



Case Study

How Babydrogist saved
€4,000 in commissions on
voucher code publishers



About Babydrogist

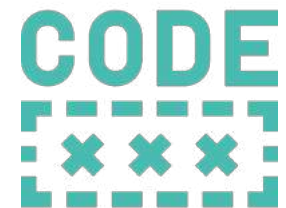
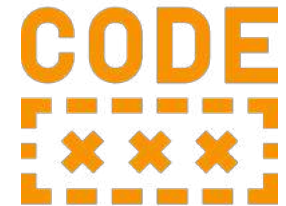
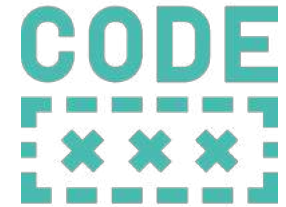
Babydrogist is a webshop selling baby related products; from pampers to kids toys based in The Netherlands. The company sees itself as a price fighter with high quality as most of the products are very homogeneous. All marketing is being done in-house by the company.

The logo for Babydrogist, featuring the word "babydrogist" in a lowercase, rounded, teal-colored font. The text is centered within a white rectangular box that has a subtle drop shadow.

The challenge

No insight in incremental value of voucher code publishers

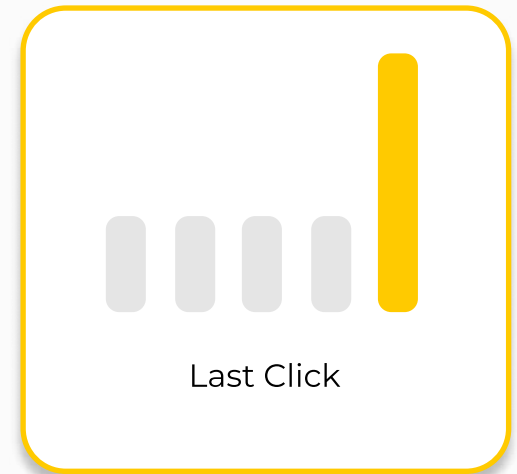
The affiliate program of Babydrogist (on Awin) has a healthy distribution between incentivised and content publishers. A lot of revenue is being driven by comparison websites around diapers and other baby-related products. At the same time Babydrogist is focussed on offering the lowest price and therefore quite a lot of voucher code publishes are part of the affiliate program. However, the company had no insight into the actual incremental performance of these voucher code publishers. The Only data available is last-click data from Awin and Google Analytics.



The Data

Multi-Touch vs. Last Click.

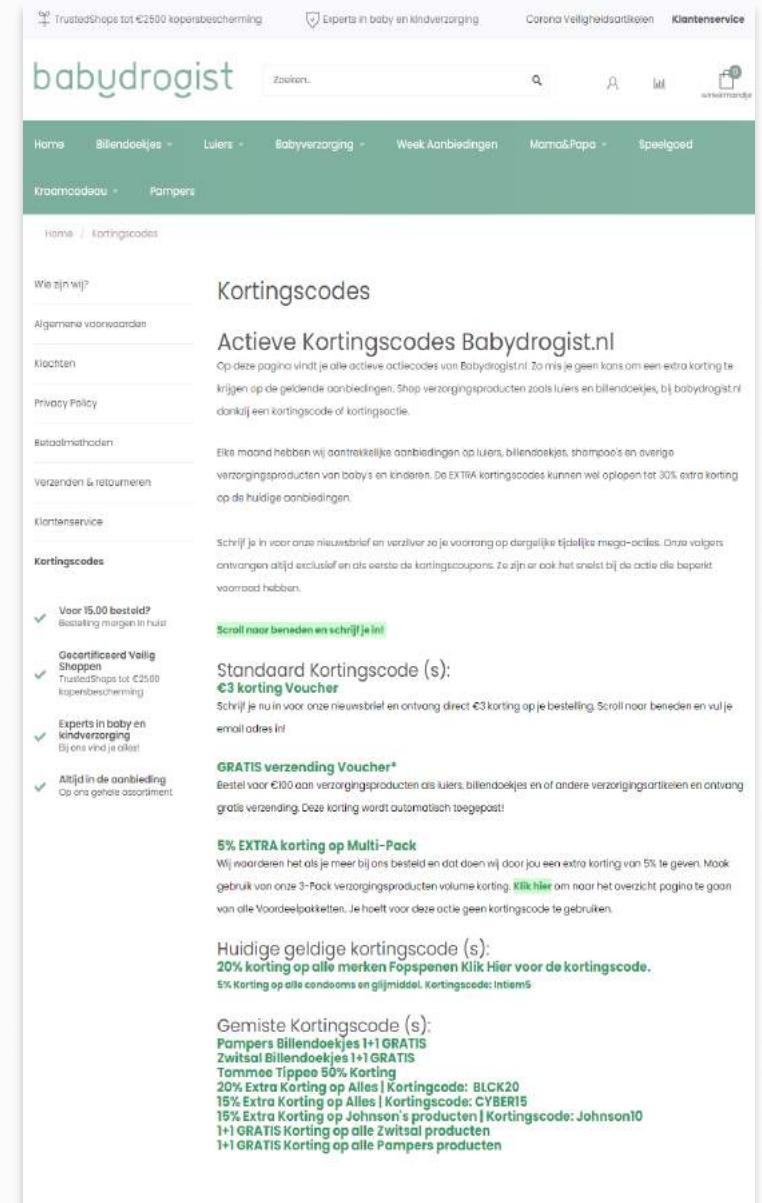
The data from Awin showed how the voucher code publishers were driving a lot of revenue. The data from Google Analytics confirmed this view and therefore it always felt like a good investment by Babydrogist. But when the Odyssey metrics were added to the insights, it became clear that the voucher code publishers were not bringing that much incremental revenue.



Strategy & Approach

More focus on own voucher code program

Babydrogist already had their own website page on which they were promoting voucher codes. Based on the Odyssey Attribution insights the decision was made to stop working with the voucher code publishers and promote their own web page with voucher codes. The idea behind this was to save costs.



“Without Odyssey, we would have never been able to understand the incremental value of our own voucher code page. It resulted in a significant optimization in spend across the affiliate channel.”



Karrar Al-Hasa'i
Founder Babydrogist.nl

Results

€4,000 in commission saved

By stopping the collaboration with the voucher code publishers over €4,000 in commissions was saved. But the most important question is, did it cost Babydrogist any revenue? The answer is no. We could see the following things:

- From the moment Babygorist stopped working with the voucher code publishers, the traffic on their own voucher code website page increased significantly. It shows consumers are doing a branded search + voucher code. And their own website scored very well on that term. This way, there was no traffic lost.
- In order to see if any revenue was lost, we took a look at the usage of voucher codes in general. It shows, there was no difference.

So, at the end - Babydrogist was still able to provide voucher codes and consumers were still able to find them. But now, Babydrogist doesn't have to relinquish a commission to the publisher(s). Meaning that the margin of Babydrogist increased.



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Attribution

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