

## Growing volume and revenues for Spreadshirt – the online apparel company – in Germany, France, Norway, UK and the US

### Background

- Commission Junction began working with Spreadshirt in February 2005
- Spreadshirt chose Commission Junction because of its reputation as one of the leading and most successful affiliate networks in the world
- CJ's huge database of international affiliates would ensure that Spreadshirt worked with targeted and relevant affiliate partners

### Client Objectives

- Spreadshirt wanted a program that would deliver a number of effective, varied affiliate programs and to increase affiliate revenues by 100% per year
- Expand the business and affiliate program worldwide
- Recruit the best, large publishers in each country
- Central management of programs in all countries

### Commission Junction's Approach

Following Commission Junction's three point plan guide to a successful affiliate marketing program, Spreadshirt a CJ Access Advertiser, has concentrated on advanced technology, relationship building and a results based ethos.



### The Commission Junction Three Point Plan



**“Commission Junction’s superior support, recruiting, and knowledge have helped us achieve extraordinary results. With Commission Junction, we have a reliable partner that helps us achieve tremendous growth in Europe as well as in the US year-by-year.”**

**Henning Kruthaup, Affiliate Manager  
Europe & USA, Spreadshirt**

## Program Strategy – CJ Access

- Build a community in order to create more personal relationships with Spreadshirt's current and potential affiliates
- Use targeted recruitment to significantly increase sales in all regions
- Build a range of different programs that offer affiliates more ways to earn money

## Tactics

- Advising on ways in which to best engage and communicate with affiliates
- Specialised recruitment of affiliates by local publisher teams
- Provide both general offers to all kinds of affiliates, and special coupon offers to customers using incentive sites
- Focus on incentive sites and search engine sites



**The Spreadshirt website**

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## Results

- Over the course of the last two years, Spreadshirt has successfully raised brand awareness by working with Commission Junction
  - Approximately 20% of their end customer sales are generated through affiliate marketing
  - An increase of 161% of affiliate revenues in 2006 vs. 2005 (in Europe)
  - An increase of 144% of affiliate revenues in 2006 vs. 2005 (in US)
  - Continuous growth month on month
  - Built trusted relationships with many well performing affiliates and between account managers at Spreadshirt and Commission Junction
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