

Client Services Delivers

Overview

Migration of the US arm of Japanese consumer electronics manufacturer to LinkShare

Solutions/Services

Intensive focus on client service, affiliate acquisition, and promotion

Success

Doubled number of affiliates within four months, sales quickly followed

Future

Established and active role on the LinkShare network

TOSHIBA

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

Whether you're in the market for a customized notebook computer or a portable DVD player, outstanding customer service can help keep you brand loyal. Similarly, if you're a manufacturer of electronics who isn't receiving quality service from your affiliate marketing company, you move on.

THE BACKGROUND

In November 2004, ToshibaDirect.com migrated to the LinkShare Network. An intensive assessment and focus on Toshiba's needs followed. Without an internal affiliate marketing resource, Toshiba took advantage of LinkShare's one-stop Client Service Ramp – benefiting from the attention of a seasoned account manager and program manager.

When ToshibaDirect joined the LinkShare Network, they had a limited number of affiliates. LinkShare swung into action, and its concerted efforts quickly paid off. In two months time, Toshiba had the same number of affiliates in their program as they had after two years with their previous provider. Within 5 months, LinkShare had increased that number by 50%. Now? Toshiba has three times the number of affiliate opportunities.

Quantity was not the only goal. The LinkShare team focused on Toshiba's approach to its affiliates as well, wanting the channel to grow and develop. By following LinkShare's lead, and offering the highest public commission offers of any computer maker, financing promotions, product offers, and free shipping, Toshiba has contributed to its own success.

Toshiba currently takes advantage of the entire suite of LinkShare offerings – dynamic rich media, Merchandiser, data feed, text links, etc. The account team also helps the client coordinate its affiliate marketing program with other online initiatives and media buys in online channels.

Beginning in 2006, to further enhance the program, Toshiba refined its reporting and program analysis to better meet the affiliates' needs.

Once an under-tapped resource, affiliate marketing has become a priority for Toshiba, and is driving overall online growth at ToshibaDirect.com. To further integrate the LinkShare team and to continue concentrating on recruitment and growing the number of order-generating affiliates, Toshiba is will soon hire an internal resource. With insight from the back-to-school and holiday season under their belt, Toshiba is committed to listening to affiliate feedback and working to improve its overall program.