



## CASE STUDY

Engage and retain Influencers with the brand by creating an ambassador program

*The Natural and Organic Beauty expert, with a 100% green philosophy*

**In the world of beauty boxes, the Nuoo brand is clearly one of the most popular in the "Natural Beauty" category.**

Nuoo was born from the contraction of "Nude" and the "O" of "Organic" and "Oxygen". As a young French family business, Nuoo has created a unique natural beauty universe, in order to share its natural beauty discoveries with as many people as possible, and to help all those who are looking for healthier and more sustainable cosmetics.

### OBJECTIVES :



- ★ Create a dedicated ambassador program for Nuoo to enhance the value of historical partnerships, their contributions and engage influencers with the brand
- ★ To animate, motivate and develop the loyalty of the network, in particular on commercial highlights which are relayed by a majority of partners

### Challenges :



- ★ The main challenge: to meet a strong annual growth target of over 60% of turnover
- ★ Secondary challenge: to create different types of product categories: Eshop and subscription with boxes, depending on the brand's highlights

### Deployed strategy:



- ★ Increase the number of affinity publishers, especially influencers, by proposing a promotional strategy that enhances their value, via dedicated promotional codes
- ★ Activate framework deals to turn affinity publishers into true brand advocates
- ★ Challenge the traditional remuneration grids by allocating remuneration increases by level of monthly sales for top publishers
- ★ Promote the different types of product categories (Eshop and Box subscription) according to seasonality and the brand's commercial operations



## RESULTS



**+ 73 %  
Of  
TURNOVER  
YoY**



**+ 29 %  
Of SALES  
YoY**



Affiliate marketing  
represents  
**20.4 %  
Of the global  
TURNOVER**



THE AFFINITY LEVER REPRESENTS  
**95% of the traffic generated by the  
affiliate program\*.**

\*2020 vs 2019



**YOAN BOURGEOIS**  
Growth Manager @Nuoo



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*We launched the affiliate program with a view to creating a dedicated ambassador program for NUOO [...].*

*As an advertiser with a strong presence on social networks, the greatest benefit of Affilae is being able to track influencer campaigns from A to Z, from the first click to the sale! It is also an excellent way to build solid partnerships [...] and to build a long-term influence strategy.*

*This has paid off for NUOO with a loyal network for more than two years, which is still growing.*

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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.



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