

Online Beauty Retailer Enjoys Success from Diversifying Its Base

Overview

The foremost beauty site on the Internet

Solutions/Services

Diversifying affiliate base, optimization and creative promotions

Success

Significant up-tick, conversion and higher average order value

Future

Continued momentum & refinement of program

SEPHORA

“Coordinating our marketing efforts across multiple channels is a challenge. It is an asset when a partner thinks ahead and helps anticipate our needs. LinkShare has also done a great job of helping us forge new relationships with a broad range of affiliates.”

Michael Aki, Marketing Manager, Sephora.

In the world of beauty, everyone is looking for a little bit of magic.

Sephora.com, the online offshoot of the visionary beauty-retailer, offers the largest and most diverse selection of beauty products on the Internet. From hard-to-find brands, to classic names, to its own brand, Sephora.com provides consumers with access to 12,000 products and more than 175 fragrances, cosmetics, skincare, haircare, and bath and body products.

Sephora.com turned to LinkShare to give its pre-existing affiliate program a warm, inner glow. Without suggesting a complete makeover, LinkShare has helped Sephora.com significantly diversify its base.

Today, Sephora has a diverse range of affiliates, including content-sites, loyalty reward sites, coupon and search affiliates. Drawing from the extensive LinkShare stable, new beauty-related affiliates – such as misstrendy.com, trendygirl.com, etc. – continue to be activated on a weekly basis.

Overall, sales have shown consistent growth – a dramatic rise of 37% year-over-year. The conversion rate stemming from the affiliate channel is also on the rise, suggesting that LinkShare-sourced affiliates may be helping bring in more qualified customers to Sephora.com.

What’s the magic Sephora-LinkShare formula? A strong, diverse affiliate base creatively mixed with relationship-driven optimization strategies. For example, LinkShare has effectively integrated online and offline promotions with key affiliates such as Affinity Solutions and luckyrewards.com, on behalf of the client.

To tap into information-hungry groups of beauty aficionados, LinkShare has also helped Sephora.com facilitate relationships with niche affiliates and beauty blogs. These content driven websites effectively promote products and their benefits. Similar to print magazines, editorial content and banners (or ads) mirror one another.

Maximizing seasonal opportunities has been important to the success of Sephora.com’s affiliate program too. Holiday and unique Mother’s day programs have included emails and other promotions.