



Wonderbox⁺
RÉALISATEUR DE RÊVES

CASE STUDY | Wonderbox

Migrate, relaunch and boost an existing affiliate program for the leading gift box company.

"Wonderbox, N°1 gift box in France"

The idea? Slip some enchanted interludes into your daily life, share this love of the unusual, of discovery and... make your dreams come true!

Through the marketing of gift boxes, Wonderbox makes it a point of honour to actively participate in the development of the local economy and the success of numerous entrepreneurs and partners (guest houses, beauty salons, restaurants, sports activities, etc.), throughout France. 15 years and 9 million dreams fulfilled later, since 2019, it is with the Affilae affiliate marketing platform that Wonderbox has decided to continue the adventure!

OBJECTIVE: TO MIGRATE AND CREATE A NETWORK OF DIVERSIFIED PUBLISHERS



- ★ Migrate the entire Wonderbox program to the Affilae platform while maintaining all active affiliates
- ★ Diversify recruitment of new partners to maximise sales volumes
- ★ Boost partnerships between Wonderbox and publishers in order to highlight specific universes according to seasonality and the brand's highlights

CHALLENGE: REVITALISING A STALE PROGRAMME



In the fourth quarter, while maintaining a target COS, develop the partnership mix with new publishers and test new levers to significantly increase sales volume.

Deployed strategy :



- ★ Reach the user at each stage of the conversion process via a multi-tier media mix: performance-based display (desktop and mobile), sponsored articles, influencer and specialist blogs, cashback and promotional codes, acquisition emailing and vouchers
- ★ Arbitrate hybrid remuneration models (CPC, Fixed Fee, CPA, Jointly funded deal with other advertisers, etc.)
- ★ Generate new active customers and turnover with an effective and personalised promotional strategy: dedicated promotional codes, generic promotional codes on specialised sites, etc.



RESULTS



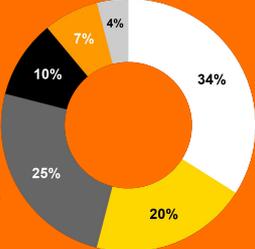
TRAFFIC MULTIPLIED BY 17*



TURNOVER MULTIPLIED PAR 6*



Affiliate marketing REPRESENTS **14 % OF SALES**



- Display Mobile
- Display
- Codes Promos
- Cashbacks
- Affinitaires
- Emailing et Bons Plans

A BALANCED MEDIA MIX favouring awareness levers while activating opportunistic levers

*Q4 2020 vs Q4 2019



WILLIAM UNG
Head of Acquisition @Wonderbox



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With Affilae we have found the perfect team! The Account Manager team is highly responsive and provides us with proactive support and is always ready to test new affiliates and/or new growth levers (...)

Our Account Manager suggests new partners with whom we would never have worked and it turns out that most of these publishers have become Top Affiliates, which has enabled us to significantly increase the share of affiliation in our revenues (...)

Our Account Manager does not just give us the "catalogue" prices of the partners, but negotiates very competitive prices directly for us, in complete transparency.

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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.