

SCALING D2C SUCCESS WITH AFFILIATE MARKETING

A Knowledge Book



Introductory Note

The performance marketing landscape is evolving rapidly, with affiliates, programmatic advertising, content commerce, and creator-led campaigns redefining how brands connect with customers. In this dynamic environment, the D2C sector in India faces rising competition, increasing acquisition costs, and margin pressures, making long-term customer engagement more critical than ever. Success for brands and marketers will hinge on precise, accountable affiliate programmes that integrate seamlessly with product development, customer experience, and analytics.

This knowledge book brings together powerful case studies that highlight how agencies and D2C brands are leveraging affiliate marketing to drive measurable results. These case studies serve as practical playbooks, demonstrating proven strategies for partner selection, attribution frameworks, creative commerce integrations, and continuous optimization. Together, they illustrate how performance-driven affiliate strategies can deliver both scale and efficiency, even in the most competitive D2C landscapes.

Launched at CLICK 2025, the event that unites the performance marketing community, this book is designed to add depth to the summit's broader conversation on the tectonic shifts in digital marketing effected by technology. CLICK 2025 showcases innovative approaches across categories and business stages, and this collection of case studies complements that vision by providing real, field-tested examples of strategies in action.

This knowledge book serves as both a source of insight and a catalyst for action. The ideas, strategies, and results shared here reflect the collective expertise of our industry and the possibilities ahead when collaboration meets innovation.

Opening Note from

The Chair of Affiliate Marketing Committee

Over the last few years, affiliate marketing has transitioned from being a performance lever to becoming an integral pillar of digital media spends strategy, especially in the fast-evolving D2C landscape. This shift hasn't just been affected by tools or tactics. It has also been about mindset reorientation.

Today, affiliate is not merely a channel, it's a discipline. One that demands rigour, adaptability and, above all, a strong alignment among technology, partners, and brand vision. Agencies and platforms have had to rethink execution models while D2C brands focused on long-term measurable impact rather than short-term spikes.

This knowledge book reflects that evolution. It showcases how service providers are thinking beyond media spends and building systems that deliver value, trust and growth at scale. Instead of narrating just a campaign story, each case study in this collection offers wonderful insights into how affiliate marketing is being reshaped in real time.

As Chair of the Affiliate Marketing Committee, IAMAI, I'm proud to introduce this piece of work that casts a spotlight on the tremendous possibilities when performance is treated not as an outcome, but as a practice.

The future of affiliate marketing belongs to those who build for sustainability, and not just speed. And this book reveals how that future is already unfolding.



Parul Bhargava, CEO, vCommission

Opening Note from

The Co-chair of Affiliate Marketing Committee

In today's landscape, consumers are more empowered, informed, and discerning than ever before. That shift demands more from all of us in the affiliate marketing community. I've witnessed how affiliate networks - especially coupon platforms - have evolved into something far more powerful than performance engines. They've become strategic partners. They don't just move products; they move relationships forward.

We are in the midst of a creative renaissance. Strategy is becoming more sophisticated. Attribution is sharper. And the role of affiliate marketing is no longer transactional - it's transformational. This isn't just a trend; it's a fundamental shift in how brands grow, connect, and endure.

Performance alone is no longer enough. The most successful partnerships today are built not just on metrics, but on mutual understanding, shared values, and a long-term vision. We're entering an era where relevance, empathy, and trust are just as critical as reach and ROI.

Affiliate marketing now shapes consumer journeys with precision and emotional intelligence. It builds brand equity through authentic engagement. It drives sustainable growth through smarter attribution models and deeper integrations. These aren't just campaigns - they're ecosystems. And they're designed to scale, optimise, and last.

As a committee, we believe in building affiliate ecosystems that are not only data-driven but human-centred. Ecosystems that serve both brands and consumers with integrity, adaptability, and purpose. Because when performance is guided by empathy - and partnerships are built on trust - affiliate marketing becomes more than a growth lever. It becomes a brand-building force.

As Co-Chair of the Affiliate Marketing Committee, I hope this knowledge book encourages leaders to view affiliate not as a budget line, but as a strategic lever - one that, when activated with care, can recalibrate the entire performance model.

Let's lead this transformation together - with insight, intention, and impact.



Ashok Reddy, Founder & CEO, GrabOn



ABOUT INTERNET AND MOBILE ASSOCIATION OF INDIA (IAMAI)

The Internet and Mobile Association of India [IAMAI] is a not-for-profit industry body with more than 600 members, including Indian and multinational corporations, as well as start-ups. IAMAI has been instrumental in shaping India's digital economy. IAMAI advocates free and fair competition, and progressive and enabling laws for businesses as well as for consumers. The overarching objective of IAMAI is to ensure the progress of the internet and the digital economy. Its major areas of activities are public policy and advocacy, business to business conferences, research, promotion of start-ups and promotion of consumer trust and safety.

The New Affiliate Frontier in D2C:

From Campaign Scale to Conversion Precision

EXECUTIVE SUMMARY

The 2024 landscape of D2C affiliate marketing is one of robust expansion, strategic sophistication and rising attribution. Industry analysts forecast double-digit growth through 2026 in global affiliate spend, projecting it to exceed \$15 billion by 2028^[1]. The alignment between trustworthy creators and algorithmic routing (SmartLinks) is altering how D2C brands approach attribution, performance and funnel strategy. This report unpacks how campaigns, industry adoption and technological enablers are reshaping the affiliate performance ecosystem and why D2C brands can no longer afford to overlook this channel.

Scale and Consistency of Campaign Deployment

With a total of 76,239 affiliate campaigns run in 2024 (21.6K in Q1 tapering to 17.9K in Q4) - and performance CPI/CPA actively holding at ~45% - we're seeing D2C brands maintaining volume while optimizing efficiency^[2]. What's key? Sustained investment in performance metrics, rather than episodic or experimental campaigns, indicates affiliate marketing's strategic embedment within core growth models.

- **Vertical Concentration: From E-Commerce to Health & Fitness**

Breakdown of campaign share reveals clear priorities

- E-commerce (29%), Fintech (19%), Gaming (15%)^[2]
- Travel (13%), Lifestyle (8%), Health & Fitness (7%)^[2]

These numbers signal a maturing D2C sector that trusts affiliate marketing for a broad variety of customer-facing products, not just impulse purchases but also regulated verticals like Fintech and Health.

- **Rise of SmartLinks and Attribution Precision**

SmartLinks grew their overall share from 10% to 18%, indicating a shift toward centralized, algorithmic affiliate tracking that intelligently routes users to the best converting offer^[2]. This aligns with broader trends: publishers and platforms embracing click personalization to boost performance and user drop-off.

- **Engagement Patterns: Peaks, Troughs and Duration**

Traffic engagement peaked during Q2 at 380.8K sessions, declining moderately to 312.1K in Q4, while session durations remained constant at ~13.5 minutes (~15 minutes/user/day)^[2]. This steadiness confirms an engaged and loyal cohort but also reinforces why real-time link routing and re-engagement tools matter. They optimize revisit value and counterbalance the seasonal drop.

1. Affiliate Marketing 2024." eMarketer, Insider Intelligence, 2024, www.emarketer.com/content/affiliate-marketing-2024. Accessed 30 July 2025.

2. AdTech Vantage Point: State of Affiliate Marketing in 2024." Datalytics (Edition 1). Trackier. Mar. 2024, <https://marketing.trackier.com/datalytics-2025>.

Why This Matters:
LESSONS AND WHAT'S NEXT

Performance as Structural Priority:
Sustained campaign volumes and stable CPI/CPA demonstrate affiliate marketing’s evolution from ad-hoc activation to embedded business function.

Diversified Affiliate Playfield:
From Fintech to lifestyle products, performance channels are increasingly multi-sector. Brands need to craft bespoke affiliate strategies aligned to vertical nuances.

Precision Routing as Baseline:
SmartLink growth underscores a need for systems that personalize the affiliate experience end-to-end, especially in environments where user behavior fluctuates.

Engagement Retention is Paramount:
With quarter-on-quarter dips, D2C marketers must lean on retargeting and re-engagement powered by affiliate fits to reignite the funnel.

Attribution Anchored in Influence & Scale:
The creator-to-conversion journey is real, and platforms like Instagram are reinforcing ROI accountability.

