



ONCEIT CASE STUDY

BACKGROUND

ONCEIT is a New Zealand based daily deal website. They were the first deals website to launch a program on the S.L.I.C.E Digital network. The program has matured and is performing strong and constantly with 9 months of consecutive growth.

APPROACH

Launch EDM – we let the affiliates know about the campaign, commissions / cookie life and products on offer, along with a link to their [full public page](#) (illustrated below, *image a*).

Top Offers eDM's – We regularly featured ONCEIT in our top offers eDM (illustrated below, *image b*).



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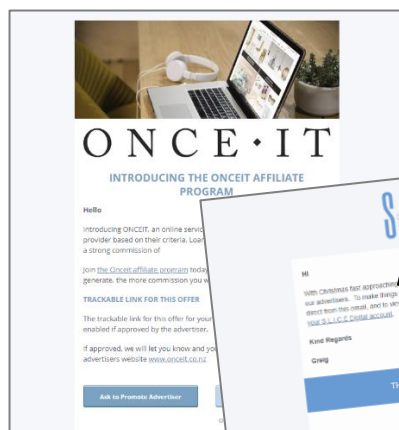
092188990



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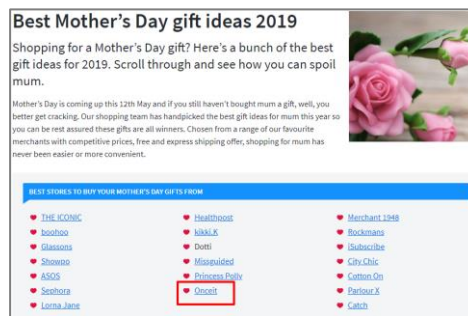
a.) Launch eDM



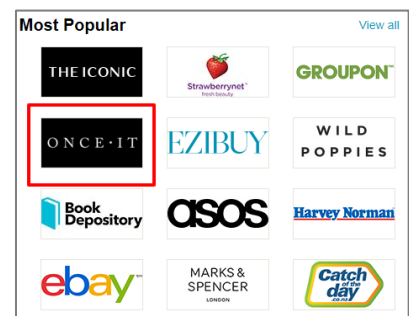
b.) Top Offers eDM's

Media Deck Opportunities – ONCEIT took up additional exposure opportunities with several of our affiliates, and this assisted in them increasing affiliate sales by an additional 268% in one month.

Notable Exposure: Finder (NZ) gave prominent exposure to ONCEIT within their shopping section, coupon codes section and within their newsletter (*illustrated below, image a*). Airpoints Mall also featured ONCEIT on the homepage banner, and within the “Most Popular” brands section (*illustrated below, image b*). With over 3 million Airpoints users worldwide, and with Air New Zealand being voted New Zealand’s most trusted brand by Reader Digest several years in a row this also provided great brand association



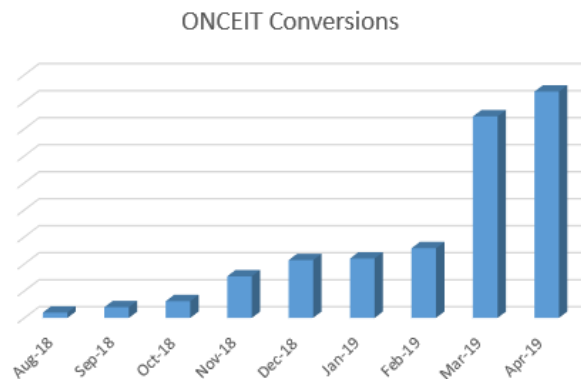
a.) Finder (NZ)



b.) Airpoints Mall

RESULTS

The below chart shows the growth of ONCEIT’s affiliate program in New Zealand.



NB: Quantities removed for privacy.

* The conversion rate improved incrementally with affiliate’s refining their promotions on traffic that converts best.



TESTIMONIAL

Abbie McKone – “ Our sales have increased from first month and continue to grow as more affiliates start promoting our product. The S.L.I.C.E Digital team have provided expertise throughout all stages of our campaign [...] ”

**For information on affiliate programs in New Zealand,
please contact us at hello@slice.digital.**