



## CASE STUDY

Engage top funnel partners by creating an affiliate program with first click attribution

### Teddy or not tedi ?

**Tediber was inspired by your childhood Teddy Bear to appeal to the best of your imagination.**

The brand's ambition is simple : change the life of thousands of people, by making an incredible mattress easily and simply accessible to everyone.

Tediber has thus become the first French brand of essential sleep products, functional, sustainable, responsible, for the whole family, sold at the right price and manufactured near you. Word of mouth is extremely positive, with over 48,000 reviews and over 150,000 mattresses sold!



### THE CHALLENGE

Responding to a strong growth and ROI challenge, while enhancing the value of partnerships that generate the first point of contact with qualified, targeted audiences that are committed to the values of the Tediber brand.



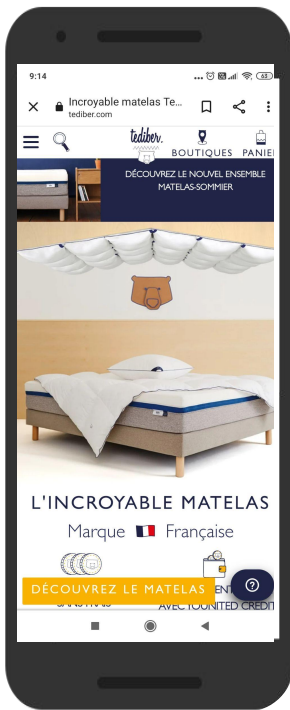
### THE GOALS

Optimise top of funnel acquisition performances to generate high visibility for the Tediber brand, while controlling costs.

### DEPLOYED STRATEGY



- ★ Activation of numerous highlights at key times (product launches, specific offers) in order to recruit, diversify (Test & Learn) and integrate profitable partnerships at CPC and fixed costs. (Influencers, blogs, generalist/specialist media, display...)
- ★ Maximisation of partnerships with the main French specialised comparators of the Bedding and Home markets
- ★ Regular renewal of partnerships with new influencers, in order to compensate for the lack of repeat purchases in the bedding sector



## RÉSULTATS

Influence and specialised sites account for **41% of conversions**

A VOLUME OF CONVERSIONS MULTIPLIED BY **5** between the first year of the program and the second\*

A **turnover** increasing **+ 383 %** between the first year of the program and the second\*

\* January to November 2021 vs 2020

tediber.

**Maude Haese**  
Acquisition manager  
Online @Tediber



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**Affiliate marketing is one of the top levers in the home market!**

Tediber has chosen to launch an affiliate marketing program purely ROIste, First Click in order to focus on early funnel activations.

**With us there are no voucher codes or cashback**, we work with affinity partners such as influencers & media, at advantageous and competitive rates.

We are in a real Win-win partnership with Affilae, which stands out from its competitors with its commission-free business model. The Affilae team is reactive and proactive, we work hand in hand on strategy and operational implementation, with a detailed plan for the year.

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affilae

**Hannah Socard**  
Account Manager  
Senior @Affilae



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We are very pleased to support the Tediber brand in the development of its affiliate programme. We work hand in hand with the Tediber team to grow their turnover, while controlling the return on investment.

Together, we have put in place an affiliate marketing strategy allowing us to work on the top of the conversion funnel with a particular focus on Influence and Media, while maximising our presence on all the specialised comparison sites.

As a source of proposal, we try to offer the brand personalised support on a daily basis, based on listening and transparency.

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### ABOUT AFFILAE

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