Vertical	Q1	Q2	Q3	Q4	2024 (Total Campaigns)	2023–24 Δ
E-commerce	6,483	5,643	4,454	5,571	22,151	–2%
Fintech	3,889	3,831	2,640	3,235	13,595	+5%
Gaming	3,241	3,428	2,639	2,696	12,004	+2%
Travel	2,593	2,620	2,474	2,156	9,843	+1%
Lifestyle	2,161	1,613	1,155	1,438	6,367	–8%
Health & Fitness	2,163	1,411	990	1,258	5,822	–5%
Others	1,079	1,124	1,138	1,579	4,920	+4%

Campaign Volume & Growth:

VERTICAL-WISE DYNAMICS IN 2024-25

In 2024, D2C affiliate campaigns in India were dominated by E-commerce (29%) and Fintech (19%), while Gaming (15%), Travel (13%), and niche categories like Lifestyle and Health & Fitness completed the landscape^[2]. The year-over-year shifts tell a story shaped by both market maturity and macroeconomic forces.

E-commerce remained the largest vertical with ~22K campaigns, showing a slight 2% dip compared to 2023^[2]. Despite minor moderation, growth in Tier II and III cities contributing around 60% of online retail, helped offset urban market saturation. Campaigns peaked in Q4, driven by festive season strategies that leveraged quick commerce trends, which now account for 20% of the market.

Fintech saw a notable campaign increase of +5%, reaching ~13.6K in 2024^[2]. This surge reflects India's booming digital payments ecosystem, backed by UPI's 30%+ CAGR and more than 80% share of digital transactions^[3]. As UPI seeks 200–300 million new users, affiliate channels are playing a growing role in bolstering user acquisition amid expanding product categories like neobanking and digital lending.

Gaming (+2%) and Travel (+1%) recorded stable campaign volumes. These verticals tend to peak around holidays and school breaks, aligning with periodic lifestyle uplift^[2]. Affiliates capitalized on these windows with targeted promotions—like staycations and in-game offers—reflecting a mature, user behavior-driven campaign strategy.

In contrast, Lifestyle (–8%) and Health & Fitness (–5%) campaigns declined, hampered by inflationary pressures and tighter household budgets^[2]. Despite that, niche value-led campaigns (think bundle deals and wellness app subscriptions) have shown resilience among cost-conscious users. Lastly, +4% campaign volume was recorded for emerging sectors like education tools, fintech-adjacent software, and personal care. These findings point to a widening affiliate adoption beyond traditional consumer goods, underscoring new opportunities in niche domains.

Understanding the Drivers

- **Regional Market Expansion:** The explosive growth in Tier II/III ecommerce and fintech adoption reflects an ongoing demographic shift, bringing nearly 125 million first-time digital consumers into affiliate ecosystems.
- **Digital Payments Infrastructure:** UPI's dominance (over 80% of digital transactions) and its aggressive expansion goals support affiliate-driven user funnels via instant onboarding tools, embedded across D2C funnels.
- **Macroeconomic Sensitivities:** Inflation has constrained discretionary spending, leading to reduced affiliate focus on lifestyle and fitness categories.
- **Campaign Seasonality:** E-commerce, gaming and travel verticals benefit from seasonal calendar moments reinforced by affiliate partners' timed offers.

2."AdTech Vantage Point: State of Affiliate Marketing in 2024." Datalytics (Edition 1). Trackier. Mar. 2024, <https://marketing.trackier.com/datalytics-2025>.

3."How UPI Is Ruling India's Digital Payments." The Economic Times, 2024, economictimes.indiatimes.com/news/economy/finance/how-upi-is-ruling-indias-digital-payments/articleshow/117851466.cms. Accessed 30 July 2025.

Strategic Takeaways for Brands

- Hyper-localize campaigns to resonate with emerging urban centers, especially in e-commerce and fintech, where new users dominate growth.
- Value-position non-essential verticals such as lifestyle and fitness with promotional bundles and micro-incentives to reclaim relevance.
- Time campaigns around cultural and calendar peaks in gaming, travel, and quick ecommerce to maximize engagement and ROI.
- Pilot emerging verticals like edtech, software, and digital tools to tap nascent demand and secure affiliate first-mover advantages.

Outlook 2025:
CONTINUED UPSLOPE IN D2C
AFFILIATE MOMENTUM

In 2025, India’s D2C affiliate ecosystem is poised for further expansion, particularly across e-commerce, fintech and gaming - the three sectors driving the majority of affiliate campaigns. Projected increases of +3% e-commerce, +5% fintech, and +2% gaming in campaign volume reflect underlying structural tailwinds^[2].

These upward trends are supported by rising affiliate spend projected to grow from US\$331 million to over US\$420 million in India by 2025 and structural enablers such as mobile broadband penetration and Digital India reforms^[4]. As ROI targets climb (to ~2.6x for e-commerce/fintech), 2025 is set to be another year where affiliates cement their role in performance-driven D2C strategies.

Vertical	2025 Campaigns	%Δ vs. 2024	2025 Spend (₹M)	2025 Revenue (₹M)	ROI Target
E-commerce	22,800	+3%	470	1,235	2.63x
Fintech	14,315	+5%	275	718	2.61x
Gaming	12,244	+2%	185	465	2.51x

New Feature Adoption: The Technological Backbone of Modern Affiliate Strategy

In Q4 2024, D2C affiliates in India began adopting a suite of advanced modules - Smart Payouts, Advertiser Wallets and both Google and Facebook CAPI—to streamline operations, reduce data loss, and enhance performance. The trends are clear: affiliates and advertisers are converging on systems that offer faster execution, deeper data integration, and greater control.

Smart Payouts adoption doubled from 12% to a forecasted 30% by Q4 2025^[2]. This is more than a financial convenience - instant commission flow empowers partners to reinvest earnings swiftly, accelerating new campaign launches and boosting overall ecosystem revenue. Studies show 36% of affiliates using instant payout systems saw increased turnover, with 20% reporting higher business income.

Microsoft OAuth integration rose from 12% to 28% of advertisers, an upgrade from legacy SMTP^[2]. OAuth delivers secure, seamless authentication - ideal for linking with Outlook, Teams, and enterprise backends - helping teams automate reporting and alerts without manual email parsing.

Advertiser Wallets are projected to fund 30% of ad spend via preloaded balances by Q4 2025. Auto-refill triggers and expiry alerts reduce campaign downtime and admin delays. This pre-funding model ensures seamless operations during peak seasons and helps advertisers retain control over spend pacing and forecasting.

Server-side tracking via Google CAPI is expected to recover up to 15% of previously “lost” conversions, more than doubling from Q4 2024 (8%). Advertisers are capitalizing on improvements in deduplication and multi-channel attribution—a must-have given iOS privacy changes and browser restrictions. Meanwhile, Facebook CAPI is forecast to recover 12% of lost conversions by year-end, up from 6%, with early pilots already in gaming and quick-commerce verticals^[2].

Next Steps

As we've seen, India's D2C affiliate ecosystem in 2024 is more than robust—it's evolving. Consistently strong ROI in established verticals, rising SmartLink usage, and heightened feature adoption signal a maturing, more tech-driven channel. Affiliates and brands are not just running campaigns—they're architecting systems for agility, insight, and scale. Now, with the stage set, we turn the page to real-world case studies. In the following sections, discover how leading D2C brands have operationalized these insights—harnessing SmartLinks, Smart Payouts, OAuth, CAPI, and strategic budgeting—to amplify growth, navigate complexity, and define the future of affiliate marketing in India.

4. “Affiliate Marketing Report – IAS23 Launch.” Internet and Mobile Association of India (IAMA), 2023, www.iamai.in/sites/default/files/research/Affiliate-Marketing-Report%20-%20IAS23%20Launch.pdf. Accessed 30 July 2025.

2. “AdTech Vantage Point: State of Affiliate Marketing in 2024.” Datalytics (Edition 1). Trackier. Mar. 2024, <https://marketing.trackier.com/datalytics-2025>.

Case Studies

FAST RACK

Case study contributed by GrabOn

Client Overview

Fastrack is India's leading youth-centric brand for watches, smart wearables, and accessories, with a robust D2C e-commerce presence and a reputation for trend-driven design.

Objectives

- Drive online sales and conversions through affiliate marketing.
- Maximize GMV by engaging high-intent digital shoppers.
- Improve conversion rates through campaign optimization and channel diversification.
- Maintain robust, transparent reporting for all affiliate-driven activities.

Campaign

Scaling D2C Conversions: Performance-driven affiliate and push campaigns for Fastrack

Challenge

- Fierce competition in the online fashion and accessories market.
- Efficiently identifying and converting high intent audiences.
- Ensuring accurate, actionable attribution across affiliate and performance channels.

Context

Fastrack, with its strong D2C presence and youth-oriented branding, sought to strengthen its digital footprint amidst a crowded fashion and accessories marketplace.

While the brand already had visibility, the challenge lay in converting high-intent users efficiently and ensuring every affiliate-driven sale was accurately tracked and reported. The growing need for sharper attribution, agile optimization, and scalable campaign execution made affiliate marketing a strategic focus for long-term D2C growth.

