

Consistently Moving Forward With LinkShare

Overview

The premiere online retailer of women's brand-name intimate apparel and men's designer underwear, and long-term LinkShare client

Solutions/Services

Dynamic Rich Media, LinkShare Club, Newsletters, etc.

Success

Exponential growth for five years, 64% growth year over year in 2006

Future

Continue to use LinkShare tools to grow and refine an established affiliate marketing program



When it comes to intimate apparel, Bare Necessities goes out of its way to keep things buttoned-up.

THE BACKGROUND

LinkShare launched Bare Necessities' affiliate marketing program in 2000, establishing the online retailer as one of LinkShare's longest-term clients. The two have partnered together as Bare Necessities has evolved and flourished, and as the affiliate marketing industry has evolved as well.

After five years of success and exponential growth, Bare Necessities program began to plateau. While neither party was surprised, Bare Necessities was committed to reinventing some of their established relationships, and leveraged LinkShare's innovative marketing ideas. The result? 2006 saw a remarkable 64% growth year over year.

The use of Dynamic Rich Media (DRM) has been central to the program's turn-around. DRM facilitates automatic changes in text and banner images on the affiliate side, with the merchant controlling the copy and promotions. At the outset, LinkShare leveraged Bare Necessities' relationships to maximize this strategy, and was able to bring many affiliate into the fold. In a highly promotional industry, DRM has proven effective. The fact that Bare Necessities' DRM creative is fresh, timely, and maintains its vendors' image, has furthered strong conversion rates.

In addition to maintaining relationships with key affiliates, LinkShare introduces Bare Necessities to new affiliates, flags ones to watch, and makes important connections at industry conferences. To ensure the integrity of the Bare Necessities program at all times, LinkShare helps vet new affiliates, exploring their business model to see if it is compatible with Bare Necessities.

Over time, Bare Necessities has accessed a number of promotional tools, including the LinkShare Club, a unique affiliate loyalty program. This goal-oriented program was used in early 2006 to activate affiliate and helped Bare Necessities reach its desired growth mark. Placements, newsletters, and email campaigns have also been used to stimulate affiliate relationships, and create additional placement opportunities.

Providing copy to content-driven websites (particularly beauty and fashion sites) has proven to be a significant strategy as well. Thematic articles and media mentions gets Bare Necessities' message in front of new, powerful customers.

“Affiliate marketing is one portion of my hectic job, so I’m not in the trenches every day. My account manager reminds me of what I need to do, keeps me on my toes, and offers insight into LinkShare’s wealth of analysis. In short, she keeps our program moving forward – and that’s really important to us.”

Keira Lim, Director of Customer Acquisition, Bare Necessities

**Discover what LinkShare can do for your business at www.linkshare.com
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