

The Nation's First Online Shoe Retailer Migrates to LinkShare

Overview

The nation's first online shoe retailer

Solutions/Services

Migration to LinkShare network

Success

Seamless launch, smooth integration of technology, month-over-month growth

Future

Partnering with LinkShare to help meet aggressive sales objectives

Onlineshoes.com.

THE BACKGROUND

Years ago, mom would take the kids to the friendly, family-owned corner shoe store, and everyone would have their footwear needs met at the same time. Onlineshoes.com was the first company to deliver the spirit of this experience, with the same customer service and satisfaction guarantees, to Internet shoppers.

After giving their affiliate marketing program a test run with other partners, Onlineshoes.com was looking for a better fit. During the negotiation process, when LinkShare's top executives gave the Seattle-based company the kind of personalized time and attention that it likes to offer its own customers, they knew they'd found a kindred sole (pun intended).

Before the ink on the contract was even dry, LinkShare was on the case – testing technical integration and merchandiser feeds to ensure compatibility and a smooth transition. Onlineshoes.com submitted a list of existing affiliates to LinkShare's migration team so these sites would be automatically converted, and would have immediate access to banners, text links and individual product links without having to go through a secondary application/approval process. As part of the conversion, LinkShare sent the affiliates reminders asking them to switch their links. Within a month, the incident-free migration was complete. Revenue was growing month over month.

Now the work of building Onlineshoes.com's affiliate base began. LinkShare segmented its efforts, working across categories such as fashion, search, loyalty/rewards and deals/offers. The goal was to reach bigger affiliates and establish relationships with ones that gave Onlineshoes.com a competitive edge.

Prior to joining the LinkShare network, Onlineshoes.com averaged 20 affiliate applications a day. Within the first three months alone, they averaged 100 applications a day – and the group was more qualified than ever.

As a consultant, LinkShare helps Onlineshoes.com refine and analyze their affiliate marketing strategy, offerings, promotion concepts and support. While Onlineshoes.com may use tools such as LinkShare's Deal Dispatcher to reach the entire affiliate base, it executes the mechanics of its program independently.

"One of the biggest differences from other networks is the amount of advocacy we get from the account managers. They are really focused on our goals, introducing us to other affiliates who are aligned with these goals," said Angel Djambazov, Affiliate Marketing Manager, Onlineshoes.com. "And the reporting and analytics offer us much more drill down than we'd previously thought was possible."

Beyond affiliates, the relationship has been about seizing opportunities too. LinkShare suggested, for example, that Onlineshoes.com offer a gift certificate in the merchandiser feed, something the online retailer had never considered before.

Onlineshoes.com has found value offline as well – participating in LinkShare's Summit event. LinkShare events give the shoe retailer the opportunity to set up face-to-face meetings with potential partners, and lay the groundwork for the months to come.

Onlineshoes has aggressive growth goals and is delighted that LinkShare is committed to helping achieve this kind of volume. "They don't shy away from the challenge," said Djambazov.

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