Solution

Prioritized high intent shoppers, leveraging push notifications, and maintaining rigorous reporting over a seven-month campaign, Fastrack achieved record-breaking digital sales in the youth accessories segment.

Innovations

Real-Time Engagement and Transparent Optimization

Fastrack's campaign success stemmed from an agile, performance-first strategy built on targeted innovation:

- **Push Notification Campaigns:** App and web push notifications were used to deliver time-sensitive offers, creating urgency and driving instant action from consumers.
- **Cross-Platform Social Promotions:** Deals were distributed via Telegram and Instagram, allowing the brand to engage with trend-conscious youth where they were most active.
- **Strategic Affiliate Partnerships:** Fastrack collaborated with top traffic platforms and performance networks to expand reach and funnel high-conversion traffic to its D2C platform.
- **Granular Reporting:** Real-time dashboards and routine performance reviews enabled fast optimizations, ensuring campaign accountability and maximum ROI.

Execution

- Strategic affiliate partnerships: Partnered with high traffic platforms for rewards section and strategic networks to expand reach and drive qualified traffic.
- Performance channel optimization: Focused on high-conversion channels, including push notifications and direct-to-user communications.
- Push notifications: Used app/web push to deliver time-sensitive offers, flash sales, and product announcements, driving immediate action.
- Social promotions: Promoted exclusive deals through Telegram and Instagram to keep the brand top-of-mind among trend-conscious consumers.
- Comprehensive reporting: Deployed real-time campaign dashboards and regular performance reviews for ongoing optimization.

Channels & Tactics

Multi-Point Performance Strategy

Fastrack's campaign execution blended affiliate marketing with high-engagement direct channels:

- Affiliate Types: Reward-based platforms, performance networks, fashion and accessories influencers.
- Direct Engagement: Web and app push notifications used to deliver flash deals and new arrivals.
- Social Media Integration: Telegram and Instagram campaigns drove brand recall and conversions.
- Attribution Framework: Performance tracking integrated across affiliates and direct push campaigns for end-to-end visibility.

- Campaign Tools: Real-time dashboards, automated commission logs, and weekly syncs with affiliate managers ensured operational alignment.

Results

- Conversions: 112% uplift over the 7-month period.
- GMV: 3x increase in gross merchandise value.
- Conversion Rate: 2.25x improvement through campaign optimization.
- Digital Penetration: Significant online sales growth, driven by affiliate and performance channel synergy.

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Best Practices Used

- Performance-focused affiliate strategy: Prioritizing high-conversion partners and channels accelerated revenue growth.
- Push notification excellence: Timely, relevant push campaigns drove immediate
- engagement and repeat visits.
- Transparent, actionable reporting: Real-time dashboards and regular syncs ensured campaign accountability and agile optimization.

Learnings

Clarity, Timeliness, and Channel Synergy Drive Growth

Fastrack's affiliate program demonstrated that even in a highly competitive category, well-targeted push notifications, partner diversity, and transparent campaign operations can drive significant performance gains. Real-time engagement and reporting not only improved conversions but also built partner trust and campaign momentum. The combination of affiliate-led reach and direct-to-user immediacy created a repeatable, scalable model for ongoing D2C growth.

Client Testimonial

"The agency's performance-focused approach and strong affiliate network played a key role in scaling Fastrack's D2C sales. Their ability to engage high-intent users, coupled with timely reporting and seamless execution, made campaign optimization both simple and effective. We truly value them as a long-term growth partner" – **Manisha Tripathy**

M C A F F E I N E

Case study contributed by Trackier

Client Overview

mCaffeine, launched in 2016, is India's first caffeine-infused personal care brand, offering vegan, cruelty-free skincare, body care, and hair care. Its D2C-first approach caters primarily to Gen Z and millennial women (ages 18–40) who are trend-driven, eco-conscious, and wellness-oriented. Known for its clean formulations and bold branding, mCaffeine has built a strong community across both D2C and marketplace channels.

Objectives

- Acquire new customers and drive repeat purchases via D2C and affiliate channels
- Maintain CPA and ROI targets while scaling across new cities
- Boost performance in Tier 2/3 markets using regional creators
- Strengthen affiliate marketplace presence
- Improve campaign tracking and publisher-level visibility
- Boosting brand awareness among millennials/Gen Z audiences

Campaign

Performance-centric affiliate program to grow mCaffeine's D2C & marketplace presence

Challenge

Despite strong digital visibility, mCaffeine faced several barriers in scaling affiliate-led performance:

- Unclear attribution across touchpoints, making compensation decisions difficult
- Delayed sale validations, which impacted partner trust and payout timelines

- Fraud-prone traffic segments, especially during high-sales periods
- Channel fragmentation, making unified performance optimization difficult
- Scalability issues tied to maintaining premium branding and clean traffic

Context

As a D2C innovator, mCaffeine needed to evolve from single-channel metrics to a cross-channel attribution model that enabled clearer affiliate compensation and fast-tracked locked-sale validation. With ongoing Tier 2/3 expansion, efficient partner management and campaign clarity became mission critical.

Solution

mCaffeine integrated the platform to establish a robust campaign backbone that ensured real-time data sharing with all stakeholders, enabling faster decision-making and timely affiliate payouts. During high-stakes seasonal sales, where volumes can shift with every optimization, this agile setup kept teams responsive, and partners aligned.

Innovations

- Defined last-click attribution for consistent and fair affiliate payouts (Best Practice: Attribution Models)
- Setup of validation timelines for locked sales, capped at 30 days (Best Practice: Validation and Locked Sales)
- Affiliate dashboards to monitor sales status and streamline disputes (Best Practice: Real-time tracking and insights)
- Faster creative iteration based on funnel performance and city-tier insights (Best Practice: Real-time tracking and insights)
- Real-time reporting and campaign automation to reduce operational bottlenecks (Best Practice: Validation and Locked Sales)

Execution

Phase 1: Awareness & Pre-Launch

Engagement (Q1 2023)

- Partnered with influencers and publishers to build pre-launch buzz
- Leveraged caffeine-based visual storytelling and UGC to engage top-funnel users
- A/B tested creatives with top traffic sources across age and interest segments

Phase 2: Conversion Optimization (Q2–Q3

2023)

- Implemented last-click attribution to optimize payouts
- Improved funnel conversion via CTR-based creative swaps and publisher-specific targeting
- Initiated locked-sale validation workflows to reduce payout backlogs

Phase 3: Scaling with Tier 2/3 Expansion (Q4

2023–Q1 2024)

- Rolled out regional affiliate recruitment focused on vernacular and niche influencers
- Applied fixed validation periods for affiliate commissions
- Used campaign-level data to suppress underperformers and reward high-ROAS partners

Channels & Tactics

- Affiliate Types: Marketplace Affiliates, Influencers, Wellness Bloggers, Deal Sites
- Attribution Framework: Last-click attribution model with postback validation
- Validation SOP: 30-day limit for locked sales to ensure timely payouts
- Campaign Tools: Real-time dashboards, automated commission logs, weekly partner syncs

Results

Metric	% Difference Between 2023-2024
Revenue	+ 7.74%
Profit	+ 11.79%

- Affiliate channels contributed significantly to D2C channel growth
- CPA dropped ~20% QoQ via clearer attribution and filtered payout structure
- Affiliate satisfaction improved due to faster validation cycles
- Optimized ROAS with better traffic attribution and partner-level granularity

Best Practices Used

Primary: Attribution Models for Sales Credit Clarity

- Deployed last-click attribution to reduce conflict and ensure payout fairness
- Created performance logs that aligned with attribution windows
- Helped isolate valuable affiliate touchpoints in complex journeys

Secondary: Validation and Locked Sales for Affiliate Trust

- Defined validation cycles capped at 30 days
- Flagged and resolved unpaid or delayed commissions automatically
- Improved affiliate confidence with faster reconciliation and transparency

Learnings

By adopting attribution-based compensation and enforcing tight validation protocols, mCaffeine was able to create a campaign environment rooted in fairness, transparency, and efficiency. These elements contributed to better affiliate trust, lower CPA, and scalable affiliate-driven growth.

Client Testimonial

"Partnering with this platform provider has been transformational for mCaffeine's performance marketing strategy. The platform's unified affiliate tracking and advanced attribution dashboards gave us visibility across every campaign - from publishers to UGC creators - and enabled us to optimize spend in real time. Automated workflows and anti-fraud protections have maintained the integrity and ROI of our campaigns, while granular campaign insights helped us reduce CPA by ~20% QoQ. The ease of onboarding new affiliates and scaling quickly has supported our market expansion into Tier-2/3 cities and boosted repeat purchases via our D2C and marketplace channels. The support team has been proactive and solution-oriented every step of the way. In short, the platform has significantly accelerated our performance marketing while strengthening brand trust.

