

## We Made The Right Choice With LinkShare

### Overview

Established UK manufacturer of luxury bathroom fixtures seeks increased brand awareness and affiliate partners

### Solutions/Services

Implement first affiliate marketing program

### Success

Exponential growth within one year, exceeding expectations

### Future

Continued growth & refinement of a mature program

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In 2004, after 20 years in business, Hudson Reed, a respected source for luxury bathroom fixtures, took the plunge and opened its first retail e-commerce site.

### THE BACKGROUND

One of the fastest growing suppliers of faucets, showers and towel warmers in the market today, the UK-based manufacturer had its sights on an online showroom that would attract a global audience but didn't have the internal resources to make it happen. Hudson Reed soon realized that being online was only part of the equation. How could they effectively drive traffic to their newly launched American website, increase market share and promote brand awareness at the same time? Running CPC campaigns with the major search engines was costly, and the ROI was often low. They soon realized the cost per acquisition model best suited their business model.

Through research and referrals, the Lancashire England-based company found an ally in New York City-based LinkShare.

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*"After doing some research and reading up on various forums, we identified a short list of companies to consider. After talking with representatives from both companies we felt that LinkShare understood our needs better and that they would be the best choice for our company and its needs,"*

Lee Gregory, E-Commerce Manager, Ultra Group

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To lay the groundwork for the relationship, LinkShare's Marketing Services division advised Hudson Reed's eCommerce department on developing a diversified program of ads and offers designed to drive likely buyers to the Hudson Reed site.

On Hudson Reed's behalf, LinkShare scoured the Web to identify appropriate (and proven) affiliates that would help build Hudson Reed's reputation as a player in the online home-improvement market. LinkShare implemented its exclusive system to translate, target, tailor, and track program performance, approving and rewarding top-performing affiliates along the way.

In short order, Hudson Reed's affiliate marketing program was up and running. With full commitment from their marketing department, LinkShare aptly guided the merchant in their affiliate acquisition and activation efforts. The program began to ramp-up as expected, but it was coupon distribution that made sales skyrocket. After adding the use of coupon creative to their superbly branded banners, Hudson Reed's program more than quadrupled its business.

By partnering with LinkShare, Hudson Reed has been able to maximize its coupon tactics, and embraced search marketing as well. The result? The Hudson Reed website stands toe to toe (or link to link) with other top industry leaders and brands. Hudson Reed is currently taking their program to the next level -- retaining and invigorating its existing partnerships through enhanced affiliate communications, newsletters, and strong creative. Once focused solely on individual offers, Hudson Reed is now rolling out a mature affiliate marketing campaign that maximizes hot spots in the home buying season.

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"We have made the right choice with LinkShare," said Gregory. "We have seen revenue grow month to month. Affiliates now account for 20% of our online business -- from 0 to 20% in 18 months, not bad at all! Through affiliate marketing, we have also learned different marketing techniques that we have been able to apply to our overall strategy in the USA. I have found that LinkShare has taken the time to really understand our business needs from the outset. In my mind this has been the catalyst for our growth and why we will continue to grow with LinkShare."

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