



GROW YOUR JEWELLERY BRAND

Discover how to scale up your business with Webgains affiliate marketing

What is Affiliate Marketing?

Affiliate Marketing is the process by which an Affiliate (third party website) drives sales to an Advertiser (brand or retailer) in exchange for a commission payment.

The Affiliate Network provides smart connections with relevant Affiliates alongside a tailored approach to account management, maximising revenue and driving brand awareness.



Why Market Your Designs Through Affiliates

Affiliate marketing enables your jewellery business to work with thousands of Publishers (marketers and content creators) who feature your brand and products on their sites. Affiliate marketing allows you to create a powerful network of publishers who raise the profile of your brand and boost sales.

Combining specialist knowledge and marketing expertise, affiliate marketing maximises your campaigns through tracking your performance in real-time, creating valuable partnerships and generating revenue. It's a model based on performance where all parties are rewarded.



- 1 *Pay on Results***
- 2 *Strong Return on Investment***
- 3 *Brand Exposure***
- 4 *Quick & Efficient Adaptation***

1 Pay on Results

Advertisers only pay publishers a commission, when they receive a sale. This means they pay on results. For this reason the return on investment is very clear.



2

Strong Return on Investment

You are in control of incentives and costs. Publisher commissions can be set as a flat rate or as a percentage of the basket, meaning that you have control over the costs of the campaign. This control over the costs and the fact that there are no upfront payments makes affiliate marketing virtually risk-free for a jewellery brand like yours.

Affiliate marketing can be extremely cost effective due to it being performance based, this ensures that budgeting for campaigns can be more flexible and strategic.



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Brand Exposure

Publishers are constantly finding innovative ways of promoting advertisers. It's not only about how innovative these methods are but also how diverse they can be. Boost your reputation and broaden your audience by working with a variety of publishers.

Publishers use many different affiliate activities such as search engines, bloggers, social, incentive sites, mobile apps, technology partners and niche sites to promote the advertisers' products. Affiliates can be found in every market that exists today, resulting in an established visitor base. Partnering with these publishers will expand your jewellery brand into new markets and granting you the opportunity to get more exposure for your designs

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Brand Exposure

One of the biggest benefits for advertisers, is that this is an industry that adapts quickly and effectively. Publishers have been known to capitalise on the ever-evolving internet. A great example of this is the recent rise of daily deal and money saving publishers due to the increase in public consumption of social media.

New to the affiliate space, personalised jewellery merchant LoveSilver.com, harnesses the power of performance marketing power and sees rapid growth with Webgains.



Background

LoveSilver.com started in 2009 after successfully listing a personalised name plate on eBay. Since its humble beginnings, the brand has established itself as the go-to brand of choice for personalised jewellery.

The brand has expanded across different platforms with their website as their primary channel. After trying and testing various digital channels with a limited range of success, affiliate marketing was the only channel they had not yet explored. Webgains were onboarded to help drive growth and increase brand awareness.

Why did Love Silver Choose Webgains?

Network's reputation of working with small-to-medium enterprises as well as larger companies.

A flexible and supportive service without the barrier of a large upfront investment.

Easy-to-use and intuitive platform, seamless integration with the platform, slick presentation and reports.

Quick response time to questions and continued client support through email and training platform.

Training resources.

"We tried various things such as social media and email marketing with different levels of success. One area we hadn't explored was affiliate marketing. It took us a little while to make a decision to onboard with Webgains but once we did, we never looked back."

***Jack Panas, Director of Operations and Business Development,
LoveSilver.com***

Results at a Glance



Quick and seamless integration process. By working closely with Webgains and using the available training and support, LoveSilver.com were onboarded quickly and optimised their program with ease.



LoveSilver.com gained access to work with top publishers such as **Honey, Quidco** and **TopCashback**.

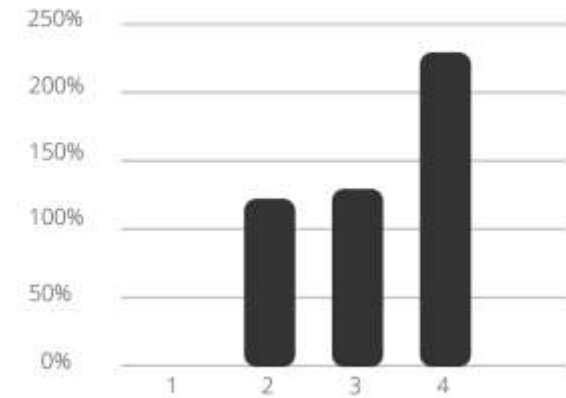
2000 ↑

Generated over **2000 orders** in the first 6 months of their programme being live.

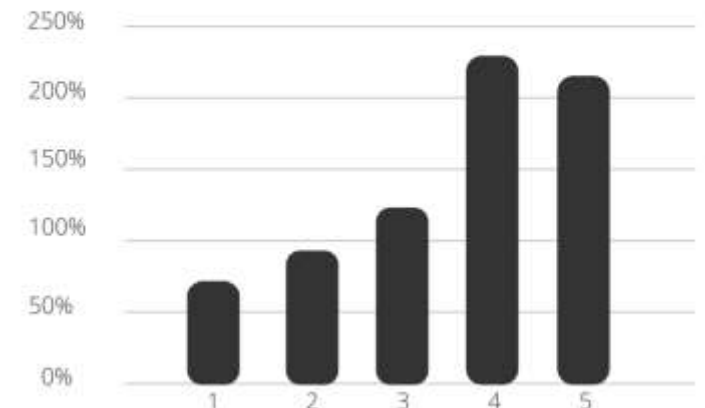
+29%

Average growth month on month during the first 6 months.

Love Silver Growth



Love Silver Sales





Join us & Unlock Your Potential

We are motivated to nurture your success and coach you every step of the way; gain access to the following benefits and flourish.

- ▶ ***Build an unlimited network of affiliates with our intuitive and easy-to-use platform.***
- ▶ ***Use our state of the art proprietary technology to surface your best match of 250,000 publishers on the network.***
- ▶ ***Create an unlimited number of campaigns***
- ▶ ***View detailed reports and track success in real-time***
- ▶ ***Access to the Webgains Academy to always stay at the cutting edge of the affiliate marketing industry.***

[Start Your Affiliate Programme](#)



The Start of a Great Partnership

Are you ready to build smarter connections with Webgains?

Email and schedule a call to find out how we can scale up your business.

 ***Start your affiliate programme***

 ***webgains.com***



TOGETHER WITH WEBGAINS

We are the intelligent affiliate marketing network, offering a boutique level of service to pioneer brands. We were founded in 2004 based on the principle of building programmes tailored to the specific needs of each business. Since then, we have grown a global network of 1,800 advertisers and 250,000 publishers. We have invested wisely in cutting-edge technology, a talented team of retail experts and a unique academy model.

We take the time to get to know your business, working in partnership to develop your affiliate channel strategy and fine tune your programme. We understand the power of the affiliate channel in context of the wider marketing mix. We deploy our technology and talent to maximise results.

We're on your team. When you gain. We gain too.

webgains.com