

Growing brand awareness and revenues in the UK, France and Germany for Kodak Shop

January 2007 initiated a new era for the Kodak Shop affiliate program. Neo@Ogilvy took ownership of the account and they are committed to making this online brand successful.

Kodak Shop markets 120 different products online including cameras, printers and accessories. The affiliate marketing program is established in the UK, France and Germany and has experienced steady growth over the last year, showing increases in active publisher activity.

Client Objectives

- Establish a closer relationship with the top performing affiliates
- Develop a more bespoke program to address both Kodak's and their publisher's needs
- Work to launch a new printer product to the global marketplace through Kodak Shop, utilising affiliate marketing

Commission Junction Approach

The Commission Junction Three Point Plan



Strategic Partnership

Neo@Ogilvy benefits from Commission Junction's new vertical sector strategy dedicated to providing advertisers with specialised information for their particular sector. As part of the "Agency" approach, Commission Junction offers key resources including detailed tips and advice on:

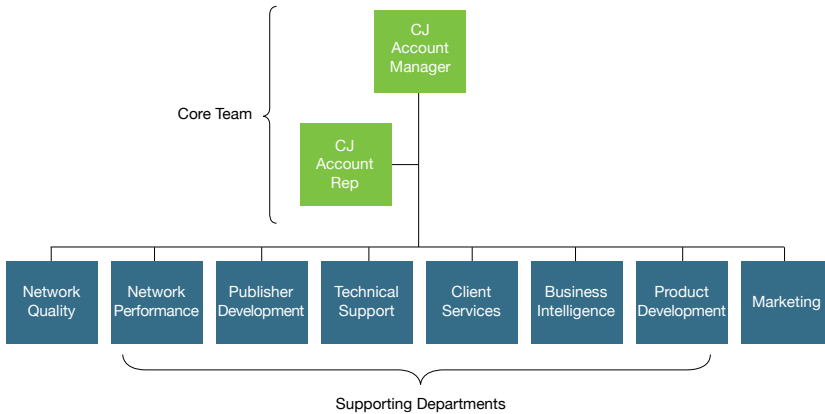
- How to improve relationships with your publishers

Kodak

"From our first meeting, the Commission Junction team has been extremely proactive in their approach. I think their level of customer service is excellent. The initial training program was designed to facilitate our level of affiliate marketing knowledge. The account review was very informative and offered some excellent quick wins that we were able to put in place immediately."

Daniele Kohen, European Account Manager, Neo@Ogilvy

- How to leverage on latest technology developments
- How to maximise your affiliate marketing ROI



The kodak.co.uk shop web site

Program Strategy

The Neo@Ogilvy team manages Kodak’s affiliate marketing program alongside search, display advertising, email and ad network activities. In providing a full-service 360° solution, this European team is also responsible for channel, offline partner and overall communications strategy. The strategy involves:

- Dividing publishers up by content, incentive and search specialities
- Develop a clearer understanding of different publisher business models
- Understand what motivates publishers
- Recruit more comparison sites and bigger incentive sites
- Face-to-face meetings with key publishers
- Develop a more engaging personal relationship with the affiliates

Tactics

Communicating with a more engaged publisher base is critical to the success of the Kodak Shop affiliate program. Neo@Ogilvy plan to engage in the following tactics:

- Newsletters
 - Educate publishers on top products, industry trends and promotional offers

Tactics

- Emailing
 - Contact joined publishers who are not actively promoting Kodak
 - What do they need to start promoting and commit to Kodak program
- Take advantage of free Commission Junction promotional communications
 - Including “What’s hot”, offer portal and A4U Forum

In addition, there are many useful tools available to help publisher’s maximise their overall performance. These include:

- Offering voucher codes to act as an incentive
- Providing more of an up-to-date product catalogue
- Generating better quality creative such as:
 - Kodak search banner should deep-link directly to all product categories
 - All generic banners should link to the Kodak Shop
 - Provide special Kodak banner displaying “best converting product”

Results

Although it has been less than five months since Neo@Ogilvy and Commission Junction have worked for the Kodak Shop account, the results are positive.

Since January 2007 over 1800 unit sales have been achieved. Through Commission Junction, Kodak Shop is able to generate 15% of their total revenue. On top of this, the affiliate marketing channel is producing the highest margins across all of the channels in which it operates.

This is all in the midst of much transition and change, and there is a confidence that working with Commission Junction will continue to significantly impact on Kodak Shop’s affiliate marketing revenues.