

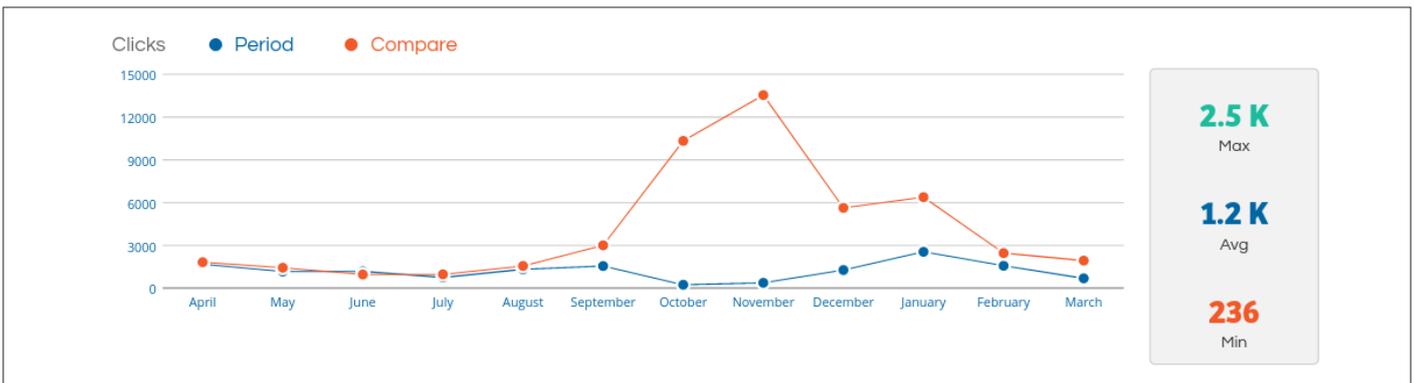


POPSKI LONDON

Introduction

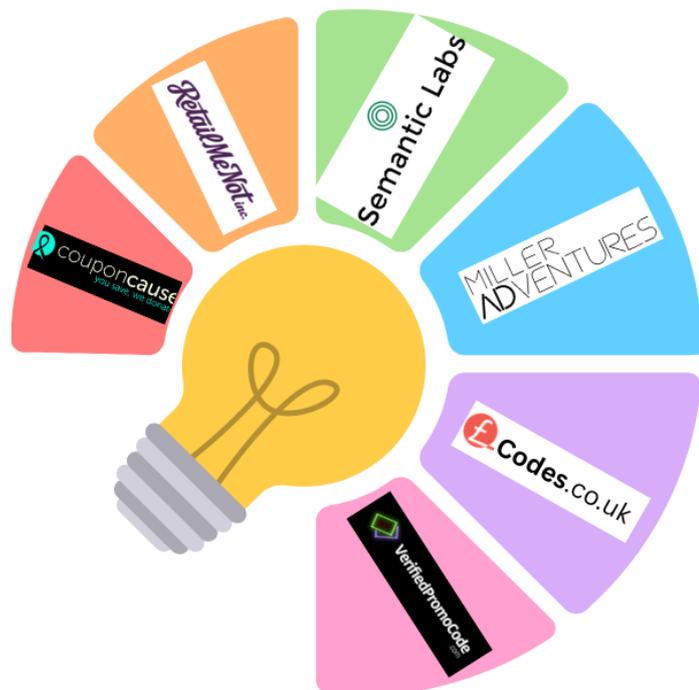
- Popskilondon creating high-end fur fashion that is luxurious whilst still being individual and stylish.
- Most importantly, we want you to feel gorgeous when you wear our clothes.
- Designed exclusively in London, every piece in every collection reflects our desire that our fur should be contemporary, always very special, and fun.

Active Users



The Approach

Popskilondon has taken over as the super affiliate for the affiliate program with the aim of making a great impact on customers' minds to increase sales. They hope to perform at the same level as other successful super affiliates, and drive the sales graph to new heights.

