



Avangate Case Study: Genie9

Solid Management Program Boosts Affiliate Channel Sales

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As always, Avangate proves to be a strategic partner for us and helps us push the needle further. We are extremely pleased with their proactive and hands-on approach on helping us employ best practices. Our affiliate sales took off after we implemented their suggested program and now it's easy for us to continue and sustain these actions and campaigns
Muayyad Shehadeh, Genie9 CEO

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Solid affiliate
management

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124%
increase in
affiliate sales

Background: Company & Products

About Genie9

Genie9 is a commercial developer of backup, archiving and security software solutions, providing products that combine reliability, flexibility and ease of use for both individuals and organizations.



Issue: affiliate interest slow on the uptake

To grow sales of their SaaS solution, Genie9 needed to extend the reach of their marketing "arm". Initial attempts to leverage the Avangate affiliate network without a defined affiliate management program in place resulted in slow affiliate uptake, and correspondingly slow channel sales. By working with Avangate's Affiliate experts, Genie9 put together a structured affiliate management program, defined offers and communications, and executed on several marketing actions that immediately boosted affiliate interest and sales.



What Genie9 did: regular communication with affiliates and special promotional campaigns

As part of the program defined in conjunction with Avangate's Affiliate experts, Genie9 put together an action to engage their affiliate community on a regular basis.

To support their active outreach program, Genie9 leveraged the tools and services available via the Avangate Affiliate Platform:

- ▶ **Comprehensive dashboard giving visibility into affiliate performance**
- ▶ **Communication tools such as private messaging and newsletter module that come together with brand-enforcement supporting tools, such as customized sign-up forms and personalized approval or rejection messages**
- ▶ **Match-making services between vendors and affiliates to create beneficial and long lasting relationships**
- ▶ **Counseling on best practices in affiliate program management from Avangate's Affiliate Support team**

In order to boost the numbers of affiliates promoting Genie9 software & SaaS products, the Avangate Affiliate Support team counseled Genie9 on implementing several tactics, including email marketing campaigns targeted at the entire Avangate Affiliates Network.

Threefold affiliate sign-ups

The screenshot displays the Avangate Affiliate Platform interface. On the left is a sidebar with navigation links: 'kudusoft.com', 'Quick find', 'Affiliate programs' (with sub-links for 'Find Partners/Products', 'Get links', and 'Your Product Feeds'), 'Marketing Tools', 'My account', and 'Reports' (with a 'CHAT LIVE NOW!' button and 'Support ONLINE'). The main content area is titled 'Find Partners' and shows search results for 'genie9'. It includes a search bar, a 'Search' button, and tabs for 'Vendors' and 'Products'. Below this, there are sorting options: 'Order by: EPC', 'Average commission', and 'Newest'. The results show '1 vendor(s)' with details for Genie9: Code: GENISOFT, Average Commission: 29.30 USD, Vendor EPC: 0.20 USD, Date joined: 30 Aug 2010, and a '25%' commission badge. A 'Get Links' button is present. At the bottom, it shows '1 vendor(s)' and 'View per page: 5'.



Goals of email marketing campaigns:

- ▶ Improve awareness of Genie9 products amongst the Avangate affiliate community
- ▶ Boost partnership numbers – drive more Avangate affiliates to connect with Genie9 and promote their products
- ▶ Increase sales via affiliates

The email marketing pilot campaign, executed in August 2011, was based on the backbone of several capabilities offered by the Avangate Affiliate System:

- ▶ Flexible affiliate commissions with recurring crediting options
- ▶ Additional discounts that affiliates can use at their discretion
- ▶ Discount coupon management

The campaign promoted the Genie Timeline Backup Home software product and offered a free iPad2 as an incentive, on top of the attractive 50% commission and 50% discount coupon.

The campaign was generated and managed by the Avangate team, including layout, graphics, copywriting, fulfillment and response management.



Results

Program was a success for Genie9, judging by the following metrics:

- ▶ **Sales volumes increased by 124%** (2 month average after the email marketing campaign compared with previous 6 month average), with sales continuing to pick up even after campaign completion.
- ▶ **Number of orders generated by affiliate activity doubled within one month.**
- ▶ **Number of affiliate sign-ups grew three-fold (month-on-month comparison).**

Conclusions

Affiliate networks require day-to-day management and support in order to be successful. With the right tools, counseling and guidance, the effectiveness of the affiliate channel is increased. Genie9 made good use of the Avangate Affiliate System capabilities and promoted their company and products to the affiliate community with positive results to their bottom line.

The Avangate Affiliate Network Team guides vendors from affiliate program setup to actions on growing their affiliate sales and reach.

Unlike other software affiliate networks, Avangate aims to build a personal relationship with its affiliates, through the Affiliate Doctor who advises on the right communication tools, promotional programs and campaigns, and tactics on how to engage and connect with the right partners for each business.

Follow the Affiliate Team on Twitter at [@affiliatedoc](https://twitter.com/affiliatedoc)
Read more about the Avangate Affiliate Network at <http://www.avangate.com/skycommerce/affiliate-network/overview/>

How Avangate Can Help You

Designed for selling more software through any channel, using any model, Avangate is an integrated platform providing a full-featured, modular eCommerce solution, a partner order & revenue management system, and a global affiliate network, together with professional services.

Want to find out how we can help your company sell software successfully worldwide?

✉ Contact us today. Full details below.

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