



CASE STUDIES

# REQUIRED EXPERTISE

# CHARLOTTE TILBURY



## The results

- 35% increase in revenue
- 50% increase in impressions recorded, improving the brand reach in the country
- 44% increase in order active affiliates
- 58% increase in click active affiliates

## The key problem

Having successfully launched and progressed the Charlotte Tilbury UK affiliate programme, the Silverbean team initially commenced a 3-month consultancy campaign in North America for the brand. Silverbean were brought in to provide a proactive approach to campaign management and expert market knowledge, in order to achieve ambitious targets.

## The client

British makeup artist Charlotte Tilbury is one of the United Kingdom's most famous experts in the makeup industry. In summer 2013, Tilbury launched her own line of luxury cosmetics at London's Selfridges. The brand quickly became popular and after immense success in the UK, the brand went stateside.

## Core Objectives

- Take the affiliate programme in its current state to improve revenue via a wide and varied affiliate mix
- Ensure key product launches and collections were promoted on time and via the right affiliates/influencers
- Improve the number of click and order active affiliates on the program

## Our approach

### Strategic

- Expanding the affiliate mix
- Introduce the Silverbean Influencer and blogger outreach service to the client

### Tactical

- Highlighting a list of "quick win" opportunities to push the affiliate programme forward quickly.
- Establishing an approved blogger outreach plan, allowing for the opportunity to gift key affiliates, to either re-engage publishers with the brand or to recruit them to the programme.
- Focusing on specific fashion aggregator sites, negotiating CPA increases in return for more exposure.
- Working closely with key third party networks, in order to ensure the collection of publishers using this form of technology were fully utilised.

## What the client says

"Silverbean has been a strong partner, significantly expanding our program and taking a proactive approach to communication. Overall, they are a pleasure to work with."

Senior Manager of Ecommerce and Digital, North America

CharlotteTilbury