Mahaveer Singh, General Manager - D2C Growth, mCaffeine

SKIMMYLO

Case study contributed by vCommission

Client Overview

Skimmylo is a premium D2C brand offering functional and stylish shapewear tailored for Indian women. Launched in April 2024, Skimmylo focuses on delivering functional, comfortable, and aesthetically pleasing shapewear for Tier 1 and Tier 2 Indian audiences. Positioned in the white hat eCommerce space, the brand caters to everyday, bridal, and festive needs with premium-quality products designed specifically for Indian body types.

Objectives:

- Profitably scale a single-SKU shapewear product.
- Improve Conversion Rate (CR), Average Order Value (AOV), and reduce Return to Origin (RTO).
- Achieve complete tracking visibility.
- Move from static offers to adaptive content strategies.

Campaign

Built and scaled a D2C affiliate COD campaign to boost Skimmylo's shapewear penetration in key Indian markets.

Challenge

Skimmylo, as a fast-growing D2C brand operating on Shopify, encountered several performance and operational bottlenecks, such as:

- Attribution gaps due to inconsistent tracking infrastructure, which limited end-to-end visibility across the customer journey and affected decision-making accuracy.

- Creative fatigue from static content assets, leading to reduced engagement and campaign efficiency across performance channels.
- Delayed D2C campaign iterations, resulting from manual processes and fragmented workflows, slowed down optimization and responsiveness to market trends.
- Elevated and volatile Return to Origin (RTO) rates, which impacted unit economics and created fulfillment inefficiencies.

Context

- In the high-growth environment of D2C eCommerce, Skimmylo's rapid expansion on Shopify demanded a more robust backend setup. The lack of precise attribution, coupled with delayed creative refresh cycles and limited funnel variations, constrained their ability to optimize effectively. Additionally, evolving user behavior across Tier 1 and Tier 2 cities called for a more agile and adaptive marketing strategy that could align storytelling with shifting consumer intent in real time.

Solution

- The team focused on building a solid technical foundation and creative adaptability. This included setting up direct linking through Trackier, deploying customized funnel narratives, and ensuring real-time validation and feedback from affiliates. A phased approach allowed for gradual scaling while resolving backend issues.

Innovations

- Direct linking (no redirects) for cleaner tracking. (Best Practice Applied: Technical Setup for Effective Affiliate Marketing)
- Managed Meta campaigns through experienced media buyers. (Best Practice Applied: Technical Setup for Effective Affiliate Marketing)

- Custom creatives and lander variants aligned with audience behavior. (Best Practice Applied: Technical Setup for Effective Affiliate Marketing)
- Full-funnel tracking from ad view to final delivery. (Best Practices Applied: Technical Setup for Effective Affiliate Marketing + Transparent Validation and Reporting)
- Weekly affiliate syncs for transparency and quicker optimization. (Best Practices Applied: transparent validation and reporting)

Execution

The campaign was rolled out in three distinct phases:

Phase 1: Early Launch & Market Validation (Apr–Sep 2024): Focused on validating the product-market fit and driving initial engagement through targeted campaigns.

Phase 2: Campaign Optimization & Scaling (Oct–Dec 2024): Refined landing pages and creative themes, and integrated advanced tracking tools to ensure greater accuracy and deeper insights.

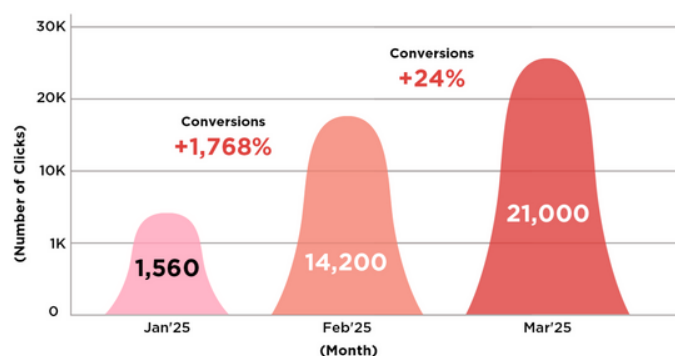
Phase 3: Full-Scale Rollout & Performance Maximization (Jan–Apr 2025): Expanded campaign reach with Meta media buying and introduced event-level tracking for continuous optimization and real-time data-driven adjustments.

Channels & Tactics

- Optimized on affiliate traffic type - Media Buying - Social
- Affiliate scaling
- Tracking setup via Trackier
- Weekly syncs for reporting and strategy alignment

Results

- Achieved 1895.28% increase in GMV from January to March, while maintaining a strong Average Order Value (AOV) of ₹2,054.
- Demonstrated steady performance improvements with QoQ increases: +25.14% (Q1–Q2), +30.97% (Q2–Q3), and +59.49% (Q3–Q4).
- Conversion rates saw a 2209.09% increase from January to March, driven by improved funnel structure and targeting.
- Weekly syncs, transparent reporting, and real-time tracking boosted affiliate trust and performance accountability.
- Full-funnel tracking and a refined backend ensured smooth operations, minimized RTO impact, and enabled faster optimization cycles.



Best Practices Used

Primary: Technical Setup for Effective Affiliate Marketing
Prioritized building a performance-ready foundation integrated with Shopify's backend.

Actions included:

- Direct linking via Trackier to eliminate redirects, reduce data loss, and improve UX
- Event-level tracking for granular optimization based on user behavior signals
- GDPR-compliant data framework for responsible tracking and privacy adherence
- Modular funnels adapted to different cohorts, enabling rapid A/B testing without attribution disruption

Secondary: Transparent Validation and Reporting

To maintain partner confidence and ensure accurate payouts:

- Aligned validation rules with Skimmylo's attribution model to ensure genuine orders
- Offered real-time dashboards for affiliates, improving self-optimization
- Conducted weekly syncs and performance reviews to ensure continuous improvement
- Used fraud-detection flags to protect campaign data integrity

Learnings

The Skimmylo campaign emphasized the importance of a well-structured funnel to drive revenue and optimize conversions. Clear, consistent communication with affiliates helped build trust and improve performance. These insights underline the value of adaptability, transparency, and strategic alignment in driving successful campaigns.

Client Testimonial

"Working with the agency helped us set up a reliable and efficient affiliate marketing campaign. Their technical support with tracking, validation, and reporting made it easier for us to monitor performance and make quick decisions. The use of Trackier ensured clean data and accurate attribution throughout the campaign. The team was consistent with weekly syncs, transparent communication, and timely updates, which really supported our campaign goals. Overall, it was a smooth partnership that gave us the clarity and control we needed while scaling." - **Team Skimmylo**

ELECTRONIC BRAND

Case study contributed by Adsflourish

Client Overview

A leading player in the portable electronics space with strong product offering, including portable speakers, chargers, and other smart devices.

Objective

Transforming digital presence and driving direct-to-consumer growth

Challenge

- Improve online visibility: The brand's digital presence wasn't as strong as some of its competitors, which made it difficult to capture a larger portion of the online market.
- Increase customer engagement: Although the brand had a decent following, customer engagement on their digital platforms was low, with limited repeat purchases.
- Optimize conversion rates: The brand was facing challenges in converting website visitors into actual buyers, with cart abandonment rates higher than expected.
- Brand recognition: Despite being well-known in offline retail, the brand had a limited brand identity in the online marketplace.

Solution

The team developed a comprehensive digital marketing strategy that targeted these key pain points and aimed to create a seamless, engaging online experience for the brand's customers. The strategy consisted of:

- Brand storytelling and positioning: Revamped the brand's story, focusing on its legacy of innovation and its commitment to providing high-quality, affordable electronics. By emphasizing this, the aim was to create a more emotional connection with customers and differentiate the brand from other tech brands.
- Customer reviews and social proof integration: Implemented a strategy to encourage customers to leave reviews and share their experiences on both the website and social media. Social proof became an essential factor in building trust and credibility among new customers.
- Advanced retargeting ads and personalization: Set up advanced retargeting campaigns, showing personalized ads based on user behavior (i.e., pages visited, products viewed, etc.) to keep potential buyers engaged and guide them back to the site for conversion.

Execution

- Brand story and positioning: Developed a clear narrative about the brand, emphasizing its mission to enhance the customer's lifestyle through cutting-edge and reliable technology. This storytelling approach was woven into the brand's website, ads, and social media presence, ensuring consistency.
- Review and user-generated content strategy: Launched a campaign encouraging customers to share their experiences with the brand's products on social media and leave reviews on the website. Positive reviews and user-generated content were prominently featured on the site, helping to build trust.
- Retargeting and personalized ads: Using in-house programmatic platform, highly targeted retargeting campaigns were created that focused on users who had previously shown interest in specific products. These personalized ads were designed to drive them back to the site, nudging them to make a purchase.

