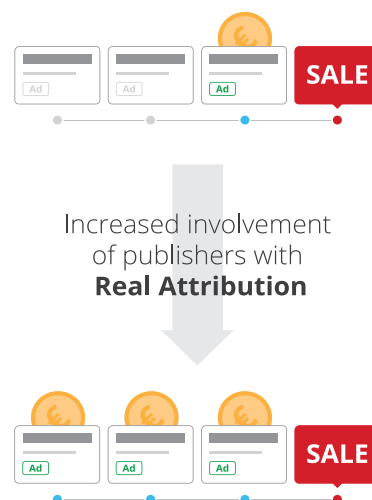


Additional opportunities with influencers and articles

More recently, HEMA started the expansion of the attribution model to reward influencers and bloggers, based on performance, for writing articles.

Connecting a special tag to an article makes it possible for TradeTracker to reward a read article as a valid touchpoint within the conversion path, after having determined its value.

As soon as the consumer finishes a purchase, the before mentioned influencer or blogger will be rewarded according the value of the read article within the conversion path. It is an effective way of expanding HEMA's brand through performance-based promotion.



Personal contact with publishers as part of achieved success

TradeTracker and HEMA emphasise the importance of the triangular relationship between advertiser, publisher and the network. The achieved success confirms the efficacy of discussing opportunities and sharing ideas as the ultimate way to achieving success. Both TradeTracker and HEMA invest in this by having a dedicated affiliate team that is collectively committed to optimising results and to initiating personal contact with publishers. An example is the several speed date sessions, held at TradeTracker HQ, where multiple publishers come together to interchange information and to discuss the continuation and expansion of the collaboration. Furthermore, agreements and plans are made for the upcoming year. The positive effect of these days shows itself within a week.

Taking the collaboration to the next level

All in all, the redesign of the program and the additional investments that have been made have shown great results and exceeded all expectations. The new approach has lead the campaign to a growth of 30% within the performance channel.

"Thanks to changing Last Click to Real Attribution and by adding the new approach, HEMA has been introduced by TradeTracker to extra possibilities to optimise campaigns and this shows in the results."

– Daniel Franco,
Sr. Online Marketeer HEMA

We are a team of Affiliate Junkies with a passion for affiliate marketing, always aiming for optimisation of campaigns. Experience it for yourself, join TradeTracker!

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