

# Quality Over Quantity

Building a Revenue-Driving  
Program The Right Way



**NOVO** MARKETING

## OVERVIEW

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A Latvian cosmetics brand needed a partner who could help scale its existing affiliate programs in **France and Germany**, markets in which it lacked affiliate knowledge and expertise.

## THE OUTCOME

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In 12 months, NOVO took both underperforming programs and scaled them aggressively and strategically, achieving **269% YoY growth** in revenue.

## THE CHALLENGE

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### Low Brand Awareness In FR & DE

While the client is a household name in Latvia, they weren't well known in Germany and France – two of Europe's most competitive and saturated beauty markets. Not many consumers had prior exposure to the products, making customer acquisition and publisher recruitment more challenging, requiring a strategy focused on trust-building.

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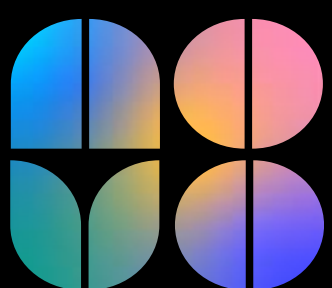
### Low Website Traffic

Many affiliate partners, especially larger ones, have minimum thresholds for website traffic to work with a brand. Low traffic can signal lower earning potential, so without this and an established digital presence beyond Latvia, the brand faced difficulty getting buy-in and securing partnerships with larger, high-quality partners.

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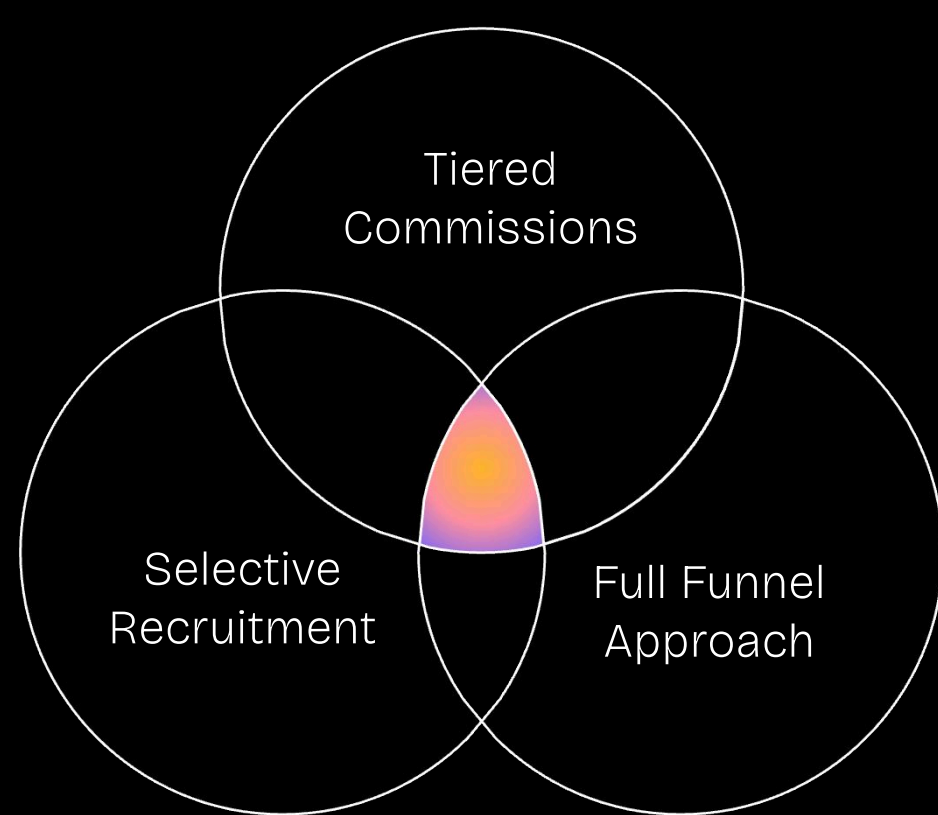
### Saturated Cosmetics Industry

The cosmetics industry is one of the most competitive. Established multinational brands dominate with large marketing budgets and, with countless options, consumers often choose familiar names. For a new entrant, even one successful in its home market, breaking through this and capturing the right attention is a major challenge.



# THE APPROACH

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## Setting The Program Up For Success

Before working with NOVO, all partners were paid a single commission rate. We optimized this by introducing a **tiered structure** based on publisher type and performance. This reduced significant costs and laid the foundation for a more efficient, scalable program that incentivizes the right behaviour.

## Program Growth: Recruiting The Right Affiliates

A key focus was scaling the affiliate program aggressively while maintaining high partner quality to prevent fraud. Rather than accepting every applicant, the program followed a selective approach. Over the course of the year, 600+ vetted potential partners were added to the pipeline and contacted. From the total publishers that applied to join the program, including from other sources, 300 were accepted, while 240 were rejected, resulting in a **rejection rate** of roughly 45%. At NOVO, we prioritize quality over quantity to ensure traffic comes from real users with genuine intent.

## Full Funnel Approach

To address low awareness in FR & DE, part of the budget was allocated to influencers to leverage their brand-boosting power. We partnered with 5 carefully vetted influencers. Performance was tracked via affiliate links, and some influencers worked on a cost-per-acquisition (CPA) basis. The results were **73 tracked sales**, showing direct impact on the program's performance beyond just brand awareness. We also sent products to additional influencers and media partners for firsthand experience, supporting future program growth.

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## DELIVERING RESULTS AND IMPACT

All figures reflect performance from the 2025 reporting period

**300**

New Partners  
Joined

**45%**

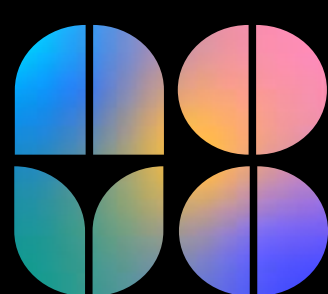
Rejection Rate

**84%**

Of Revenue-Driving  
Publishers Were Recruited  
Or Activated By NOVO

**269%**

YoY Revenue  
Increase In Q4



#### Client Testimonial

“

Since the start of our partnership with NOVO, we have achieved strong, measurable results. During the first year, we more than doubled our affiliate revenue and saw a notable increase in high-quality traffic from the channel. They take a proactive approach, consistently identifying new opportunities and suggesting actions to drive performance. They are also highly transparent, clearly explaining performance shifts during our regular calls and providing practical guidance on how to optimize and scale results. It genuinely feels like working with a partner who is invested in our long-term growth.

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## Ready To Scale Your Affiliate Program In The Right Way?

Request your free audit today

