



## CASE STUDY

Optimise the affiliate marketing channel to answer to the double notoriety and profitability objectives.

*Who better than parents to know what would make their everyday lives easier?*

### **Pillar of the Babymoov brand and strategy: co-creation**

Babymoov is a French brand of childcare products since 1997, which takes care of future generations with products designed to last. Their secret is quite simply to talk to them directly: "innovation marathon" days are regularly organised with parents, but also medical and paramedical experts, and many other specialists!



### **CHALLENGE: FIND THE BALANCE BETWEEN NOTORIETY ET PROFITABILITY**

Optimise a "young" affiliate program (created on Q4 2020) in order to achieve a wide visibility on the top Early Childhood partners, while meeting ambitious turnover targets and a Target ROI.



### **GOAL: DIVERSIFY THE NETWORK OF PUBLISHERS**

Break the dependence on "bottom of the funnel" publishers such as cashback sites and voucher/coupon codes in order to give priority to publishers that are decisive in the act of purchasing while maintaining a ROI in line with Babymoov's objectives.



### **DEPLOYED STRATEGY:**

- ★ Integration of a remuneration grid to enhance the value of the Top of funnel levers but also according to product typologies in order to boost sales of higher margin products
- ★ Prioritise the acquisition of qualified traffic with the implementation of advanced features on specialised sites and influencers, including fixed fees
- ★ Activation of a product focus (Cloudnest Cocoon, Breastfeeding Pillow, Nutri Baby) by developing dedicated partnerships, in particular via structured long-term deals, with the Media, Specialist Sites and Influencers
- ★ Reflection on co-branding with other brands specialising in Early Childhood




## RESULTS



Affiliate marketing represents **10% of the revenue** of the website




**+27 % in turnover** vs the goals fixed for 2021 with an ROI superior to the fixed objective




**47% of the revenue comes from the top of funnel partners** (Blog, specialised websites and Influence)

\*Performances of the year 2021




**Chloé NEYRIAL**  
E-commerce manager  
@babymoov




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Babymoov created an affiliate marketing program with Affilae to go further in its influence strategies and media referencing. Previously, I worked with another affiliate networks who weren't transparent about their actions, I did not understand the details of the commissions and found it difficult to evaluate the performances of our campaigns.  
I highly recommend Affilae for its transparency, its support and its platform which allows affiliates to be fairly remunerated, while rewarding the "top of the funnel" partners..  
They effectively helped us get the right mix between the Notoriety & Conversion campaigns to achieve a great ROI.

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**Mylène Couturon**  
Account Manager  
@Affilae



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With the primary objective of acquisition, we developed the Babymoov program by working on the entire conversion funnel. Thanks to integrations and in-depth optimisations carried out with ultra-specialised editors, we are working on the notoriety and reinforcing the SEO positioning of the brand, Babymoov.  
In parallel, the animation of the whole conversion funnel allows us to maintain a great ROI target.  
The outlook for 2022 is bright, with the introduction of new features, such as co-branding with other brands specialising in early childhood!

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### ABOUT AFFILAE

Affilae is a new generation affiliate software and network that helps brands achieve their acquisition objectives, retention of new customers and more broadly on multi-channel strategies. We build, develop your networks of influencers and affiliates, by providing you with marketing and technological solutions adapted to your needs.