

RAKUTEN MARKETING CUSTOMER: IOLO TECHNOLOGIES

Record breaking sales through affiliate marketing

CASE STUDY

Rakuten
Marketing



CUSTOMER ACCOLADES

“Rakuten Affiliate Network has the best international footprint of any global affiliate network, as well as a solid understanding of the software industry. At this point in time, you simply can’t find a better partner to run your affiliate program through,”

– **claims iolo’s Senior Campaign Manager**

“Rakuten Affiliate Network has an exceptionally knowledgeable (and helpful) team and the most robust tracking technology available on the market today. We have benefited greatly from having dedicated account managers to help us grow our campaign, and Rakuten Affiliate Network has a truly global footprint which ensures that merchants don’t miss out on both sales opportunities and consistent MoM/YoY sales growth,”

– **stated iolo technologies Affiliate Manager.**

iolo technologies, LLC develops patented technology and award-winning software that repairs, optimizes, and protects computers and digital devices, enabling users to enjoy their full computing potential by keeping devices running fast and reliably. With a global sales presence in 33 countries and products in 11 languages, tens of millions of people have used iolo’s products for their PC optimization, security, and data recovery needs since 1998. Today, iolo is widely recognized by both consumers and industry experts as a worldwide leader in the system utility software market. The company’s product line, distinguished by its flagship performance optimization suite System Mechanic®, is sold through more than 23,000 retail storefronts around the world and its software can also be purchased from leading major e-tailers, as well as a multitude of domestic and international distributors and resellers. Founded in 1998 and headquartered in Los Angeles, California, iolo is a wholly owned subsidiary of Phoenix Technologies Ltd.

MARKETING OBJECTIVES & STRATEGY

iolo started an affiliate program to ensure that their resources were spent on the most profitable channels to kick start global online growth and further develop the iolo online brand. iolo recently launched a program through Rakuten UK to target EMEA countries.



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They chose to work with Rakuten Affiliate Network citing publisher reach and industry leadership as primary factors. While the preliminary campaign started with Rakuten Affiliate’s US network, due to iolo’s core user based being mostly located in North America, iolo recently launched a program through Rakuten UK to target EMEA countries.

In order to activate affiliates, iolo technologies decided on an aggressive tiered commission structure that benefited small, medium and large publishers. In addition, iolo technologies focused on providing multiple creative assets to publishers, and the renewal of both banner ads and offers on a monthly basis. iolo technologies’ activation strategy also focused heavily on publisher outreach. To empower their affiliates, iolo put a great deal of effort into an affiliate education campaign through newsletters, emails and the Rakuten Affiliate Network “Create Links” page to name a few.

SUCCESS

The iolo technologies affiliate program has grown consistently since inception. They have seen 27% YoY top line sales growth, and expect fiscal 2015 and 2016 to be their best years ever in terms of sales volume, and ROI/ROAS.

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Since running a successful program with Rakuten Affiliate Network since 2008, affiliate marketing is now a key component to iolo’s integrated marketing strategy.

FUTURE PLANS

Moving forward, iolo technologies plans to further develop relationships with niche publishers, and continue expanding the program internationally through 2016. They also plan to further develop their extensive suite of landing pages, and affiliate creative resources, to ensure that conversion rates remain as high as possible.

ABOUT RAKUTEN MARKETING

Rakuten Marketing is the global leader in omnichannel marketing and driving the omni experience. Offering an integrated strategy that combines consumer centric insights with e-commerce expertise, Rakuten Marketing aims to inspire better marketing. Rakuten Marketing’s omnichannel services include, Rakuten Affiliate Network (formerly Rakuten LinkShare), Rakuten Display (formerly MediaForge), Rakuten Attribution (formerly DC Storm), and Rakuten Search. Rakuten Marketing is backed by global Internet retailer Rakuten, Inc.



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