



## CASE STUDY | Le Slip Français

Diversify their acquisition channels, develop affinity communities and committed influencers thanks to the Affiliate marketing lever.

*"You want to change the world? Start by changing your underwear!"*

Who doesn't know this famous advertising slogan, created by Le Slip Français, the clothing brand that has been reinventing the textile industry since 2011.

Le Slip Français' mission today is to change the textile industry, by manufacturing all your products **in France**, less than 250km from your home, by relocating production, by developing local and eco-designed materials, and by using new digital tools, sustainable production rooted in the diversity of the territories.

### OBJECTIVE: DEPLOY A PREMIUM AFFILIATE PROGRAM



Launch a Premium Affiliate marketing programme in order to diversify the brand's sources of acquisition, to create and animate a network of influencers and affiliates targeting "Responsible Fashion, Made in France, eco-responsible" and guaranteeing an ambitious profitability level.

### CHALLENGE: ENSURING PROFITABILITY WITH TOP OF FUNNEL PUBLISHERS

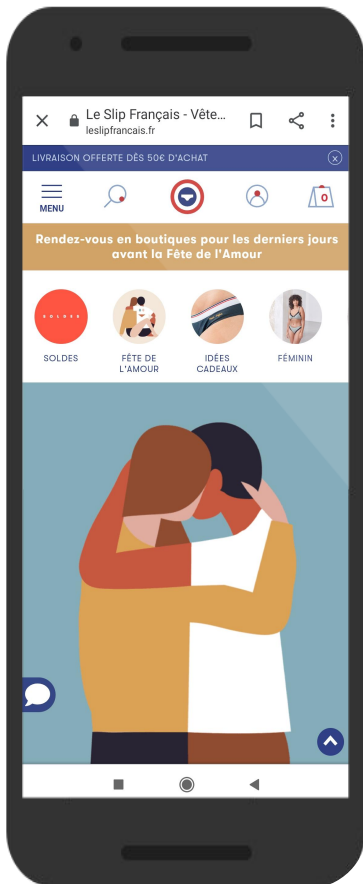


Recruiting partners with qualified, targeted audiences who are committed to Le Slip Français on a long-term basis. This is the mission that the Affilae Affiliate managers had to reconcile with the objectives of profitability, respect for the target ROI and programme COS.

### Deployed strategy :



- ★ Valuing and committing partners through framework deals negotiated by partner and type of partnership (long-term commitment, differentiated remuneration by type of client, remuneration methods open to fixed costs, etc.)
- ★ Activate a number of highlights to recruit, diversify (Test & Learn) and integrate profitable CPC and fixed cost partnerships with influencers, blogs, general and specialist media sites, via display, etc.




## RESULTS



TRAFFIC  
MULTIPLIED  
BY **14\***



TURNOVER  
MULTIPLIED  
BY **5.5\***



CONVERSION  
RATE  
**3,5 %\*\***



THE AFFINITY LEVER  
REPRESENTS  
**47% of the turnover generated by  
the affiliate program**  
\*

\* Q4 2020 vs Q4 2019  
\*\* On Top Of Funnel publishers and without voucher



**ROBIN CAILLAUD**  
Head of Ecommerce @Le Slip Français



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We have managed to create a healthy model, with mainly affinity publishers, where very little promotion is pushed. (...)

Requests to join our affiliate program are increasing every month as success stories multiply. (...)

We are delighted with the support of the Affilae teams. Every week, we discuss upcoming speaking engagements, partner sourcing and the results of actions taken. Our account manager listens to us and makes suggestions to ensure that our requirements, our brand platform and our news are met as closely as possible.

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### ABOUT AFFILAE

Affilae is a new generation affiliate marketing platform that helps brands achieve their objectives in terms of acquisition, retention of new customers and, more broadly, multi-channel strategies. We build and develop your networks of influencers and affiliates, providing you with marketing and technological solutions adapted to your needs.