

Leveraging promo codes to accelerate influencer marketing

SHEIN + ReviTrage

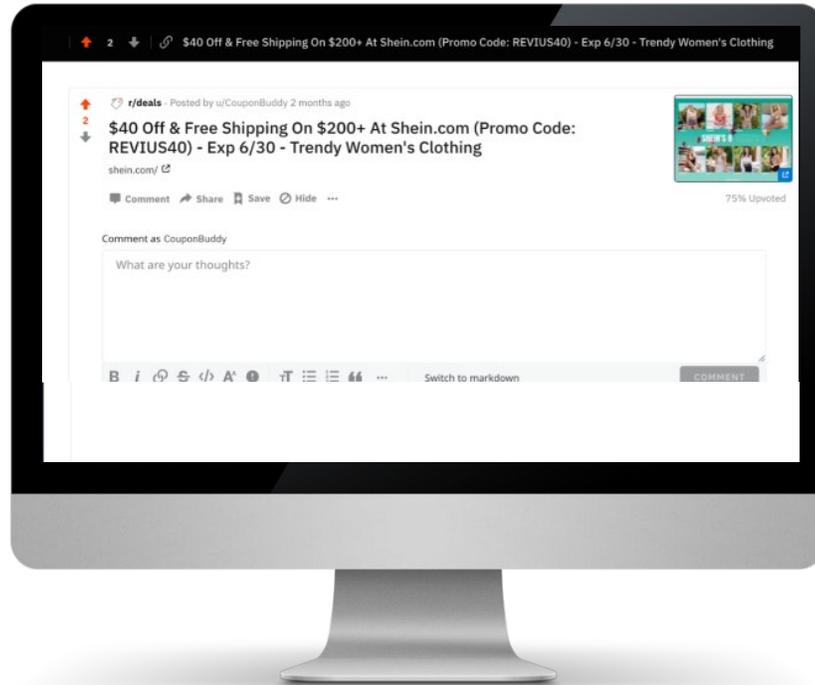
The goal

SHEIN, a large global, online women's clothing retailer, was looking to expand the reach of their affiliate program into places that potential customers are not often exposed to affiliate marketing – particularly in the US. Their ultimate goal was to seek out additional channels in order to grow the overall program's revenue and acquire new customers. Social channels, including Reddit & Twitter, were targeted for having significant growth opportunities – but have been challenging for the brand to access in the past. One unique strategy the brand wanted to deploy was ShareASale's unique promo code tracking capability – in hopes of finally being able to unlock revenue from these channels.

The execution

SHEIN setup a special set of promo codes for ReviTrage, with the goal of gaining exposure for these promotions in their targeted social channels. Leveraging ShareASale's promo code tracking capability, ReviTrage was able to much more effectively target new customers on Reddit and Twitter as no affiliate link was required. The promo code-based promotions quickly gained exposure and went viral – creating a significant increase in revenue vs. the previous year.

SHEIN



The results

Year over Year (2017 vs 2018) saw the following

+200%

Increase in net sales

+6,800

More transactions driven

Additional successes

In continuing this partnership, ReviTrage has contributed a **26% new customer ratio** for 2019 so far.

“Leveraging ReviTrage's vast experience in utilizing Reddit and other social media strategies has allowed SHEIN to enter into markets that its competitors can only dream of. This has helped SHEIN to truly expand and fully optimize various social media & influencer channels but also the Reddit space where affiliate links are not typically allowed. As a result, SHEIN is always very appreciative of ReviTrage's efforts and continues to provide them with promo code-based promotions that they can use on a monthly basis.

Randy Norton, Snow Consulting, Program Manager of SHEIN