

Green Living, Yoga and Fitness Retailer Achieves Peace of Mind in Uncertain Times

Overview

A lifestyle company that provides green living, yoga, fitness and organic products

Solutions/Services

Expanded reach through a broad and loyal affiliate network, creative promotions and use of online video to attract customers

Success

Significant up-tick conversion and dramatic sales growth at low cost per sale

Future

Partnering with LinkShare to help meet aggressive sales objectives and leverage Web 2.0 services to drive incremental revenue



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

“Hands down, the LinkShare account management team has gone above and beyond to understand and cater to our business goals. Through LinkShare’s “match making” process, we’ve been introduced to quality and innovative affiliates that are meeting our business goals and driving incremental revenue.”

– Kristen Fox, Affiliate Account Manager, Gaiam

In uncertain times, everyone is looking for some peace of mind.

Gaiam, a trusted and well-known brand in green living, yoga, fitness and organic goods, offers a diverse set of products online for the eco and health conscious individual. Keen on expanding its online presence and distribution channels, Gaiam joined forces with LinkShare in 2001/2002 to test the waters in affiliate marketing.

Gaiam turned to LinkShare based on the quality, breadth and level of innovation stemming from its affiliate network. Affiliates such as Kaboodle, ShopStyle, Upromise and Mall Networks expanded Gaiam’s reach beyond its traditional channels, and through the creative use of syndicated Gaiam yoga videos, Gaiam saw a dramatic improvement on conversion rate on click-thrus – which earned Gaiam the LinkShare 2007 Golden Link Award for Most Innovative Retailer.

The low risk, low upfront and cost per transaction model, along with LinkShare’s energetic, dedicated and knowledgeable account team made it seem like a match made in Nirvana. Through personalized training and education tools, bi-weekly updates and annual events like the LinkShare Symposiums, Gaiam forged great business relationships that lead to great business.

Building on years of great teamwork, what does Gaiam see next on the horizon? Gaiam will continue to work, grow, and innovate with LinkShare to leverage performance marketing as a low cost of sales revenue driver, and also look to further leverage the use of online video and other creative promotions to reach a new level of marketplace Zen.



Gaiam Ashtanga Yoga DVD Set



Gaiam Prenatal Yoga DVD



Gaiam Desk Yoga Neck Shoulder