Testogen Case Study
(Bodybuilding Supplements)

The Goals
- Grow website traffic
- Improved brand awareness
- Increased leads/sales

Expectations
- Traffic growth within 1 month if established niche.
- Traffic growth within 3-6 months if new niche.

Strategy
- Push the new formula to partners
- Conduct site audits on our SEO partners websites to help increase search rankings and therefore boost sales.
- Work with partners to develop their strategies and teach them new strategies to grow traffic and sales.
- Recruit new partners to help promote the client.

Types of Partners
As a network, we don’t just work with affiliates. We have a wide range of digital marketers to help grow traffic and brand awareness of our clients.
- Content/SEO
- YouTubers
- Influencers
- Paid/Native
- Email

The Results

359
Total Active Partners that have sent traffic in 2019 (Jan-July) - Partners that send 10 unique clicks or more

225
Number of partners that have generated sales in 2019 (Jan-July)

£539,735.31
Revenue generated by partners in 2019 (Jan-July)

255,300
Traffic generated by partners in 2019 (Jan-July)

$2.11
AVG EPC (earnings per click) in 2019 (Jan-July)