

Introduction

Radiasmart provides anti-radiation apparel for moms and babies. EMF blanket, hat, nursing cover, hood, poncho, apron, and more. Electromagnetic radiation becomes a concern with the WHO classifying radiofrequency as possibly carcinogenic to humans. Some countries in Europe have already banned WIFI in kindergartens, childcare centers, and nurseries.

Radia Smart products block WIFI, 5G, Bluetooth, RF. All RF shielding products are tested up to 18GHz.

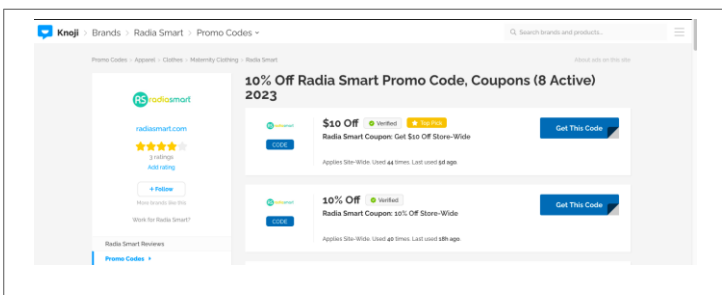
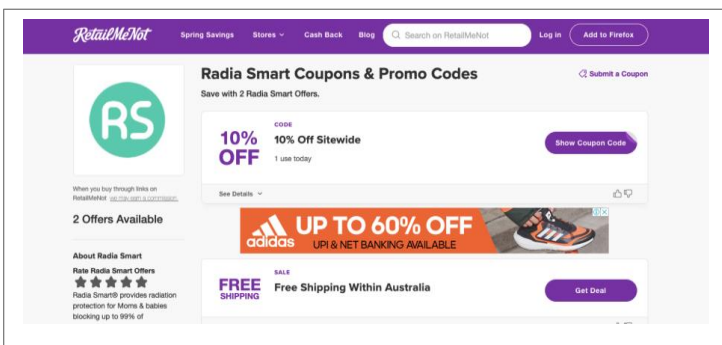


Prior to Affiliate Marketing

Radia Smart marketing strategy has focused on building a strong online presence. They also engage with their audience through social media, email marketing, and content marketing. Their blog features articles on topics such as To Reduce EMF Exposure during Travel, Benefits of an EMF Bed Canopy, EMF Blankets, EMF Clothing.

They also wanted a digital marketing agency that could manage their Sharesale affiliate program and so contacted eBrandz for assistance since March 2022.

Placement and Promotions of Radia Smart on Best Affiliates



Our Approach

- We started to manage their affiliate program on Sharesale and modified their program bio and email responders with new content and creatives.
- We create some new promotional banners, product feed, and text link etc. features
- We do add around 344+ affiliates for their affiliate program. Each time we have added TOP performing affiliates which are providing good result on monthly basis.
- We created dynamic & a static banner as per holiday & event promotion. We do participate on all holiday events of affiliate networks.
- We created and sent newsletter to affiliates to update them about the all holiday offers and latest update of the program to motivate affiliates to continue the promotion and perform well all the time for Radia smart program.

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.

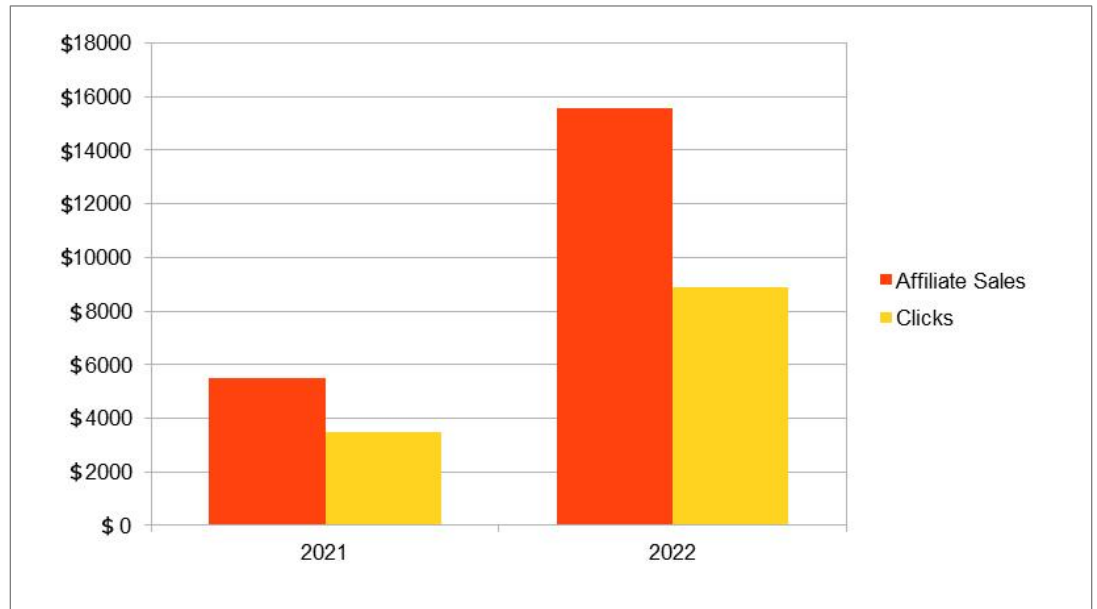
Radia Smart Promotional Return - 2022

Month	Gross Sales	Commissions	Clicks	Net Sales	# of Transactions
Report Totals (all pages)	\$15,189.66	\$1,521.64	8,797	\$15,189.66	94

Radia Smart Promotional Return (Jan-Feb 2023)

Month	Gross Sales	Commissions	Clicks	Net Sales	# of Transactions
Report Totals (all pages)	\$3,773.78	\$377.37	2,325	\$3,773.78	25

Radia Smart Performance in Shareasale Network



Note: The Amount taken is always to be considered as an approximately value.

Conclusion

In conclusion, the affiliate program campaign started delivering more and more conversions thereby improving performance by every week/month.

Overall results is increase in orders, increase in conversion rate, increase in CTR.

Also, the valuation of total costs are important to set up your goals for a profitable campaign to be run and at the same time to make sure client's needs are fulfilled.