

Size Doesn't Matter

Overview

Manufacturer of classic building bricks and leader in the construction toy category

Solutions/Services

Debuted affiliate marketing program utilizing Client Services Ramp and private program

Success

Smooth transition to the public LinkShare Network, and sales tripled

Future

Well-poised for Holiday 2006 and beyond

While most of their products fit in the palm of your hand, the folks at LEGO® think big: they are the world's sixth-largest manufacturer of toys.

THE BACKGROUND

In the fall of 2005, the omnipresent 73-year old Danish company connected with LinkShare to launch its first-ever affiliate marketing program. LinkShare's experienced client services team was asked to lay the foundation of a program with long-term potential.

The first challenge was timing. LEGO's November launch took place in the fourth quarter, a time of year when many affiliates lock down their sites early in order to focus on hectic holiday traffic.

LEGO began with a private program that would protect its brand image and start out in this new channel in a very controlled manner. By invitation only, LinkShare reached out to key affiliates on a site-by-site basis. This exclusive approach gave LEGO the control it needed to ensure a successful entry into the arena and indeed yielded strong results.

During the past year, LEGO has taken advantage of LinkShare's Client Services Ramp. The Ramp program is turn-key. It is designed to help new clients launch quickly and efficiently, with minimal time and resources, and to generate affiliate sales without delay. Within six months, for example, LEGO's aggregate sales were double those recorded in December 2005.

In June of 2006, LEGO broadened its reach, and became part of the public LinkShare Network. It was a welcome addition. As affiliates continue to apply directly to LEGO, the merchant is experiencing dramatic growth. Recent sales results for the public program were triple those for the initial private program (in a non-holiday environment, no less).

With a maturing affiliate marketing program in place, LEGO will transition to a comprehensive client service program in the fall of 2006. Throughout, LinkShare has assumed responsibility for all of LEGO's affiliate communications (including the placement of publicity items in their monthly newsletter the LinkShare Deal Dispatcher), and handles affiliate inquiries on behalf of its client.



“Over the past year, LinkShare’s Client Services team has helped us build a solid foundation upon which to grow our LEGO affiliate program. We have already seen impressive growth from our transition to a public program in June, and look forward to continuing this upward trend into Q4, and beyond, by utilizing LinkShare’s expertise.”

Aimee McNally, Marketing Manager, LEGO Direct to Consumer

The forecast? As it heads into holiday 2006, LEGO has a diversified pool of affiliates in place and will maximize these relationships to boost Holiday sales. As LEGO overall online sales grow, LinkShare’s efforts represent an increasing number of those sales.

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