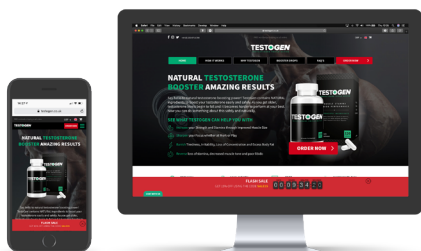


## Testogen Case Study

(Bodybuilding Supplements)



## 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 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.

## 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)

