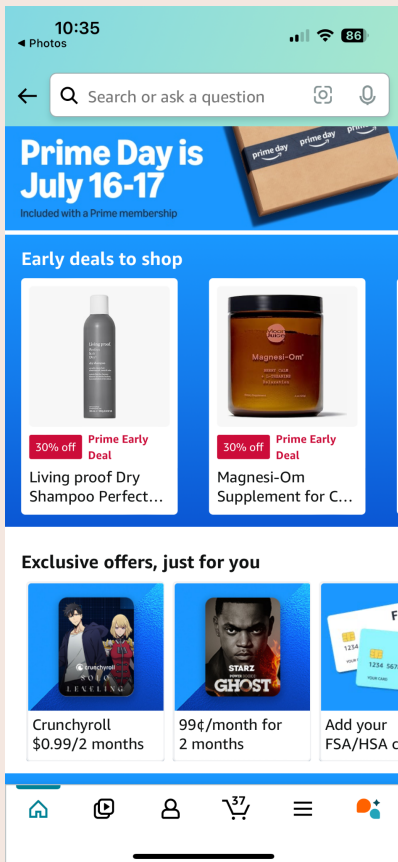


Strategy shift led to record sales for Moon Juice



health
the good trade

PureWow
BuzzFeed

InsideHook

techradar.

the
Skimm'

Challenge

Moon Juice's affiliate program, focused on driving sales to their Amazon store, faced challenges in gaining substantial promotion from affiliate partners.

Hypothesis

By ramping up pitching, recruitment, and sampling efforts, Moon Juice could raise awareness of their Levanta program among key influencers and publications, helping to boost sales.

Strategy

- Conduct a comprehensive **refresh** of the pitch and recruitment process for Levanta
- Provide **samples and detailed instructions** to engaged partners for promoting via Levanta
- Focus pitching efforts on active partners, invited partners, and the master recruitment list in the **two months leading up to Prime Day**
- Secure **confirmed Levanta placements**, along with additional organic placements

Execution

Over eight weeks, the team sent **over a dozen unique pitches** to **hundreds of partners**, distributed **65 samples**, and conducted numerous follow-ups.

Results

64 new partners were successfully added between May and July, with **23 confirmed Levanta placements** secured.

July Y/Y: Traffic **+2,960%** Revenue **+\$22k**

Vs. October Prime: Traffic **+317%** Revenue **+\$21.8k**

EXCEEDED BEST REVENUE DAY BY +4,284%!