Results

The digital marketing efforts led to impressive results:

- **30% Increase in Website Traffic:** Effective strategies resulted in a significant boost in organic and paid website traffic for the brand.
- **15% Increase in Conversion Rate:** By sharing some best practices with the brand to optimize the website, implementing email automation, and reducing friction in the customer journey, there was a 15% increase in conversion rates.
- **45% Reduction in Cart Abandonment:** Email marketing campaigns addressing cart abandonment helped recover nearly half of abandoned sales, significantly reducing cart abandonment rates.
- **Improved Social Media Engagement:** The brand saw a 40% increase in social media engagement, with an increase in user-generated content and customer interactions across platforms.
- **Brand Recognition:** The influencer partnerships contributed to a 25% increase in brand awareness, as more people began to associate the brand with quality and innovation in the tech space.

Best Practices Used

- **Clear Objectives and Strategy:** The primary focus of our strategy was on understanding the needs, pain points, and preferences of the brand's target customers. By putting the customer first, we could tailor messaging, offers, and content that resonated deeply with them and motivated them to act.

- **Data Driven Decision Making:** Rather than a one-size-fits-all approach, we used data analytics to segment audiences based on behavior and preferences, ensuring that each customer received personalized offers and content. This increased the relevance of our marketing efforts, boosting engagement and conversions.
- **Effective communication integrated with omnichannel marketing strategy:** We integrated marketing efforts across multiple platforms, including the website, email campaigns, social media, and paid ads, to ensure seamless customer experience. This omnichannel approach helped reinforce brand messaging and drive customer retention.
- **Quality partnerships and collaborative influencer marketing:** By partnering with influencers who genuinely aligned with the brand's values and product offerings, we ensured authenticity in our campaigns. We collaborated on product reviews, unboxings, and tutorial videos to reach a wider audience.

Learnings

- By leveraging a mix of brand storytelling, social proof, retargeting strategies, and data-driven personalization, the team successfully addressed the challenges faced by the electronic brand and helped them enhance their D2C strategy. The results speak for themselves—significant growth in online traffic, conversions, and customer engagement, proving that with the right digital marketing strategy, established brands can drive substantial growth in the e-commerce space.

B2B GLOBAL ADVERTISER

Case study contributed by TyrooCJ

Client Overview

A B2B Global Advertiser is one of the world's leading B2B productivity and collaboration platforms, trusted by millions of businesses globally. With a strong presence in mature markets, they aimed to expand its footprint in emerging high-growth regions like India, leveraging affiliate marketing as a key channel for performance-driven customer acquisition. The advertiser's affiliate program was scaled across the APAC region, with a special focus on India, driving localization, publisher activation, and performance optimization at scale.

Objectives

The core objective was to drive significant YoY growth in India for their affiliate program by:

- Localizing the affiliate approach to match market dynamics.
- Activating untapped verticals like loyalty and email marketing.
- Recruiting and enabling top Indian partners to drive quality sign-ups and paid conversions.
- Delivering measurable revenue and conversion uplift to establish India as a top-performing market for workspace.

Campaign

Powering a B2B Global Advertiser growth in India through affiliate innovation
Spearheaded a comprehensive affiliate strategy for the advertiser in India, including:

- Local partner sourcing and onboarding, focused on high-quality publishers and cashback sites.

- Launching exclusive promotions aligned with regional moments (e.g., IPL, financial year-end).
- Enabling new verticals such as loyalty (SID) and email marketing, previously untapped in India.
- Optimizing publisher performance with hybrid CPA/fixed fee models and deeper discount codes.

Challenge

- Prior to the engagement, the advertiser faced several challenges in India:
- Limited in-market expertise to navigate the affiliate landscape effectively.
- Difficulty in sourcing high-quality local partners suited for B2B growth.
- Affiliate models were previously too global, with limited adaptability to India's loyalty-driven, price-sensitive customer behavior.
- Conversion rate optimization was constrained by generic global offers and lack of regionally timed campaigns.

Context

India represents a critical growth engine for B2B SaaS products, with a large base of SMBs and startup ecosystems hungry for digital productivity solutions. However, market penetration for subscription-based SaaS is still evolving, requiring nuanced messaging, localized incentives, and strong publisher alignment. A traditional affiliate approach wouldn't suffice.

Adopted a hyper-local, performance-first strategy to unlock growth for the advertiser in India:

1. Localized Publisher Recruitment

- Onboarded leading Indian cashback and coupon partners such as Grabon, Indixital, and Inspirelabs, aligning their traffic strategies with Workspace's B2B goals.
- Enabled partner-specific activation plans, with tailored onboarding, exclusive coupons, and promotional assets.

2. New Vertical Activation

- Scaled loyalty program (SID) activation in India, making the advertiser more discoverable via platforms with high trust and user repeatability.
- Pioneered email marketing with selected partners, securing CMO-level approvals and setting up privacy-compliant, targeted campaigns. Campaigns used first-party data for segmentation and achieved significantly above benchmark CTRs and sign-up rates.

3. Promotional Planning & Hybrid Incentives

- Executed 10+ timed campaigns including IPL, financial year-end, and Back to Business periods—leveraging India’s unique calendar to drive urgency and relevance.
- Deployed hybrid payout models (fixed + CPAi) to boost visibility and ROI for top-performing partners.

4. Performance Optimization

- Introduced deeper discounting for Indian audiences to increase conversion rates.
- Regularly optimized landing pages, creative assets, and communication hooks based on market feedback and partner insights.

Results

India-first approach delivered remarkable outcomes in under 12 months:

- Clicks: +236% YoY in India
- Paid Plan Seats: +115% YoY
- Paid Plans: +15% YoY
- Conversion Rate: Maintained at a strong 73% from sign-up to paid plan

• Email Marketing Pilot in India:

- 100%+ increase in clicks and sign-ups vs control groups
- Outperformed industry benchmarks with open rates of 24-36% and CTRs of 0.15%-3.5%

• Revenue Impact:

- Paid placements yielded 172% increase in ROAS in India
- Optimizations led to 6% YoY revenue increase from Indian affiliate traffic

Best Practices Used

- Localized Publisher Onboarding: Tailored support for Indian publishers to drive quality traffic and reduce activation lead time.
- New Channel Innovation: Introduced email marketing and scaled SID loyalty programs in India for the first time.
- Hybrid Monetization Models: Used a mix of CPAi and fixed fees to optimize partner ROI and secure premium placements.
- Timing Campaigns to Indian Milestones: Strategic promotions aligned with IPL, fiscal year-end, and festive periods to maximize traffic and intent.
- Performance-Driven Creative & Discounts: Customized offers and creatives to match local user behavior and price sensitivity.

Learnings

Through deep localization, vertical innovation, and strategic partner activation, the advertiser’s affiliate program in India was successfully scaled—transforming the region into a high-performing growth market. This approach is a blueprint for how global B2B brands can win in India using affiliate-led, performance-first strategies.

W O N D E R L A

Case study contributed by GrabOn

Client Overview

Wonderla is India's premier amusement park brand, operating major parks in Bengaluru, Kochi, Hyderabad, and Bhubaneswar. Renowned for its world-class rides, safety standards, and family-friendly experiences, Wonderla has increasingly focused on digital channels to drive ticket sales and enhance customer engagement.

Objectives

- Drive online ticket sales and revenue through affiliate marketing.
- Engage high-intent families and youth audiences with targeted offers.
- Optimize conversion rates via campaign and channel diversification.
- Maintain robust, transparent reporting for all affiliate-driven activities

Campaign

Affiliate network and multi-channel promotional strategy

Challenge

- Intense competition from other entertainment and leisure options, both online and offline.
- Shifting consumer behavior from walk-in to digital ticket purchases.
- Ensuring accurate attribution and actionable insights across multiple digital channels

Context

As a premier name in India's amusement park industry, Wonderla has traditionally enjoyed

strong walk-in traffic across its flagship locations. However, rising digital adoption and changing consumer preferences demanded a strategic shift from offline-first ticketing to a digitally driven conversion model. To stay competitive against online leisure platforms and alternative entertainment options, Wonderla needed a results-oriented affiliate marketing strategy that could attract high-intent audiences, drive seamless online ticket purchases, and ensure clear attribution across promotional channels.

Solution

- By targeting high-intent audiences, leveraging push notifications, and maintaining transparent reporting, Wonderla achieved record-breaking digital ticket sales and expanded its reach across key urban markets—all within just four months.

