

# From Coupons to Mass Media

Building a Content-First  
Affiliate Strategy



**NOVO** MARKETING

## OVERVIEW

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A global tech accessories brand needed a partner who could help transform its deal-led affiliate program into a scalable, **content-driven growth channel** that could attract mass media partners.

## THE OUTCOME

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Within 12 months, NOVO was able to increase affiliate revenue by **800%** with more than **250 mass media inclusions**, up from just two prior to engagement.

## THE CHALLENGE

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### Limited Understanding Of Affiliate Channel Potential

The client had a general awareness of affiliate marketing but lacked a clear understanding of what was truly possible within the channel. They were unsure how to leverage affiliates strategically to drive revenue. Without a roadmap, the internal team felt stuck unable to move beyond a very limited set of coupon and deals partners.

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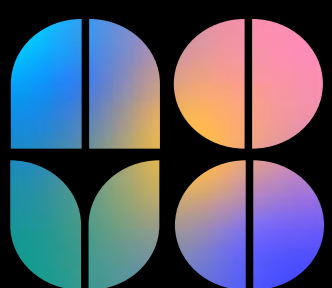
### Lack Of Content-Focused Strategy

The affiliate program was not designed to attract or support content-rich collaborations. As a result, the client missed out on placements in editorial features, gift guides, and “best of” lists that drive high-quality, sustainable traffic.

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### Desire To Work With Mass Media Partners

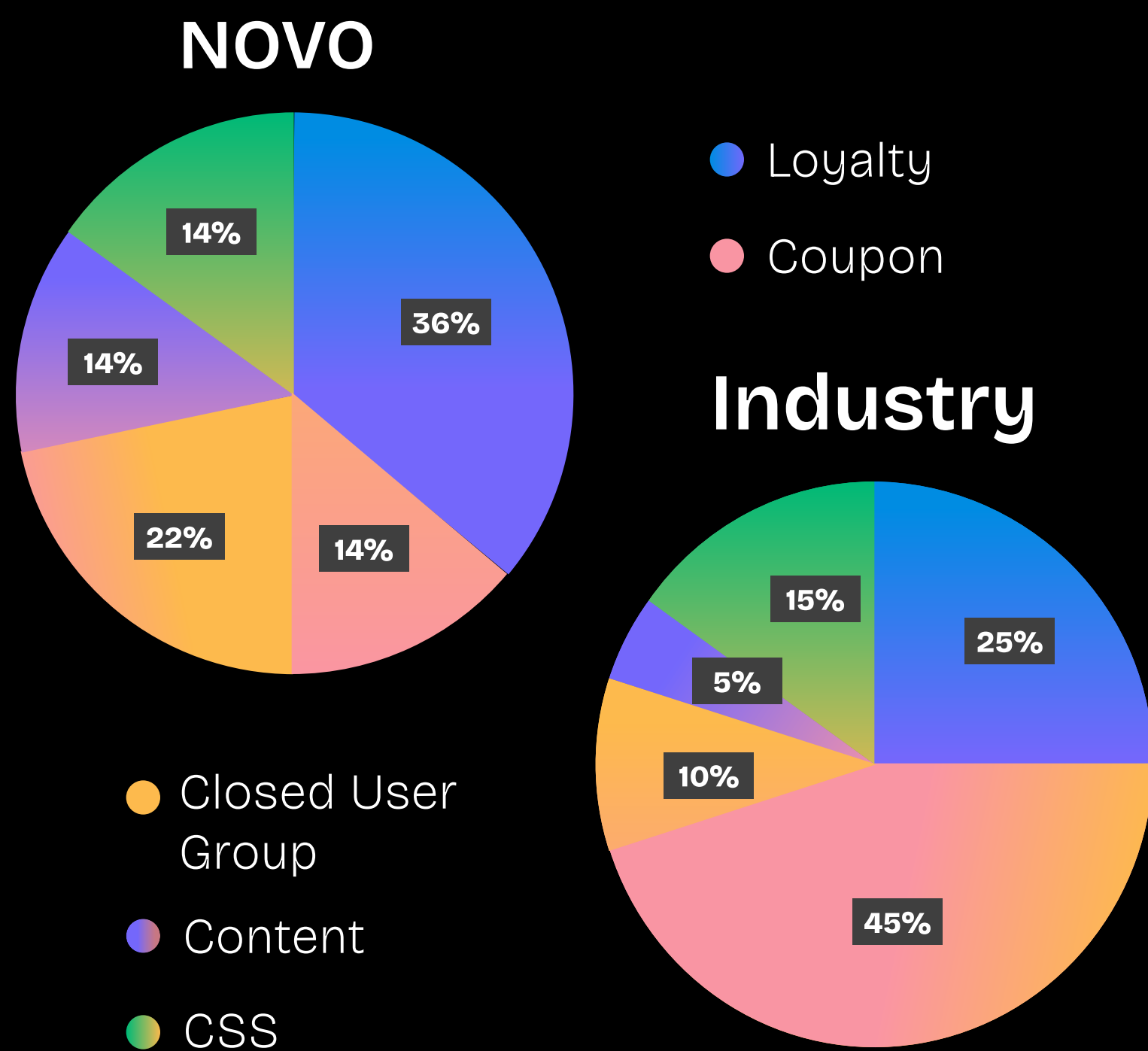
The client aspired to collaborate with large, reputable mass media publishers but didn't know how to initiate these partnership opportunities. There was uncertainty around the processes, requirements, and value proposition needed to attract these partners.



# THE APPROACH

## Initial Steps: Automate & Optimize

As a team, we identified gaps and inefficiencies, leveraging technology to automate as many manual processes as possible to free up time for partner onboarding and performance PR. We removed non-incremental and low-value publishers such as browser extensions, focusing resources on top-performing and content partners.



## Partner Onboarding & Mix

Best practices and dynamic commissions were implemented for each partner type and then we proceeded to onboard key partners across global markets.

Our partner split\* outperforms the industry standard by reducing over-reliance on coupons, focusing instead on loyalty and closed-user group partners, which drive more incremental and sustainable revenue. This balanced mix of partner types is one of NOVO's core pillars because it supports the full funnel – from awareness to conversion.

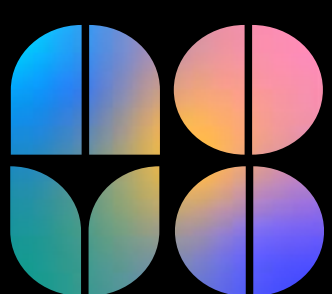
\* Calculated by revenue generated per partner type

## Performance PR

Lastly, we leveraged our vast database of editors to target key editorial teams who cover best lists as well as seasonal content such as relevant gift guides throughout the year, securing coverage with notable outlets such as **Vogue, Esquire, Cosmopolitan, ELLE, People** and more.

# DELIVERING RESULTS AND IMPACT

All figures reflect performance from the 2025 reporting period



Client Testimonial

“

If you want to grow your affiliate marketing channel, you have to work with NOVO. They took our non-existent program and in 6 months turned it into a notable part of our marketing mix. The team at NOVO are professional, easy to work with, fast to respond and have a deep knowledge of affiliate marketing that we needed. Couldn't recommend them enough.

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# Ready To Build Your High-ROI Affiliate Program?

Request your free audit today

