

The North Face Partners with LinkShare to Reach New e-Commerce Heights

Overview

A provider of authentic, innovative and technically advanced apparel, equipment and footwear for accomplished explorers and extreme athletes

Solutions/Services

Built up e-commerce site with a diverse and dedicated affiliate network, and extended reach in new niche markets

Success

Considerable jump in Web traffic and online sales resulted in above average returns

Future

Incorporate more of LinkShare's tools and better equip the publishers to raise brand awareness across new online terrain to drive sales

"We needed the right partner to bring our e-commerce site to a new level. LinkShare's reputable affiliate network and easy to use technology – they have the easiest to use interface in the market – made incorporating an affiliate network program into our business model an effortless process with high value. We saw a jump in traffic to our site and a spike in online sales in a short window of time. More importantly, our extended reach through a vast network of quality publishers has allowed us to give people new ways to experience our brand."

– Diana Gee, Interactive Marketing Coordinator, The North Face

When exploring new terrain, you want an experienced and trusted partner by your side.

A well-known brand and 40-years strong, The North Face wanted a fresh way to increase its visibility in new markets and drive sales on its newly created e-commerce site. The supplier of advanced, high-performance apparel, equipment and footwear for avid climbers, explorers, endurance athletes and outdoor enthusiasts, partnered with LinkShare to build an affiliate program.

Cautious about protecting its valuable brand name, The North Face needed a partner known for quality and collaboration. The breadth and depth of LinkShare's affiliate network helped extend The North Face brand beyond its usual target market which resulted in above-average returns within the first three to five months of the program, and has remained a steady percentage of The North Face's overall revenue each month since.

Embodying its Never Stop Exploring[™] mantra, The North Face is committed to expanding its affiliate network to reach new consumers through new partners, and to continuously create new experiences with its brand. By incorporating more of LinkShare's tools such as Storefronts and Near Real-Time Reporting, The North Face is making its program more robust, while making it easier for their affiliate partners to earn money while out exploring.

The success of the program is a testament to the teams' collaboration. LinkShare's commitment to relationship building has introduced The North Face to publishers beyond the beaten path. Through regular meetings, personalized training and particularly the LinkShare Symposiums, all parties get to know each other better, build up a level of trust, collaborate on their marketing plans and are better equipped after every encounter to reach a new altitude in e-commerce.



NEW ARRIVALS



With over 500 new products, there's something for every mountaineer, skier, snowboarder, climber, biker, runner and hiker.

FLIGHT



Utilizing the latest technologies and innovative materials, Flight Series® products enable athletes to go fast and light, more comfortably.

RECYCLED DENALI



New eco-friendly Denali Jackets are made with Recycled Polartec® 300 series fleece, derived from 90% post-industrial waste and 10% post-consumer waste which helps stop the flow of materials to our landfills.

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