



# WITHIN boosts Corkcicle's affiliate revenue **by 178%** **in first quarter of 2021**



## + CHALLENGE

A modest partner network and scant content offerings were limiting Corkcicle's customer acquisition and affiliate performance. WITHIN set out to grow the affiliate program to diversify channel revenue share and expand their customer base.

## ○ SOLUTION

**WITHIN's strategy was twofold:** a content strategy to appeal to consumers at all stages of the funnel to help drive revenue; and multi-channel budget allocation to ensure investment in the best incremental opportunities. Real time data from paid channels, such as social and search, ensured that each dollar was spent effectively, yielding the highest return possible.

## + RESULTS

Revenue earned by the affiliate channel grew 178% quarter over quarter by the end of Q1 2021. From the beginning of WITHIN's management in January through Q1, the affiliate channel doubled its share of total business revenue, up to 10% of total business revenue.



**178%**

Affiliate Channel Growth

**10%**

of total business revenue