

# Case study

## Successfully managing an exclusive migration

### The challenge

Missguided, a leading women's fashion retailer, was looking for an affiliate network to support their international growth ambitions. The brand wanted to effectively migrate all publishers in a timely manner with no revenue loss, while increasing publisher sales YoY, and reducing the resources required from the brand.

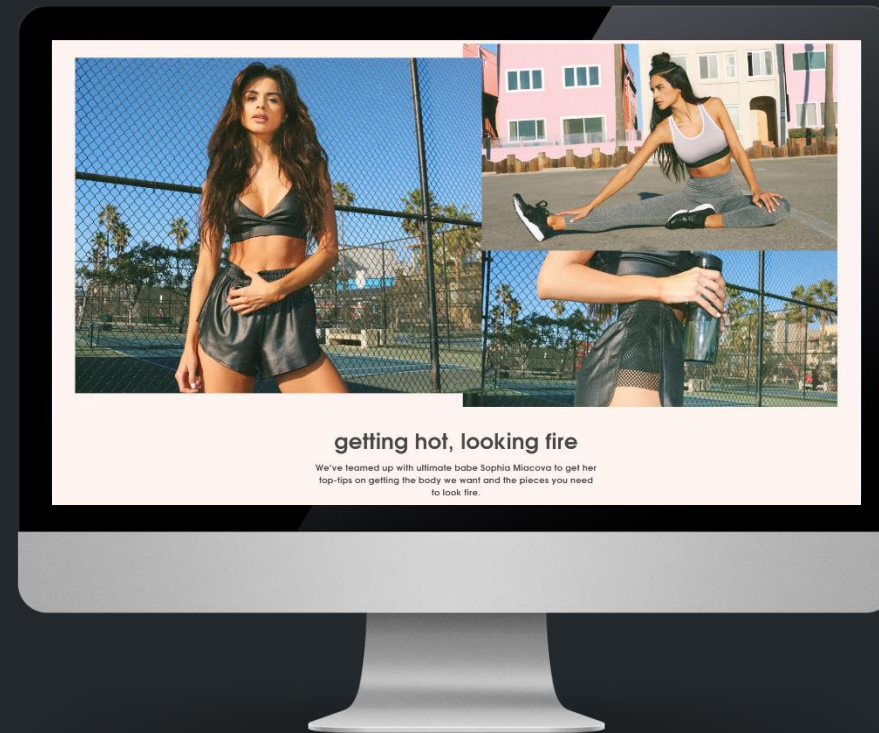
### The solution

Missguided selected Awin as the brand's exclusive affiliate network partner to help them achieve a greater level of control over the program in key markets further enabling strategic incentive structures to effectively engage with the publisher base.

### The strategy

Awin developed a full four week migration plan outlining the various tasks needed in order to make the migration a success. The Awin team led efforts on publisher communication, ensuring each publisher was aware of the migration timeline and educated on network interface and tools. In order to minimize any revenue loss, migration and pre-joining of top publishers was prioritized. Additional migration tasks included timely implementation of Awin tracking, program profile completion, upload of assets, comprehensive publisher GAP analysis/audit, and PR of the launch.

# MISSGUIDED



### The results

#### 13 of the top 20

Publishers migrated within week of launch

**+266%**

Uplift in revenue YOY within 3 weeks of launch

#### Cross-Device Tracking

Missguided opted to minimize program leakage with Awin's proprietary technology

#### Two new revenue driving

Publishers within two weeks of launch

**41 out of 70**

Sale active publishers full migrated to Awin

#### Double-digit YOY growth

Within the first three months of program launch and migration

