



Building the foundations for publisher success

FeelGood contacts

Founded in 2008, Feel Good Contacts (FGC) provides affordable contact lenses, eye care products, sunglasses and glasses. They have become one of the most trusted eye care brands in the UK with a 4.9 out of 5 star rating on Trustpilot and loyal customers expressing delight at their affordability, fast delivery, high-quality products and excellent customer service. FGC partnered with Awin with the aims of driving traffic, building new business partnerships, increasing revenue and raising brand awareness.

Reach and Measurement

Awin’s extensive publisher reach enabled the brand to be provided with a list of recommended publisher partners to work with based on their requirements. Awin’s account management support included conducting in depth publisher analysis to find audiences that would work well for the Feel Good brand. This led to the creation of several exciting new business partnerships. Awin’s extensive reporting suite helped Feel Good analyse which partnerships had the potential to grow further. This led to the development of a voucher code testing strategy, and a flexible approach to adapting campaigns to find the sweet spot of what worked for the brand. FGC have been able to demonstrate positive success as a result of the network of affiliates at Awin.

The importance of relationships

Awin hosted an exclusive publisher planning day allowing FGC to meet with both existing partners as well as introducing the brand to new recommended publishers. This provided the opportunity to build relationships and get to understand their businesses as well as confirming specific opportunities.

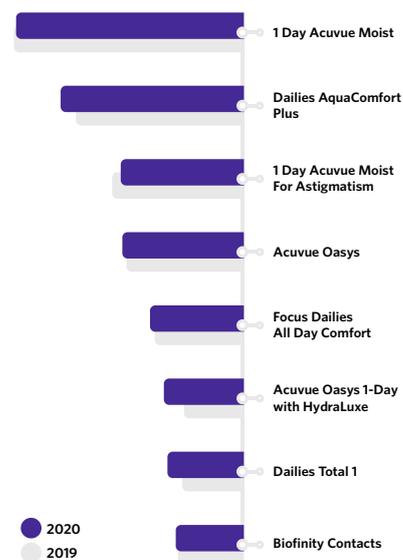
One of the key ways Awin was able to offer exceptional support was through an in-depth business review. This included a gap analysis highlighting opportunities based on wider sector performance, and an analysis of which were the key commission groups driving performance.

The review also included a deep dive into product performance, and comparisons to show which products were selling the best to enable the development of a promotional strategy based on this. With Awin’s support FGC were easily able to analyse revenue, sales, commission, conversion rate and clicks, and could therefore focus on strategies per key segment, such as publishers who were driving clicks but not conversions.

“A fantastic affiliate programme that has provided us with some excellent businesses to work with. Feel Good has hugely benefited from the resources that Awin has to offer. It’s an easy-to-use platform that I’d strongly recommend to anyone”.

Nimesh Shah,
Marketing Manager for Feel Good Contacts

Key Product Performance YoY



The support offered by Awin helped Feel Good Contacts increase its publisher partnerships by **nearly 30% YoY from 2019 to 2020**

Sign Up

Publishers interested to promote Feel Good Contacts can [sign up here](#).

If you are an advertiser looking to follow in the successful footsteps of Feel Good Contacts please [contact the team here](#).