Innovations

Wonderla's growth over a four-month campaign window was fueled by several high-impact innovations:

- **Performance-Aligned Affiliate Network:** The team selected affiliate partners with strong urban reach and high relevance among family and youth audiences, aligning incentives with performance-based outcomes.
- **Push Notification Strategy:** App and web push campaigns were used to broadcast flash sales, seasonal offers, and timely alerts, prompting instant engagement and boosting conversion velocity.
- **Platform-Specific Social Promotions:** Telegram and Instagram were activated as fast-moving channels to share exclusive deals and maintain constant brand recall.
- **Transparent Data Visibility:** Real-time dashboards and routine campaign performance reviews enabled Wonderla to act on campaign trends quickly, eliminate underperforming tactics, and continuously refine ROI.

Execution

- **Strategic affiliate partnerships:** Collaborated with high-traffic affiliate platforms and strategic partners to maximize reach and drive qualified traffic to Wonderla's ticketing pages.
- **Performance channel optimization:** Focused on high-conversion channels, including app/ web push notifications and direct-to-user communications.
- **Push notifications:** Deployed timely app and web push notifications to promote flash sales, seasonal offers, and event-based discounts, driving immediate action.
- **Social promotions:** Promoted exclusive deals through Telegram and Instagram, keeping Wonderla top-of-mind among families and young audiences.
- **Comprehensive reporting:** Implemented real-time campaign dashboards and regular performance reviews for ongoing optimization and transparency.

Channels & Tactics

Multi-Point Outreach with Precision Targeting
Wonderla's affiliate-driven strategy combined digital breadth with conversion precision:

- **Affiliate Types:** Partnered with high-volume affiliate platforms and curated strategic networks focused on travel, events, and local leisure seekers.
- **Engagement Tools:** App and web push notifications for moment-driven promotions, flash sales, and discount alerts.
- **Social Channels:** Used Telegram for instant broadcast deals and Instagram Stories/Reels to target young adults and family groups.
- **Attribution Framework:** Real-time tracking integrated across affiliate and direct campaign touchpoints to ensure fair credit and actionable insight.

- **Campaign Tools:** Centralized dashboards, automated reporting, and performance syncs facilitated data clarity and campaign agility.

Results

- **Sales:** 2.13x increase in ticket sales over four months.
- **Revenue:** 141% increase in overall revenue.
- **Digital Penetration:** Significant growth in online ticket purchases, driven by affiliate and performance channel synergy

Best Practices Used

- **Performance-focused affiliate strategy:** Prioritizing high-conversion partners and channels accelerated revenue growth and market penetration.
- **Push notification excellence:** Timely, relevant push campaigns drove immediate engagement and repeat visits.
- **Transparent, actionable reporting:** Real-time dashboards and regular syncs ensured campaign accountability and agile optimization.

Learnings

Timely Offers, Targeted Reach, and Trustworthy Data Yield Performance

Wonderla's digital push demonstrated that in-person experiences can successfully be sold online when promotions are timed precisely, partners are carefully selected, and performance is transparently tracked. Campaigns that delivered urgency through push notifications and created visibility through social platforms generated a measurable surge in both ticket sales and revenue. By maintaining clear attribution and consistent reporting cycles, Wonderla not only increased digital ticketing adoption but also reinforced partner trust and long-term scalability of affiliate performance.

Client Testimonial

"Our collaboration with the agency has been a truly rewarding experience. Their affiliate marketing expertise, and data-driven strategies have significantly contributed to driving quality traffic and conversions for Wonderla. The team's proactive support and focus on performance have made them a valuable partner in our digital growth journey."

- **Dinesh Yelle**

LIFESTYLE (CLOTHING) BRAND

Case study contributed by Trackier

Client Overview

Leading Indian ethnic wear brand, established 3 decades ago. Known for its ready-to-wear contemporary and traditional garments, it serves a wide customer base of urban and semi-urban Indian women aged 18 - 45 years. Its differentiation lies in a blend of contemporary silhouettes with traditional prints, offering ready-to-wear ethnic garments for all occasions. The brand offers accessible elegance through its fashion collections and maintains a strong presence both online and offline across the country.

Objectives

- Drive qualified and purchase-intent traffic to the e-commerce store
- Acquire new customers at a profitable ROI
- Increase conversion rates and boost average order value (AOV) during peak festive periods
- Strengthen visibility in Tier 2 and Tier 3 cities
- Improve tracking transparency and reduce CPA through smarter affiliate partnerships

Campaign

Performance-driven CPS affiliate campaign to maximize festive growth & conversion rates

Challenge

As a long-standing player in the ethnic wear space, the brand faced multitudes of performance marketing challenges:

- Delayed attribution and manual reporting, which limited the speed of optimization.
- Difficulty in segmenting traffic effectively, leading to suboptimal conversion in Tier 2/3 audiences.

- Exposure to fraudulent or low-intent traffic during high-volume sale periods.
- Limited transparency for affiliates making it hard to build scalable, trust-based partnerships.
- Campaign funnel fatigue, particularly during back-to-back festive campaigns.

Context

Operating in a highly competitive category, the brand needed more than just brand equity - it needed real-time, data-driven marketing agility. With affiliate campaigns running at scale, manual validation and segmentation methods proved inefficient. To win the festive season, they prioritized clean tracking, smart audience targeting, and consistent affiliate collaboration through its integration with the platform.

Solution

The campaign's success stemmed from the strategic use of real-time tracking capabilities and a focused approach to audience segmentation across affiliate channels.

Innovations

- Pixel and postback-based tracking enabled event-level monitoring and reduced validation delays. (Best Practice: Real-Time Tracking)
- Segmented offers for new vs. returning users across Tier 1, Tier 2, and Tier 3 cities. (Best Practice: Audience Segmentation)
- Dynamic coupon codes helped tailor messaging by cohort (e.g., Independence Day, Diwali shoppers). (Best Practice: Audience Segmentation)
- Live dashboards for affiliates ensured transparency and empowered partners to self-optimize. (Best Practice: Real-Time Tracking)
- Fraud detection mechanisms flagged invalid clicks, preserving campaign hygiene. (Best Practice: Real-Time Tracking and Audience Segmentation)

Execution

The festive affiliate campaign was deployed in three phases:

Phase 1: Launch & Festive Readiness (Aug–Oct 2024)

- Ran pre-festive A/B tests across key audience segments (working professionals, college-goers, homemakers, etc.).
- Focused content themes tailored by city tier and occasion (e.g., Raksha Bandhan vs. office festive wear).
- Activated deal and fashion bloggers through segmented outreach.
- Set up event-level postbacks for real-time campaign performance.

Phase 2: Performance Optimization & Scale (Nov–Dec 2024)

- Used click-behavior data to optimize campaign timing and content delivery by region and demographic.
- Optimized creatives based on CTR and CR insights from reports.
- Leveraged dashboards to evaluate segment-wise performance and reallocate budgets accordingly.
- Launched remarketing campaigns for cart-abandoners using social and display channels.
- Introduced custom payout rules for incentivizing top performers.
- Ran flash-sale driven campaigns with dynamic coupon tracking.

Phase 3: Sustained Growth & Tier 2 Expansion (Jan–Mar 2025)

- Transitioned to influencer-driven and video-centric formats like YouTube to reach deeper Tier 2 and Tier 3 audiences.
- Leveraged attribution rules for better source-level ROAS evaluation.

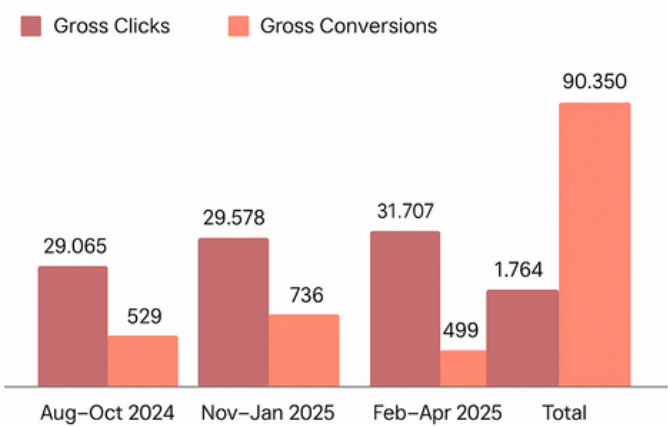
- Initiated cross-sell and retention campaigns for existing customers via email affiliate programs.
- Regular syncs with affiliates helped refine messaging, offers, and publisher-specific strategies.

Channels & Tactics

- Affiliate Types: Influencers, Deal Sites, Media Buying (Meta, Google Display Network (GDN)), YouTube
- Tracking Setup: Pixel + Postback tracking
- Segmentation Strategy: Persona-based funneling and offer delivery (Audience Segmentation)
- Campaign Coordination: Weekly affiliate performance check-ins and ROI-based optimization

Results

- YoY growth of 52% in affiliate-attributed revenue.
- CPA reduced by 28% due to accurate attribution and real-time bid adjustments.
- Click-to-conversion time reduced by 15%, indicating better user experience and targeting
- 2.4x increase in returning user conversions, indicating successful segmentation.
- 40% decrease in reporting turnaround time, improving operational agility.
- 60% affiliate revenue boost during Diwali 2024 compared to the previous year.



