



SMARTBARGAINS.COM  
Case Study



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## Increasing Conversion with Co-Branded Landing Pages

### CO-BRANDED LANDING PAGES

At Smartbargains.com we have leveraged and heavily implemented co-branded landing belts and custom landing pages as key strategies in optimizing and growing our affiliate program.

Increased conversion is the ultimate goal of these strategies. Improving this metric allows Smartbargains and our affiliates' efforts to generate more business resulting in a virtuous cycle of success for both parties.

For example, increased conversion increases revenue, which improves Smartbargains desire to grow and invest into affiliate marketing more. Also, partners will send more traffic to Smartbargains as our EPC increases, which results in improved placement on affiliate sites. With more revenue, the partner has more to invest in paid search, tech upgrades, social media and many more channels which will drive Smartbargains more traffic, thus continuing this growth trend.

Below is an explanation of how both strategies have grown our business and helped create success across multiple fronts with limited resources.

### DRIVING RESULTS: CO-BRANDED LANDING BELTS

Co-Branded landing belts have successfully increased conversion. During Q1 of 2010, Smartbargains.com had 31 co-branded landing belts in use. During that same period, 12 out of Smartbargains' top 20 affiliates leveraged a co-branded belt. This is an example of the quantity in action as well as the strong results these belts help provide as our top partners convert and earn more.

Co-branded landing belts increase conversion, but also enhance the affiliates brand as the belt provides legitimacy and a smooth transition/experience from the affiliate site to Smartbargains. Not all traffic is converted into a sale, but a positive experience has been created that will leave the customer more likely to return to one or both the sites and refer them to friends and family.

From the merchant point of view this also creates a strong recruiting and optimization tool at the same time as affiliates are eager to increase conversion, improve and establish their brand. Publishers value these efforts and results as they understand the multiple opportunities for success they provide.

## CUSTOM LANDING PAGES AND ON SITE OPTIMIZATION

One of the challenges of affiliate marketing is that the majority of publishers market extremely diverse product and deal offerings from one another as well as on their own site. Merchants must find a way to gain as many placements, drive and convert the most amount of traffic possible with limited time and resources internally. Also, with so many partners, it is very difficult to efficiently and effectively communicate with publishers. See something they would then become interested in once they landed. More information and deeper access into the store were crucial improvements we looked to make.

We created landing pages that more than doubled the amount of links on the page, called out two times the amount of promotions, provided links to departmental, categorical, sub-categorical, brand and product pages, mixed text with text, category and product images. Smartbargains wanted to create an experience that all types of shoppers could relate to.

We have also created pages that take a promotion and brings to life an experience that matches the initiatives above and plays into the over arching promotional theme. One good example of this is our "Smart Coupons" promotion. We create 14 coupons on 14 different categories and brands. The landing page (attached in the email) actually has all 14 coupons laid out on the page allowing customers to see our top 14 deals without having to click and be compelled to buy because of the visual experience in concert with the navigational.

The true success of this strategy can be seen by looking at a two month period, starting on January 1, 2010.

Smartbargains, on 58% of the days mentioned above, sent its affiliate coupon traffic to its regular homepage. On 21 of this 56 day period, the same affiliate traffic was sent to a custom landing page designed to optimize the LinkShare affiliate program.

The increases in 5 key metrics show how this custom experience was able to outperform that of the regular homepage, even though traffic was sent to the regular homepage for 11 extra days.

<b>Custom Pages vs. Regular Homepage</b>	<b>Difference</b>
Unique Sessions	2.03%
Revenue	43.90%
Conversion	66.45%
Orders	74.12%
New Customers Acquired	132.38%

### CUSTOM ADS ON AFFILIATE SITES



- Commitment to Co-Branding Relationship
- Enhancement of Customer Experience



### CUSTOM LANDING BELTS ON SMARTBARGAINS.COM

The landing belts are as follows:

- bradsdeals**: Welcome, BradsDeals Shopper! Now Active: Save 15% on Your First Order.
- CouponShare.com**: Congratulations, Coupon Share Shopper! Exclusive 15% Off Savings is now yours!
- Offers.com**: EXTRA 10% OFF SITE WIDE
- Upromise**: Welcome, Upromise Shopper! Save 4% for college at SmartBargains.com
- MyCoupons**: EXTRA 15% OFF YOUR ORDER TODAY
- BIG CRUMBS**: FREE SHIPPING on orders of \$50 or more
- COUPON SEVEN**: Congratulations, Coupon Seven Shopper! Exclusive 15% Off Savings is now yours!
- BillMeLater**: Welcome, Bill Me Later Shopper! Save an Extra 15% on Today's Order.
- trialpay**: Spend \$100 today and get your TrialPay product for FREE!
- Shop It To Me**: Congratulations, Shop It To Me Reader. Enjoy FREE SHIPPING site wide. Plus SAVE 10% when you spend \$100 or more.
- EBATES**: Welcome, Ebates Shopper! Earn 3.5% cash back on today's order\*
- COUPONB.com**: Welcome, CouponB Shopper! Now Active: Save 15% on your first order.
- DIGITAL EDITOR**: FREE SHIPPING on orders of \$50 or more
- deals.woot!**: SHOP THE SMARTEST DEALS IN THE WORLD

