CrazyBulk 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**
- Continue to work with CrazyBulk 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**

<table>
<thead>
<tr>
<th>Category</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Active Partners that have sent traffic in 2019 (Jan-July) - Partners that send 10 unique clicks or more</td>
<td>713</td>
</tr>
<tr>
<td>Number of partners that have generated sales in 2019 (Jan-July)</td>
<td>411</td>
</tr>
<tr>
<td>Revenue generated by partners in 2019 (Jan-July)</td>
<td>£1,808,414.97</td>
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<tr>
<td>Traffic generated by partners in 2019 (Jan-July)</td>
<td>2,256,488</td>
</tr>
<tr>
<td>AVG EPC (earnings per click) in 2019 (Jan-July)</td>
<td>$0.80</td>
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</tbody>
</table>

**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

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**Partnership: CrazyBulk Case Study**