

MADURA

## STUDY CASE

Convey the new Madura brand image through premium affiliate partners.

*Madura: 50 years of creation*  
**French interior design brand**

Initially specialising in curtains, Madura has developed its other product categories (household linen, furniture, cushions and decorative objects) in order to offer all styles, all colours and all materials. The brand is known for its simple or original, high-end or more technical, traditional or contemporary designs, always paying attention to quality.



### THE CHALLENGE: ACTIVATE NEW SOURCES OF VISIBILITY AND TRAFFIC

In a rebranding context, Madura migrated its affiliate program to create a brand new premium program. The objective was to diversify the media mix by testing new high tunnel levers, generating traffic, while maintaining the target ROI.



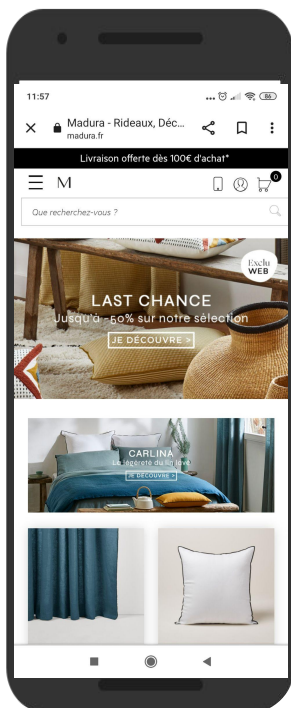
### THE OBJECTIVES

Federate a network of partners at the top of the funnel to guarantee objectives of notoriety and recruitment of new customers, while maintaining a qualitative strategy at the bottom of the funnel, in order to guarantee a high level of profitability.

### DEPLOYED STRATEGY



- ★ Migration and program cleanliness: Integration of historical partners bringing real value and removal of inactive voucher code partnerships
- ★ Optimisation of the remuneration grid by defining specific commissions according to the type of partnership and the visitors transformed.
- ★ Testing new levers to generate visibility and traffic: Emailing, Comparators, Medias
- ★ Prioritisation of reputation / SEO: Long-term media articles in important specialised audience hubs



## RÉSULTATS



Affiliate marketing  
represents  
**6 % turnover**  
on the eshop in T1 2022



**Increasing ROI  
of + 19 %\***



**91% of traffic comes from the  
new levers** (Specialised Comparators,  
Emailing, Media)

\*1st Trimester 2022 vs the previous trimester (T4 2021)

## MADURA

**Anaïs Pouponneau**  
Responsable  
Acquisition &  
Fidélisation @Madura



*The main motivation was to create and federate a network of partners capable of conveying our new brand image...*

**One year later, it is a real success!**

*Affilae's support enables us to manage our network of affiliates efficiently by creating a special relationship with each of them. Affilae's proactivity allows us to quickly implement solutions for each problem and to integrate new partners into our programs.*

*The platform offers real-time visibility of each affiliate's performance, including influence. This allows for better decision making, especially on the validation of redirected partnerships!*



## affilae

**Hannah Socard**  
Account Manager  
Senior @Affilae



*With the Madura team, we have implemented a new acquisition strategy via affiliation in order to work on the entire conversion tunnel, with a particular focus on the Blog/Media lever.*

*Thanks to the implementation of long-term operations, we have been able to build up a pool of qualified editors on whom we can rely throughout the year and during special events.*

*We are also delighted to be able to accompany Madura on the Influence lever with some great operations to come in 2022.*



### A PROPOS D'AFFILAE

Affilae est une plateforme d'affiliation nouvelle génération qui aide les marques à atteindre leurs objectifs en acquisition, rétention de nouveaux clients et plus largement sur des stratégies multicanales. Nous construisons, développons vos réseaux de prescripteurs influenceurs et affiliés, en vous apportant des réponses marketing et technologiques adaptées à vos besoins.