

# USC sees astronomical increase in online sales

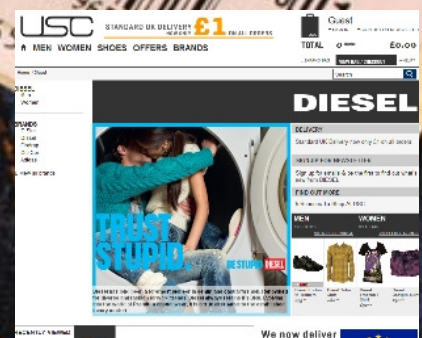
Young branded fashion multi-channel retailer, USC, has reported a huge turn around for its underperforming affiliate channel in 2009. The fashion vendor has seen an incredible **851% Q4 year on year increase** in sales generated through its affiliate channel.

The company achieved this outstanding improvement by handing the management of its affiliate activity to **7thingsmedia** in June 2009. The Farringdon-based performance marketing agency implemented a full communications programme for the brand support by comprehensive account management. From an affiliate blog and weekly offers via RSS, to full trade PR and one to one meets with top affiliates; **7thingsmedia** was able to connect the brand with a lucrative target audience.

Working closely with the brand, **7thingsmedia** was able to maximize every opportunity for USC. Unlike traditional 'one-to-many' approaches, **7thingsmedia** applied a holistic strategy. Taping in to the brands trading calendar, every USC activity was partnered by individual and often bespoke affiliate marketing plan. It was by drilling down into each different affiliate type that led to the dramatic turnaround in performance.

**Lyndsay McGonigle, Head of eCommerce at USC** said, 'the management of the affiliate activities and sales achieved by **7thingsmedia** has been astonishing. The improvement of this channel has highlighted the real potential this department has for our business. We are now fully aware of just how important our affiliates are and are excitedly looking forward to seeing how far this, already, highly profitable sales channel can grow even further in 2010'.

**Chris Bishop, Founder & Managing Director of 7thingsmedia** explained, "many advertisers make the mistake of assuming that just having an affiliate programme will result in improvement in sales; this is not the case. We are exceptionally proud of our work with USC as it highlights that affiliate marketing must be intelligent marketing. We have been able to generate an 800% plus increase in sales by investing considerable resource into granular affiliate planning, recruitment and optimisation relevant to the brands activity. It is by matching the brand with the most pertinent affiliates that we have been able to deliver this success with a 10:1 return on investment, in the vital Q4 trading period".



**851% Q4 YoY increase**

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**Lyndsay McGonigle, Head of eCommerce at USC**

## Have your affiliates gone flat?

To review your affiliate sales please call **0203 384 5650** or email **inbox@7thingsmedia.com**

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