## CO-BRANDED CAMPAIGN W STANDARD HOMEPAGE

The screenshot shows the SMART BARGAINS.COM homepage. At the top left, the logo and tagline 'Your personal bargain hunter.' are visible. To the right, a banner for 'Our BIGGEST SALE is coming...' includes a 'SIGN UP NOW FOR ACCESS' link and an email sign-up form. Below the header is a navigation bar with categories: Bed & Bath Bargains, Home & Kitchen Bargains, Women's Bargains, Men's Bargains, Jewelry & Watch Bargains, Shoe Bargains, and NEW ARRIVALS. A search bar is located below the navigation. A blue banner for 'COUPON CABIN' offers 'Save 15% Off Your Order\*'. On the left, a sidebar contains a 'Hi Matt' greeting, 'My Account' links, and a detailed 'Bargain Categories' section. The main content area features a large 'SHOP ALL SALES BEFORE MIDNIGHT TUESDAY' banner with the headline 'So Much SMART So Little Time'. Below this are three promotional tiles: 'SANDAL SALE NOW UP TO 70% OFF', 'LUXURY SHEET & DUVET SETS UP TO EXTRA 40% OFF', and three smaller offers: 'NEWEST! HOTTEST! LATEST! GREATEST!', 'SURE FIT SLIPCOVERS EXTRA 25% OFF', and 'SEE IT. LOVE IT. OWN IT. DEAL of the DAY'. Annotations A through E point to specific elements: A (Smooth Co-Branded Transition), B (Full Category Navigation), C (Affiliate Exclusive Promotion), D (Feature Call to Action), and E (Cross Selling).

(A) Smooth Co-Branded Transition

(B) Full Category Navigation, with Key Subcategories

(C) Affiliate Exclusive Promotion

(D) Feature Call to Action

(E) Cross Selling

CO-BRANDED CAMPAIGN W/ CUSTOM LANDING PAGE

The screenshot shows the SMARTBARGAINS.COM website landing page. At the top, there is a navigation bar with categories like Bed & Bath, Home & Kitchen, Women's, Men's, Jewelry, and Shoe. A search bar is present with the text "Search for your bargains". Below the navigation, there is a "StyleFeeder" banner with the text "Congratulations, StyleFeeder Shopper! Free Shipping Site Wide is Now Yours". The main content area features several promotional tiles:

- SHOP ALL SALES BEFORE MIDNIGHT TUESDAY**: A large banner with the text "So Much SMART So Little Time".
- Sandal Sale**: "NOW UP TO 70% OFF STARTING AT \$29.99". Includes an image of a sandal.
- Entire Stock Women's Suits**: "UP TO EXTRA 40% OFF". Includes text "LINE UP NOW, WITH JER, JOHN, MEYER & MORE".
- Bedroom & Office Furniture**: "UP TO EXTRA 30% OFF". Includes text "SEATING, TABLES, STORAGE & MORE".
- Luxury Sheet & Duvet Sets**: "UP TO EXTRA 40% OFF". Includes text "HIGH QUALITY AND COMFORT! USE THEM EVERY DAY! ONE FROM COLUMBIA, O.H.O".
- Down Alternative Bedding**: "UP TO EXTRA 30% OFF". Includes text "COMFORTERS, PILLOWS, RAGS & MORE".
- Designer Spotlight: Betsey Johnson & Betseyville**: "STARTING AT \$23.98". Includes text "HAND BAGS, SHOES, DRESSES & MORE".
- Timberland, Donald J Pliner, Sperry & More**: "EXTRA 20% OFF". Includes text "NEW ARRIVAL MEN'S SHOES".

Annotations on the page:

- F**: Points to the SMARTBARGAINS.COM logo and navigation bar.
- G**: Points to the "Bedroom & Office Furniture" tile.
- H**: Points to the "Down Alternative Bedding" tile.
- I**: Points to the "StyleFeeder" banner.
- J**: Points to the "Entire Stock Women's Suits" tile.
- K**: Points to the "Luxury Sheet & Duvet Sets" tile.

**F** Co-Branding

**G** Double Amount of Links vs. Home Page

**H** Increased Product Imagery

**I** Affiliate Exclusive

**J** Call to Action

**K** Feature Current Sales