



Find Space to Save
Up to 30% off

[Shop Now](#)

EBAGS CASE STUDY



Objectives

Revel Interactive partnered with eBags midway through the key Q4 holiday time period to provide ongoing management, optimization, and analysis of their affiliate marketing program.



Challenges

eBags had been managing their affiliate program in-house. Two weeks prior to Thanksgiving, their program manager left. They needed a team to hit the ground running during this critical time in order to support publisher communications, maintain relationships, and hit Q4 planned revenue goals. Revel was brought in to ensure that all affiliate campaigns and related activities ran smoothly and with minimal onboarding time.

THE RESULTS

20% Increase In Q4 Revenue
YoY

29% Increase In Q4 Order Volume
YoY

11% Increase In Q4 ROI
YoY

50+ Campaigns Executed In 7
Week



Solutions

Establish and maintain daily communication with top affiliates to ensure offer and placement accuracy throughout the busiest weeks in Q4.

Organize and plan on a frequent basis to execute campaigns in a fast-paced, agile environment.

Provide insight into key metrics to make data-driven placement recommendations for new and existing partners.