Best Practices Used**Primary: Real-Time Tracking**

- Pixel and postback integration via Trackier enabled live attribution.
- Real-time dashboards empowered quick decisions and reallocation of spend.
- Enabled real-time fraud filtering and improved conversion quality.
- Reduced validation windows, helping align payouts faster and with higher confidence.

Secondary: Audience Segmentation

- Targeted city-specific, occasion-based messaging for better engagement.
- Separate funnel optimization for new vs. repeat buyers.
- Dynamic coupon logic enabled differentiated offers for returning users.
- Enabled growth in Tier 2/3 cities through localized influencer and YouTube partnerships.

Learnings

The campaign validated that real-time visibility and precise audience segmentation are the cornerstones of performance success in Indian e-commerce. By marrying clean attribution with intelligent targeting, the brand ensured that every festive touchpoint converted efficiently while protecting its bottom line. The collaborative ecosystem created with affiliates that helped build lasting performance alignment.

Client Testimonial

"The platform has been a game-changer for our performance marketing efforts. As a fast-growing fashion brand, we needed clear visibility into which channels and partners were truly driving conversions. With powerful attribution tools and real-time reporting, we're now able to make faster, data-backed decisions and scale what works. The platform is intuitive, the customisation options are endless, and the support team genuinely cares about our success."

SLURSH

Case study contributed by vCommission

Client Overview

Slursh is an innovative kitchen appliance brand specializing in premium instant ice cream makers that enable families to create fresh, preservative-free frozen treats at home. As a flagship brand under the Koozo umbrella, it focuses on delivering a luxury dessert experience through elegant, food-grade stainless steel rolling trays that require no electricity or complex machinery.

Objectives

- Improve Conversion Rate (CR) and Click-to-Conversion efficiency.
- Establish affiliate marketing as a viable performance channel.
- Create a transparent, trackable funnel for better campaign control.
- Scale revenue growth for the flagship instant ice cream maker product

Campaign

Scaled a performance-driven D2C affiliate campaign to accelerate Slursh's penetration in the DIY dessert category.

Challenge

Slursh, although a promising innovation in the home dessert appliance category, faced a few early-stage roadblocks, such as

- Lack of a structured funnel, which limited optimization across the affiliate journey.
- Attribution gaps due to missing backend integrations.
- A relatively niche category that demanded higher education and storytelling to convert.
- Irregular creative refreshes that stalled scaling on high-traffic channels.

Context

The premium home appliance market in India demands sophisticated marketing approaches that balance product education with performance-driven growth. Slursh's innovative ice cream maker required strategic positioning to communicate its unique value proposition while driving measurable sales growth across diverse customer segments.

Solution

To drive performance at scale, the agency established a clean technical foundation through GDPR-compliant S2S tracking, ensuring full-funnel visibility and zero attribution loss. This clarity enabled consistent tracking from click to conversion, forming the bedrock for effective affiliate engagement. Real-time dashboards and predefined validation empowered partners to self-optimize, while event-level data and fraud prevention tools enhanced transparency, resulting in a 691% surge in GMV.

Innovations

- Set up real-time affiliate dashboards to reduce dependency on manual reporting. (Best Practice Applied: Transparent Validation and Reporting)
- Integrated event-level tracking for add-to-cart and checkout steps to sharpen funnel insights. (Best Practice Applied: Technical Setup for Effective Affiliate Marketing)
- Built seasonal creative hooks (e.g., "Summer Chill Kits") that resonated with DIY dessert audiences. (Best Practice Applied: Technical Setup for Effective Affiliate Marketing)
- Scheduled weekly syncs with high-performing affiliates to fast-track feedback loops and optimize scale. (Best Practice Applied: Transparent Validation and Reporting)

Execution

The campaign was executed in three core stages:

Phase 1: Test & Discovery (Jan–Feb 2025)

- Launched test campaigns with a limited affiliate base to gather performance benchmarks.

- Analyzed landing page behavior and optimized content hooks for top-funnel engagement.
- Clicks rose by 46% through early optimizations across high-intent audiences.

Phase 2: Optimization & Tracking (Mar–Apr 2025)

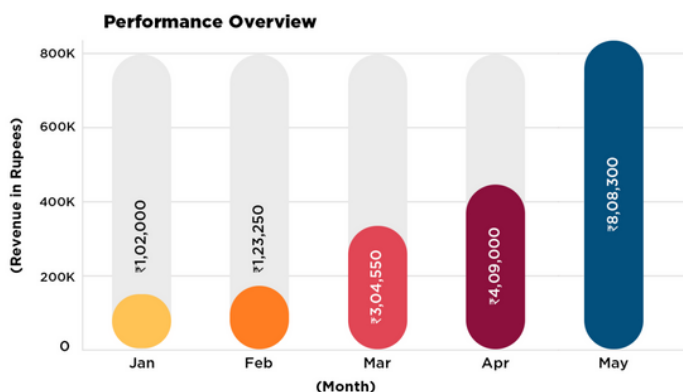
- Introduced custom creatives focused on UGC and product storytelling.
- Onboarded mid-tier affiliates with access to product trials and FAQ briefs.
- Improved validation accuracy contributed to a 62% rise in verified conversions.

Phase 3: Scale-Up with High Impact Partners (May–till now, 2025)

- Opened up campaign access to high-performing partners.
- Offering dynamic landing page versions based on audience segments.
- GMV surged by 691%, validating the affiliate model as a scalable growth channel.

Results

1. Achieved a 691% surge in GMV, scaling from ₹1,02,000 in January to ₹8,08,300 by May, with full-funnel visibility and optimized partner performance.
2. Conversion rate improved by 102%, supported by content-led storytelling and frictionless user journeys.
3. Real-time dashboards and transparent validation helped build affiliate trust, reducing disputes and enabling quicker optimizations.
4. 204% growth in affiliate-driven clicks, enabled by clean tracking and expanded partner onboarding.
5. Server-to-server tracking and fraud filters ensured zero attribution loss, resulting in clean data and campaign scalability.



Best Practices Used

Primary – Transparent Validation and Reporting

- Aligned validation rules and conversion windows upfront, minimizing affiliate disputes.
- Provided affiliates with real-time dashboards and self-service analytics via Trackier.
- Deployed multi-layer fraud detection tools to flag suspicious traffic and ensure clean conversions.
- Conducted regular syncs with top affiliates to address discrepancies and improve performance quality.

Secondary – Technical Setup for Effective Affiliate Marketing

- Integrated server-to-server tracking to eliminate redirect issues and data loss.
- Enabled event-level tracking to identify drop-offs and optimize across user paths.
- Ensured GDPR-compliant data capture and cookie consent at multiple funnel touchpoints.
- Created testing sandboxes for affiliates to validate tracking before pushing traffic.

Learnings

Slursh's campaign success lies in combining performance precision with product storytelling. The combination of advanced tracking capabilities, creative optimization, and strategic affiliate partnerships created a powerful growth drive that delivered outstanding results across all key metrics. The slursh campaign is a strong example of how new-age appliances can unlock sustainable scale through performance-first affiliate strategies.

KAPIVA

Case study contributed by Adsflourish

Client Overview

Kapiva, a fast-growing D2C health and wellness brand offering a wide range of Ayurvedic products.

Objective

Building a strong digital identity and boosting sales for the health and wellness brand

Challenge

Kapiva faced several challenges as it scaled its operations. Despite offering high-quality, natural products, the brand struggled to:

- **Differentiate itself in a saturated market:** The health and wellness industry, particularly the Ayurvedic segment, is highly competitive. Kapiva needed to stand out among the crowd of wellness brands and appeal to health-conscious consumers.
- **Educate consumers about product benefits:** With a growing market for natural health products, educating customers about the efficacy of Ayurveda and how Kapiva products could improve their well-being was crucial.
- **Maximize customer retention:** While initial sales were strong, customer retention rates were low, and repeat purchases were limited. Kapiva needed to find ways to foster long-term relationships with its customers.
- **Expand the digital presence:** Although Kapiva was growing, its digital footprint and brand recognition were still limited, especially on platforms beyond its own website.

Solution

To address these challenges, the team developed a targeted digital marketing strategy for Kapiva, focusing on building brand differentiation, educating the audience, increasing customer loyalty, and expanding its digital presence. The approach included:

- **Brand positioning and content marketing:** The team worked on positioning Kapiva as a trusted expert in Ayurvedic wellness. The team created content that not only showcased product benefits but also educated consumers on Ayurveda's holistic approach to health.
- **Influencer partnerships and user-generated content:** Collaborating with wellness influencers and encouraging customers to share their product experiences helped create authentic social proof. This built trust with potential buyers and positioned Kapiva as an approachable and relatable brand.

