

TM+ Partnership CASE STUDY

The effectiveness of TM+ Loyalty Partnership

The challenge was to increase sales while already #1 in SERP.

Leveraging partnerships with Awin and one of China's largest retailers, Giving Assistant successfully executed a trademark plus campaign, growing sales by 32%.

PERFORMANCE RESULTS



32% Increase
in Sales*



25% Increase
in Clicks*



31% Increase
in Orders*

*Comparing March '17 to average monthly performance from July – Dec 2016.