



# ILE DE BEAUTE

## CASE STUDY

Affiliate platforms  
launch and development

CPA-platforms  
in 2 weeks

8

Affiliate  
orders of general  
amount

10%

Paid and delivered  
orders

90%



## About ILE DE BEAUTE

ИЛЬ ДЕ БОТЭ

Perfume and cosmetic shops network ILE DE BEAUTE was founded in 2001 and for the short period became one of the leaders of selective cosmetics and perfumery retail market.

Today ILE DE BEAUTE is the part of the SEPHORA company (LVMH group) and has **140 stores** across Russia including **Online-shop** with a delivery service to anywhere in the country. Range of online-shop is up to **30 000+** items and traffic reaches **2 000 000** unique visitors per month.

**Online-marketing** is one of the strengths of ILE DE BEAUTE. The company uses a big variety of traffic sources but affiliate platforms channel has been launched over a year ago. TrackAd joined for this traffic channel development a year ago. By working together ILE DE BEAUTE and TrackAd has already achieved significant results.



*The professionals in their field.*

*We are working with TrackAd almost a year and satisfied with the management they do. The colleagues not only deliver the KPIs we've determined but react to any request quickly and give a detailed response to any question. TrackAd technology helps us to understand the effectiveness of each traffic channel easy and quick, and brings an opportunity to track the key results that we are interested in the most.*



**Polina Ross**

Area development manager of the  
ILE DE BEAUTE online-shop

## Why had ILE DE BEAUTE chosen TrackAd?

TrackAd is a digital company that provides service for the leaders of e-Commerce and brings European expertise to Russian market. TrackAd is a developer of own technology TrackAd.

TrackAd is a cost-cutting solution for the online marketing campaigns' management. It is a unique worldwide technology that counts all digital expenses in the real time and accumulates all CPOs according to each traffic source (SEM, SMM, Affiliate platforms, Retargeting, Display/RTB, CSE, Newsletter).

TrackAd makes the working process transparent and simplifies operations with the CPA-platforms. The technology deduplicates all received orders and determines the fraud.

**The results are impressive: online marketing budget savings are from 20% to 50%.**

# Challenge

ILE DE BEAUTE has determined 3 goals of digital-marketing development:

➤ To launch new CPA-platforms in a tight period

➤ To increase online sales and revenue

➤ To speed up the integration processes with partners

# Solution

Day-to-day work with the platforms popularized ILE DE BEAUTE among the webmasters that gave a **big volume of the new orders** and accelerated the **revenue increase**. **TrackAd managers** speeded up the working process by being a center of the communication for all three sides: ILE DE BEAUTE, CPA-platforms and webmasters.

TrackAd specialists always find the right aspects of communication to make ILE DE BEAUTE'S **offer more attractive for the webmasters**. The proactive CPA-networks participation in promotions and operational supply webmasters with promo-materials gives an opportunity to keep ILE DE BEAUTE's offer on the best positions.

The traffic provided by each webmaster working with ILE DE BEAUTE's offer is controlled using two levels of analysis:

- By **KPIs** - Bounce rate, Share of new visitors and Conversion rate - presenting **the quality of the traffic**,
- By **Attribution model** - Last Paid click, First click and Linear - in order to understand its influence on the **conversion path**.

Also, all **webmasters are deduplicated** in accordance with "Last Paid click 30 days" rule. In this way, ILE DE BEAUTE receives double guarantee before paying a commission:

- **to pay only once** for the **"paid and delivered" order**,
- **to pay only a webmaster who is in the conversion path** - without cookie dropping or rewriting - on Last Paid click model.

# Results



Work between ILE DE BEAUTE and TrackAd became successful and productive due to outstanding collaboration on each step that has been made together

## Qualitative:

1. ILE DE BEAUTE received a **good reputation** among affiliate platforms and webmasters.
2. ILE DE BEAUTE has started to use **benchmarking** activities that allows to make **the offer more attractive**.
3. ILE DE BEAUTE increased **webmaster's loyalty** due to the personal approach.

## Quantitative:

1. Orders coming from CPA-platforms achieved **10% of the general amount**.
2. That caused to **significant revenue growth**.
3. Time savings: **60 hours of IT department work** for the integration. More than **40 hours monthly** for Marketing department and **16 hours monthly** for IT department
4. **90% of all orders** are “paid and delivered”.