Execution

- **Brand story and Positioning:** Highlighted Kapiva's unique Ayurvedic roots and commitment to transparency and quality. Through content like blog posts, infographics, and videos, the team communicated the holistic benefits of Ayurveda and the science behind Kapiva's products. This content was shared across the website, social media platforms, and email campaigns.
- **Influencer marketing and social proof:** Partnered with health and wellness influencers who were passionate about Ayurveda. These influencers created educational content, product reviews, and unboxing videos, giving their audiences a reason to trust Kapiva. Additionally, the team launched a campaign encouraging customers to share their wellness journey on social media using branded hashtags.

Results

The implementation of the strategy resulted in impressive outcomes for Kapiva:

- **40% increase in website traffic:** Content-driven approach, combined with influencer campaigns, resulted in a significant increase in organic traffic to the Kapiva website.
- **25% increase in conversion rate:** With personalized recommendations and retargeting efforts, a 25% increase in conversion rates was observed on both desktop and mobile platforms.
- **30% increase in repeat purchases:** The introduction of the subscription model and loyalty program contributed to a significant rise in customer retention and repeat purchases.
- **55% growth in social media engagement:** Influencer collaborations and the user-generated content campaigns led to a 55% increase in brand engagement on platforms like Instagram and YouTube.
- **Strong brand awareness:** Kapiva's presence grew significantly across multiple digital channels, resulting in a notable increase in brand recognition and recall among health-conscious consumers.

Best Practices Used

- **High quality content:** Rather than just focusing on product features, we created a robust content strategy aimed at educating the audience about Ayurveda, its health benefits, and how Kapiva's products fit into a balanced lifestyle. This approach not only nurtured trust but also positioned Kapiva as a thought leader in the space.
- **Data Driven Decision Making:** Using customer data, we personalized email campaigns and product recommendations based on customer behavior and preferences. By tailoring content and product suggestions, we increased the relevance of our communications, resulting in higher engagement and conversion rates.
- **Effective communication and seamless omnichannel experience:** We ensured a smooth, consistent experience across all digital touchpoints, from the website and mobile app to social media channels and email marketing. This helped customers engage with the brand easily, no matter where they were in their journey.

Learnings

By adopting a content-focused approach, leveraging the power of influencer marketing and user-generated content, Kapiva successfully enhanced its digital presence and sales performance. This case study demonstrates how a D2C brand can differentiate itself in a competitive market, build lasting customer relationships, and leverage educational and community-driven strategies for sustainable growth.

The Future of D2C Brands: **HOW AFFILIATES CAN GROW FASTER WHILE HELPING BRANDS**

India's D2C market, projected to reach \$100 billion by 2025, is growing rapidly but facing rising competition and higher customer acquisition costs. While brands focus on products and operations, affiliates have a unique opportunity to help brands reach customers authentically while building their own sustainable growth engines. By aligning with brand needs, affiliates can strengthen their positioning, grow their audiences, and increase earnings in a competitive ecosystem.

Product Positioning: Telling the Right Story

Clear product positioning remains a core challenge for D2C brands in a crowded market. Many brand websites function as catalogues, lacking the storytelling that helps customers understand why a product matters and how it fits into their lives. Informed purchase decisions require education, and brands that invest in content - blogs, landing pages, and customer stories, build trust and improve conversions. However, producing this content consistently can be resource-intensive.

Here, affiliates can step in by using AI-powered content tools to generate high-quality, SEO-friendly articles and landing pages efficiently, ensuring consistent storytelling that drives organic traffic to the brands they partner with while building their own authority and audience in the process.

Product Promotion: Getting Noticed in a Crowded World

Standing out in today's crowded digital landscape is a persistent challenge for D2C brands, as consumers are exposed to hundreds of similar ads daily. High-quality, engaging visuals and consistent testing of creatives are essential for cutting through this noise and improving return on ad spend. However, producing and refreshing ad creatives frequently can strain resources.

Affiliates can leverage AI tools to generate diverse, eye-catching visuals and videos at scale, test them efficiently, and identify top-performing creatives quickly. This technology-driven approach allows affiliates to maintain relevance, optimise their promotional efforts, and help D2C brands reach customers effectively in an environment where attention is hard to capture.

Social Media: Staying Active and Building Trust

Maintaining an active and engaging presence on social media is essential for D2C brands aiming to build trust and community, yet it remains a challenge amid daily operational demands. Consumers expect consistent updates, interactive content, and timely responses across platforms, but producing fresh, quality content regularly can strain small teams.

Affiliates can leverage AI tools to generate relevant post ideas for their own social media, write engaging captions, and create professional visuals and short videos efficiently. This enables affiliates to stay aligned with trends, maintain consistent audience engagement, and support D2C brands in expanding their visibility without adding strain to the brands' internal teams. In many cases, affiliate-run social accounts attract larger, more engaged followings than the brand accounts themselves, demonstrating the power affiliates hold in shaping product narratives and community conversations.

Keeping Customers Happy: Service That Brings Them Back

Delivering seamless, responsive customer service is critical for D2C brands to build trust and drive repeat purchases, but managing customer expectations for fast delivery, clear communication, and easy returns can overwhelm teams.

Affiliates can support this need by creating clear, informative content that addresses common customer questions, showcases product use cases, and provides guidance on returns or usage tips. By proactively educating customers through content, affiliates help reduce the burden on brand support teams while building trust and confidence among potential buyers.

HOW AFFILIATES PROMOTING PRODUCTS CAN WIN THE GAME

Affiliates seeking to drive meaningful results should look beyond simply redirecting traffic to brand product pages. While this is a common approach, it often fails to differentiate in a competitive space. Instead, affiliates can add value by crafting product stories that explain why they chose to promote a product, how it adds value, and why it is trustworthy. This approach helps customers understand the product's relevance, fostering higher engagement and purchase readiness.

AI tools can support affiliates in creating these product stories efficiently, helping generate multiple narrative angles to identify what resonates most with their audiences. For instance, when promoting a skincare product, an affiliate might develop one story focusing on its effectiveness for dry skin and another highlighting its fit within a busy daily routine. Testing these variations helps affiliates learn which messages connect best with their readers.

Building dedicated story pages can significantly increase page-to-click conversion rates, provided these pages load quickly and offer a smooth experience. To achieve this, affiliates should consider using clean, lightweight HTML pages rather than feature-heavy websites that risk slow load times. Additionally, rather than immediately redirecting visitors to a brand's page, affiliates can capture leads through newsletter signups or downloadable guides relevant to the product being promoted. For example, offering a guide on making the perfect cup of coffee when promoting a coffee brand can encourage visitors to share their email, creating future touchpoints.

With these contact lists, affiliates can establish automated workflows to share product tips, stories, and reminders, maintaining an ongoing relationship with potential customers. This builds trust and positions affiliates as reliable sources of information, rather than purely as transaction-driven promoters.

Over time, this strategy enables affiliates to build authority within their niche while focusing on sustainable growth rather than short-term commissions. By prioritising value-driven engagement and relationship-building, affiliates can foster trust, drive conversions consistently, and strengthen their personal brand while supporting customer needs and preferences.

THE FUTURE OF AFFILIATE MARKETING LIES IN THE ADOPTION OF TECHNOLOGY

The future of affiliate marketing will belong to those who use technology strategically to add value in a crowded D2C landscape. As more brands and affiliates enter the market, standing out will become increasingly challenging. Advertising costs will continue to rise, customers will expect faster service, and buyers will seek authentic stories and guidance before making purchases.

Affiliates who adopt technology will operate with greater agility, leveraging smart tools and AI to create high-quality content, test different creative approaches, and understand what resonates with their audiences. This will enable affiliates to serve their communities effectively while saving time on repetitive tasks and focusing on what truly drives engagement.

Winning affiliates will move beyond simply dropping links, instead of building fast-loading story pages, creating contextual visuals, and establishing automated workflows to nurture potential customers. By focusing on storytelling, education, and genuine product guidance, affiliates will help customers make informed decisions while building their own authority and trust within their niche.

Technology will not replace human insight, but it will empower affiliates to deliver consistent, authentic content at scale and with speed. It will allow affiliates to partner meaningfully with brands, helping customers discover products they truly need from voices they trust.

Ultimately, growth for affiliates will come not from doing more, but from working smarter. Affiliates who embrace technology will build trust, drive better outcomes for their brand partners, and grow their own businesses sustainably in the long term.

THANK YOU FOR YOUR CONTRIBUTION

