

Online Wholesale Distributor Helps Small Retailers (Big) Box-out the Competition

Overview

Dollar Days is the premiere online wholesale distributor and closeout company that helps small businesses and entrepreneurs compete against larger enterprises that buy bulk wholesale merchandise products.

Solutions/Services

Grew its business exponentially and established strong brand identity solely through online affiliate strategy that included targeted marketing campaigns and customer-focused coupon offers.

Success

Has built strong and profitable relationships with 1.3 million registered users and continues to prosper by signing 1,100 new registrations every single day.

Future

The increasing volume of sales will enable the company to offer even more competitive discounts and coupon specials.



“When we first opened our online doors in 2001, our mission was to level the playing field between large and small retailers. While we consistently achieved our business goals, we are completely blown away by the opportunities that LinkShare has helped us create in just a few short months. Our viral marketing success leads me to believe that LinkShare has the capability to be the Facebook for retailers on the Internet.”

– Marc Joseph, President of Dollar Days and author of ‘Secrets of Retailing: How to Beat Wal-Mart.’

When consumers think about shopping for bargains, they’re often immediately drawn to the big-box retailers. Yet are they always cheaper? Is it really more cost effective to buy in bulk? Shouldn’t there be a middle ground between ‘actual retail price’ and the megastores?

Dollar Days, a wildly successful online wholesaler of brand name and specialty goods recognized this gap and found a way to help mom & pop shops, non-profits and home-based businesses compete more effectively with the big-box retailers.

Through Dollar Days, small retailers are able to purchase their brand-name goods online in quantities and prices that are aligned with their business needs and the demands of their customers -- all without compromising profits, quality or service.

To expand its online presence, Dollar Days embarked on a careful evaluation of the leading affiliate marketing programs. The wholesale distributor selected LinkShare based on its ability to address the company’s three primary business objectives that included:

1. Brand identity and awareness for its niche offering;
2. Breadth of solutions and reach to affiliates, and
3. The ease of use and format of reports that enables them to quickly view current status and map out future plans for success.

In fact, within months of establishing a relationship with LinkShare, Dollar Days was seeing ‘dollars’ days as more and more traffic – measuring in the thousands in terms of unique visitors – was routed to its site. Far exceeding expectations, LinkShare helped Dollar Days reach new heights in terms of brand awareness and an ever expanding affiliate base with repeat customers.

Discover what LinkShare can do for your business at www.linkshare.com or call us at 646.943.8200 or toll-free in the US at 800.875.5465, outside the U.S call +1 646-943-8300