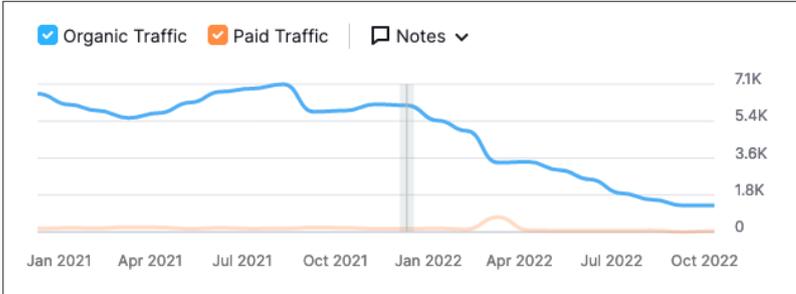


Top Country

Popskilondon receives the majority of its traffic from the countries that contribute to significant sales and commissions for their affiliate program.

Distribution by Country

Countries	Traffic Share	Traffic	Keywords
Worldwide	100%	6.1K	945
🇬🇧 UK	80%	4.9K	429
🇺🇸 US	14%	857	204
🇨🇦 CA	2.5%	152	47
🇫🇷 FR	1.3%	82	15
Other	1.7%	104	250



Solution

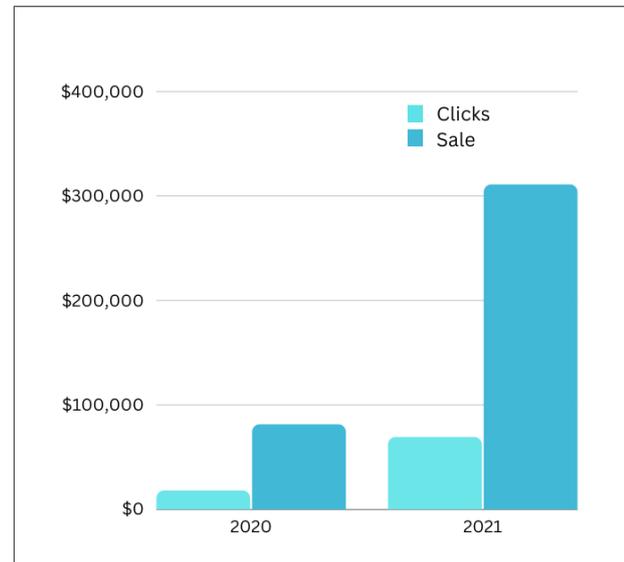
As part of our service, we started working on shareasale.com affiliate network. We have hosted Popskilondon program in this network. Within in quick time popskilondon got lot of affiliates from different industries like blogger, SEO, price comparison sites, coupon, SEM affiliates, influencer marketing affiliates on board. For first 1-2 weeks we received good amount of traffics from our affiliates. Also, earned good commission from coupon and newsletter that we have shared with our affiliates. Once we implemented the products data feed at Shareasale our affiliates got active and provided good amount of sales and traffic.

Challenge

They came to us in November 2020, with some unique beautiful range of contemporary jackets, sweaters, and tops. They were interested in implementing an affiliate marketing program to boost their business revenue and expand their clientele. However, being new to the affiliate marketing platform and having low website traffic posed a challenge for them.

The Result

The results were immediate and the affiliate program campaign started delivering more and more conversions thereby improving performance by every week/month. This is what helps us to upgrade our affiliate marketing channel to next level. In February month we got high sales. The highest transaction took place \$12,863 and click 1567.



Conclusion

In conclusion, a few key strategies will make you visualize your objectives, whether you want to achieve in affiliate marketing or benefit from the successes of companies like Popskilondon.

They include building a solid online presence, giving your audience something of value, remaining current with trends, and making use of word-of-mouth advertising.

You can improve your chances of success and create a successful business by applying these methods and remaining flexible in the face of market changes.

To make sure that you meet the needs of the client and run a successful campaign, it is also important to take the total cost value into account when setting up your campaign goals.

This will enable you to stay within budget and optimize your campaign performance, ultimately contributing to the overall success of your business.