

Craghoppers achieves **six-figure growth** in seven days with Increasingly and Awin

CRAGHOPPERS

Craghoppers is a global leader in outdoor apparel that inspires wanderlust and adventure in the hearts of explorers everywhere.

This pioneering spirit extends through all elements of Craghoppers' audience strategy, as it strives to deliver the very best in personalised experiences.

Through affiliation with Awin, Craghoppers seamlessly implemented Increasingly's AI-bundling solution which utilised product personalisation, and delivered relevant, real-time recommendations to customers with no development work or costly licencing fees.

Within a week, Increasingly delivered six-figure sales growth for Craghoppers.

The Goals

- 1 To elevate product awareness and engagement
- 2 Drive additional incremental products to the basket
- 3 Increase average order value and optimise conversion rates
- 4 To activate via a low-cost turn-key integration, with no costly development resources required.

The Approach

Awin proposed Increasingly's AI-bundling solution, available via a simple CPA commercial model all tracked and paid through Awin.

As a pre-integrated Awin technology partner, Increasingly was instantly deployed on Craghoppers' product, cart and minicart pages via Awin's proprietary MasterTag.

Using 6 months of anonymised historic purchase data Increasingly were able to immediately drive hyper-targeted product bundles to drive additional revenue.

The Results

- 1 Achieved number one affiliate partner status and delivered 4 times more sales than the next top performing affiliate
- 2 Drove £200,000 in revenue within one month
- 3 Increased AOV by 15.5%
- 4 Bundle revenue increased revenue by 31.3% since launch



CRAGHOPPERS

"Working with Craghoppers has given us the ability to showcase what our AI technology is capable of. We were live within a few weeks with no tech work required from the advertiser. We shot to number one affiliate partner and delivered a huge return on investment. We are really excited about our partnership!"

**Sri Sharmer, Co-founder and CEO,
Increasingly**

"Activating Increasingly's ground-breaking e-commerce AI for leading global brands like Craghoppers has never been faster, easier or more ROI-effective. Awin is thrilled to deliver such an innovative technology partnership via its unique Mastertag solution."

**James Bentley, UK Strategy Director,
Awin**

"Working with Increasingly and Awin has been fantastic, the implementation was totally seamless with little technical requirements from us. We saw results almost instantly! If they can achieve that much growth in one week imagine what they can do in a year."

**Alex Wall, eCommerce Marketing
Manager, Craghoppers**

Sign up

Publishers interested in promoting this programme can **sign up here**.

If you are a retailer looking to follow in the successful footsteps of Craghoppers, **please contact the team here**.