



## Introduction

### Lily and Bean Limited.

Unique, natural and beautiful, every piece in every one of our special collections has been chosen because we love it, and we think you will too.

It's been our passion to seek out the most gorgeous prints, the most flattering designs and the most beautifully made items, so that whatever you choose; you look and feel just fabulous.

We've found some really exquisite pieces - some are sophisticated, some playful, all quite delicious - and we're so excited to be sharing them with you now. Enjoy!

## Our Approach

Based on the client budget, we started to manage the Lily and Bean ShareASale affiliate campaign.

We created features such as banners, product feeds, and text links.

We have recruit over 550+ quality affiliates to their ShareASale affiliate program and provided good results on a monthly basis.

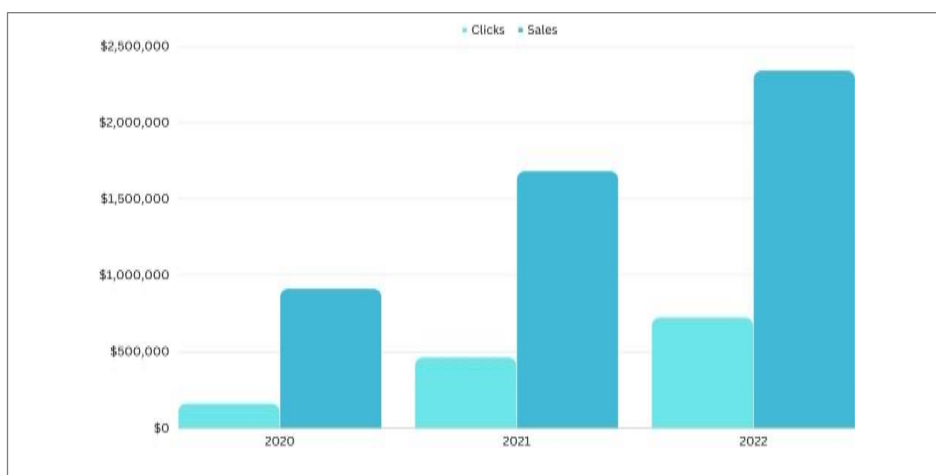
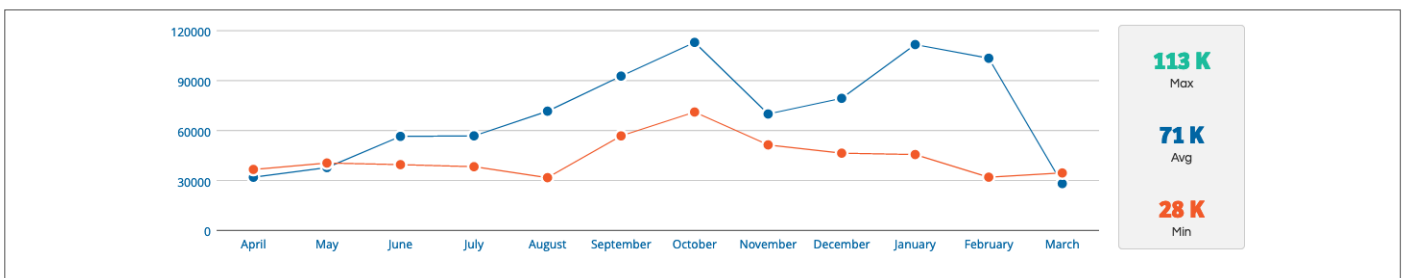
We create dynamic and static banners for holiday and event promotions and participate in all holiday events of the affiliate networks.

We started to communicate with top coupon affiliates and provided exclusive coupon codes to get listed on the popular category page.

We invited quality SEM affiliates for the campaign we got tremendous results once they started to promote the Lily and Bean affiliate campaign.

Overall, our approach is to provide a helpful and informative experience for users, helping them to better understand various topics and find the information they need.

## Lily and Bean Active Users & Performance in Affiliate Network



## Challenges

In November 2020, a company approached us with a stunning collection of Canvas Tote Bags, Leather Clutch Bags, and Straw Baskets. They were eager to implement an affiliate marketing program to increase their revenue and attract new customers. However, as newcomers to the world of affiliate marketing and with low website traffic, they faced a significant challenge.

## Solutions

As part of our services, we started working with the affiliate network ShareASale.com, and have hosted the Lily and Bean program on this network. Within a short period of time, we have seen a high level of interest in the program from affiliates in various industries such as bloggers, SEO experts, price comparison sites, coupon sites, SEM affiliates, and influencer marketing affiliates.

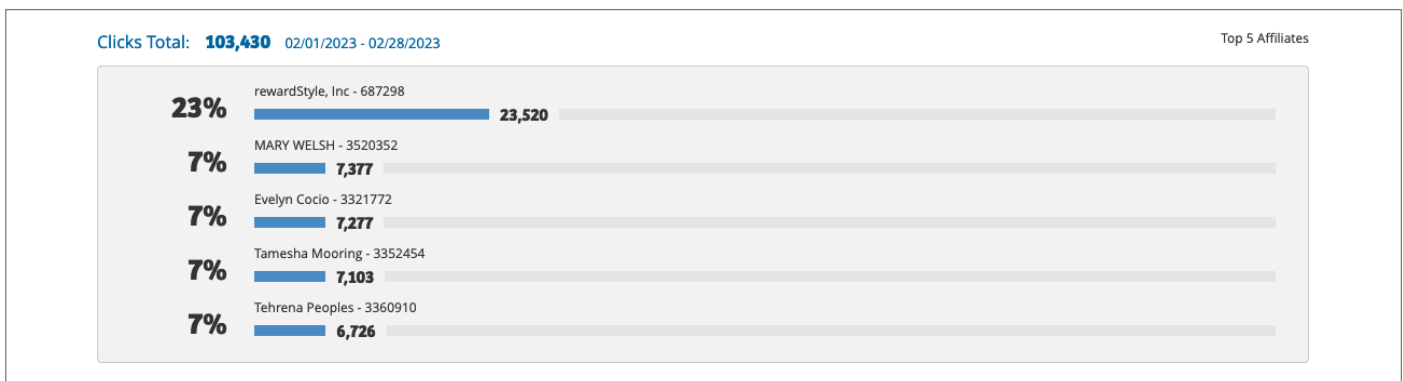
During the first 1-2 weeks, we received a substantial amount of traffic from our affiliates and earned a good commission from the coupon and newsletter campaigns we shared with them. However, after we implemented the product data, we noticed an increase in traffic and commission earnings.

In summary, we have had a positive start with the Lily and Bean program, with a strong response from a variety of affiliates.

## The Result

We saw immediate results from our affiliate program campaign, with more and more conversions being delivered each week/month. This improvement in performance helped us take our affiliate marketing channel to the next level. In fact, in February, we experienced a significant increase in sales. In February month we got high sales.

**The highest transaction took place at \$200,779.43 and click 103,430**



## Conclusion

In conclusion, there are several key strategies that can help you achieve your objectives, whether you're looking to succeed in affiliate marketing or follow in the footsteps of successful companies like Lily and Bean. These strategies include building a strong online presence, providing value to your audience, staying up-to-date with industry trends, and utilizing word-of-mouth advertising.

By implementing these methods and remaining adaptable to market changes, you can increase your chances of success and create a thriving business.

Additionally, it is important to consider the total cost value when setting campaign goals in order to meet client needs and stay within budget. By optimizing campaign performance, you can ultimately improve overall success.