



CASE STUDY

Rebuilding trust and relaunching an affiliate program through affinity partnerships

You can't be serious when you're 128 years old!

Petit Bateau is first of all a mischievous and joyful universe, which speaks to all generations

With a network of more than 400 stores worldwide, the French ready-to-wear brand, created for children, sells more than 4 million knitted products per year!

Petit Bateau has always maintained a unique culture of quality and durability for clothes that stand the test of time.



CHALLENGES :

Petit Bateau had stopped affiliate marketing 2 years ago due to a lack of added value on opportunistic levers. Our challenge: relaunch an affiliate program, with a model free of conflicts of interest, to provide a source of premium acquisition and to encourage the loyalty of affinity prescribers!



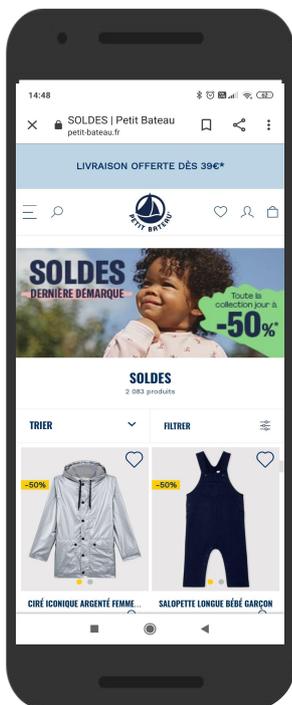
OBJECTIVES :

- ★ Focusing the recruitment of new publishers on affinity partnerships by enhancing the touch points of top-of-the-tunnel affiliates and thus deprioritising the last-click vision
- ★ Guarantee the target ROI of the Petit Bateau brand, while focusing on the recruitment and retention of "top of the tunnel" editors

DEPLOYED STRATEGY:



- ★ Audit: selection, migration of historical publishers and reinforcement of partnerships, throughout the year, with top publishers offering real added value
- ★ Recruitment concentrated on affinity publishers: "Parents, Children, Early Childhood and Responsible Fashion" in order to complete the network of influencers of the Petit Bateau brand
- ★ Rapid ramp-up in the first half of the year to ensure annual deals with top publishers, in anticipation of brand highlights and year-end highlights such as Black Friday and Christmas



RESULTS



The **Affinity** channel represents **68%** of sales*.



ROI achieved **4 times** higher than target ROI*.

*Premier Semestre 2021



The program took off in the 2nd quarter:

+ 65.5 % of turnover
between Q1 2021 and Q2 2021



Jonathan BOUDAULT
E-Commerce
Senior Manager
@Petit Bateau



The expertise of the Affilae team has enabled us to work with new partners, partners who were not present on the other platforms {...}.

What made us decide to try the adventure with Affilae is based on 3 axes:

- Ease of implementation
- The approach of focusing on affinity partners and the influencer community as a priority
- Affilae's neutrality and objectivity in highlighting partners

{...} we work hand in hand to grow the turnover.



affilae

Camille ZOULIKIAN
Account Manager
Senior
@Affilae



It's a real pleasure to work for a historic brand such as Petit Bateau. Together we decided on a new affiliate marketing strategy, opting for a focus on "affinity" publishers that are more oriented towards blogging.

After a few months, we focused on quality and not quantity when reactivating the levers working at the end of the tunnel. We also support the partnership team's successful operations on the influence lever.

A collaboration that is based on listening and on a beautiful synergy.



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.