

# Internationalising a brand with affiliate marketing



Padel Market was born with the aim of bringing quality products at a low price, delivering Padel right to their customers door. Aspiring to be the best padel racket ecommerce brand in Europe, Padel Market selected Awin to utilise the tools and technology needed to run a successful global affiliate programme.

Being a 100% digital brand gives Padel Market the advantage to reach wider audiences with a larger product range, often a limiting factor when running a physical store.

Aimée Whalley, Awin's Global Senior Customer Success Specialist, interviewed Taruna Dogra from Padel Market to understand how their affiliate programme helped the online sport retailer to successfully drive global growth and reach new customers across Italy, Spain, Sweden, and the United Kingdom.

Before embarking on their affiliate marketing journey, Padel Market explored SEO, Google Ads and social campaigns to drive traffic and customers to their online shop. After exhausting these options, they soon discovered affiliate marketing to be another popular channel they could add to their mix. After careful consideration Padel Market identified Awin as the affiliate network that would provide them with the right ecosystem of tools and online partnerships to address their international marketing needs and objectives.

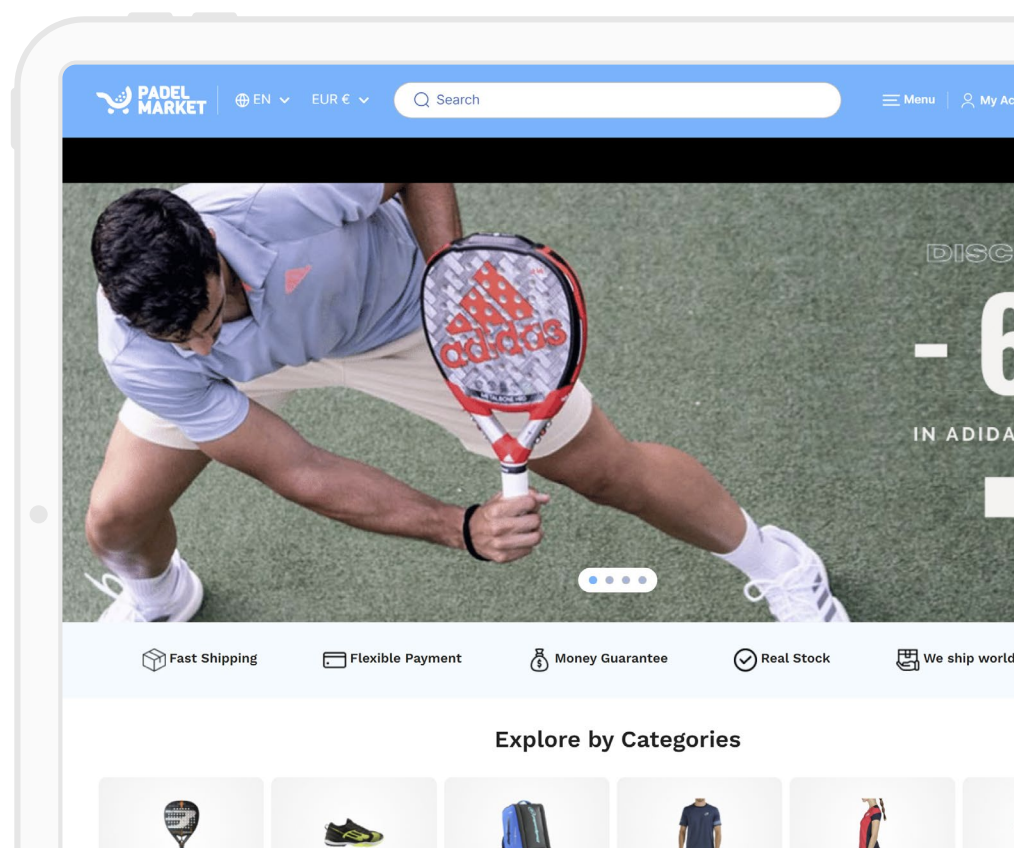
Utilising Awin Access, the networks solution for those new to the channel, Padel Market seamlessly onboarded quickly utilising a plugin designed for Prestashop which is the ecommerce platform powering their online store.

