

Skincare Retailer Remains Radiant Despite Bad Economy

Overview

A skincare company that provides premium, professional-grade products

Solutions/Services

Established a brand built on research and quality that offers affordable and professional skin care products through a convenient online storefront

Success

Steady year-over-year growth in sales

Future

Expand network of publishers and continue to build brand awareness through customer loyalty programs, quality skincare products and special promotions



“As the online retail landscape began to change, we realized we needed to do something different in order to continue building our brand loyalty – while also remaining competitive. We began our Affiliate program 8 years ago with one simple goal: increase sales. We continue to achieve that goal with steady year-over-year growth. Today, I honestly don’t know if we’d be in business without LinkShare. As companies across industries are struggling to make a profit, affiliate programs, in my opinion, are necessary for survival. We have more than 1,500 affiliates in our network helping us promote the GreatSkin brand. There’s simply no way we could do that alone.”

– Adam Cormier, General Manager, GreatSkin

When brand loyalty is at stake, you want a partner that cares as much about your brand as you do.

A pioneer in online skincare, GreatSkin makes it easy to buy professional-grade skincare products previously only available through a visit to a physician’s office. As an online-only retailer, GreatSkin wanted an innovative way to increase its revenue and brand presence. The perfect ingredients: LinkShare + GreatSkin.

Dedicated to quality, GreatSkin is committed to offering its loyal customers superior products for the best value possible. LinkShare’s Affiliate Program has been an extremely cost-effective way for GreatSkin to grow its sales at a steady rate, allowing the company to focus on more important things, like product development and expansion.

In these times of economic uncertainty, LinkShare has enhanced GreatSkin’s glow. Working closely together, the two companies have created an Affiliate Program that has reinforced GreatSkin’s trusted and respected brand identity, resulting in a loyal customer following that continues to grow. Through a dedicated network of affiliates, GreatSkin’s customers experience special promotions, coupons and incentives – all without compromising quality or service.

Just like its customers’ skin, GreatSkin’s future looks radiant. The company’s formula for success is clear: a growing Affiliate Program + new product offerings + a continued commitment to quality.

SPECIALIZED PRODUCTS



With hundreds of specialized products, there is one perfect for every skin type

AGE-SPECIFIC PRODUCTS



No matter your age, GreatSkin offers products to cultivate healthy, radiant skin.

MEN'S SKINCARE PRODUCTS



Skincare isn't just for women. GreatSkin offers quality products for men's everyday skincare needs.

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