

# SMARTER GROWTH STRATEGIES FOR CHALLENGING TIMES

MAXIMISING ROI  
WHEN EVERY  
DOLLAR COUNTS

Inflation, rising operational costs, and potential tariffs are making it increasingly difficult for brands to sustain growth while remaining cost-efficient. The key isn't reducing spend—it's making smarter, more strategic investments in partnerships that deliver real results.

At Acceleration Partners, our global team helps brands grow through performance-based, data-driven partnerships—ensuring every dollar spent delivers maximum ROI.

READ  
ON

to see how smart  
brands are  
driving growth  
with tight budgets



**Acceleration**  
PARTNERS®



# LE COL DRIVES COST-EFFECTIVE GROWTH VIA THE AFFILIATE CHANNEL

Le Col, a premium cycling brand, faced fluctuating demand and declining sales amid economic uncertainty. Their goal was to increase customer acquisition, and boost revenue efficiently. By leveraging strategic affiliate partnerships, Le Col diversified their audience and maximized ROI in a challenging economic environment.

## BUSINESS OUTCOMES

**41%**

reduction in the average cost of sale.

**85%**

increase in revenue quarter-over-quarter.

**64%**

increase in new customer sales.

## STRATEGIC APPROACH

- 1. Program Efficiency:** AP introduced new strategic commission tiers to increase channel efficiency.
- 2. Partner Optimization:** AP secured premium placements and offered incentives in exchange for product reviews.
- 3. Partner Recruitment:** AP established top-performing partner categories and recruited additional partners.



# MAXIMIZING ROI: LEADING MATTRESS RETAILER BOOSTS AFFILIATE REVENUE BY 40%

In a down-economy, efficiency is top of mind for many brands. A leading mattress retailer needed to ensure their affiliate investments delivered incremental revenue while optimizing their program for efficiency.

## BUSINESS OUTCOMES

In just three months, the program became significantly more cost-effective, delivering

**40%** year-over-year  
revenue growth

**103%** of revenue  
goal achieved

## STRATEGIC APPROACH

- 1. A Focus on Outcomes:** AP helped the retailer define incrementality and establish clear KPIs to ensure their partnerships delivered real, measurable value.
- 2. Intelligent Insights with APVision:** Our AI-driven analytics and custom reporting quickly identified the most effective, high-performing partners and provided data-driven performance measurement.
- 3. Partner Recruitment:** AP established top-performing partner categories and recruited additional partners.



Want to see how a **smarter partnership strategy can maximize your ROI?**

LET'S TALK.

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