*"We want to be the best padel ecommerce website in Europe: fast, simple, and consumer centric. We want to provide customers with the best equipment for improving and enjoying their game. We felt Awin Access aligned with our mission statement by reaching a wide international audience through their global publisher base." - Taruna Dogra*

Once the Padel Market affiliate programme was up and running, the brand was keen to explore opportunities to work with Influencers & Content Creators. Using the easy-to-use Directory, Padel market searched for online partnerships using keywords that resonated with their business. Searching for words such as 'Sport' and

'Tennis' resulted in over 450 partners appearing in the Directory. By selecting the various filter options, they were able to narrow down their search results to find partners within selected countries, and of a certain type.

Through the Advertiser Directory, partners can request to join live programmes. As the invitations started rolling in, Padel Market appreciated that Awin could open many connections to other types of partners. Comparison Shopping Services (CSS) and Discount Code partners were previously overlooked yet the two partner types are now fully emerged in the affiliate marketing channel contributing to 70% of the channel's revenue.



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Padel Market told us, by using CSS partners they have broadened their Google Shopping reach, and tactically use voucher codes to push old inventory, and drive new customers, without heavily discounting the brand. On the programme, CSS partners make up 6% of their affiliate partners, and drive an impressive 30% of the revenue to the channel. This shows the importance of being open-minded and exploring different partnerships to provide valuable growth opportunities and diverse strategies.

*"Working with voucher code sites wasn't initially on our agenda however we soon incorporated them in our affiliate marketing strategy when we needed to push old seasonal stock or run voucher code campaigns to drive new customers." - Taruna Dogra*

## Managing an international programme

*"A challenge I had was to have a platform where I could reach new partnerships and new audiences. With our website in 4 languages the Awin platform supports overcoming any language barriers by allowing us to provide localised content to our partners in these markets through the different tools available." - Taruna Dogra*

The Padel Market programme demonstrates how using the platform tools available is fundamental when working with partners across several markets. It is important to provide partners with all the right content, including logos, banners, messaging, and product details, to successfully promote a brand. Padel Market has a firm grasp of this concept and utilises the Awin platform to ensure

banners, offers and product feeds are available across the different languages they are prioritising in their global growth strategy.

Using the Awin Product Feed functionality, Padel Market provides over 12,500 product details in English, Italian, Spanish, and Swedish. Feeds are refreshed regularly so partners can extract the most up-to-date pricing and information of all products available to purchase online.

To efficiently manage their partners, Padel Market uses the Awin Publisher Tag functionality to categorise and group partners together based on type and region. This tool also allows them to view performance of a particular group of partners via the reporting suite or setup bespoke competitive commissions rate to optimise their performance.

When it comes to communicating with their partners Padel Market use the Publisher Tags and the Communication Centre in tandem to send bespoke emails based on language and region. The two tools combined supports Padel Market to connect with their partners on a personal level and helps to develop the trusting relationship vital for any successful affiliate programme.

## How is it going so far?

The programme launched in August 2021 and within 6 months partners drove 10% of all online sales which is significant for the affiliate channel.

Whilst their goal is to reach customers in Spain, United Kingdom, Italy, and Sweden they have seen a "halo" effect from the partners used

influencing customers also from the Netherlands and the United States.

By using Awin, Padel Market are successfully internationalising their brand across Europe and will continue to reach new audiences through the affiliate marketing partnerships they hold.

## Performance highlights after the first 6 months:

- ➔ Generated **875** customer transactions
- ➔ Driven **54k** unique visitor traffic
- ➔ **94%** new customers
- ➔ **47** sale active and **156** click active partners

## Padel Market's top tips:

- 1 Affiliate marketing offers little risk so it is worth testing out the channel to see if it works for you
- 2 Be patient whilst you wait for performance to kick in
- 3 Be personal with your partners and form relationships with your top performers as this goes a long way
- 4 Have a clear strategy from the beginning and work towards achievable objectives