

# From Zero to €3M

## Scaling Affiliate Success in the Baltics



**NOVO** MARKETING

## OVERVIEW

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A global household appliances brand needed a partner who could help **launch and scale** their new affiliate program in an **undeveloped market**.

## THE OUTCOME

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NOVO was able to launch and quickly grow the programs through **creative partnerships**, generating over **€3.2 million** in revenue in **12 months**.

## THE CHALLENGE

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### Expanding Into New Markets Without Experience

The client set out to expand in the untapped Baltic markets – Lithuania, Estonia and Latvia. They had recently launched websites in each country and needed to build an affiliate program from scratch with no previous experience in the region. The goal was to encourage purchases direct from the brand site rather than through third-party resellers.

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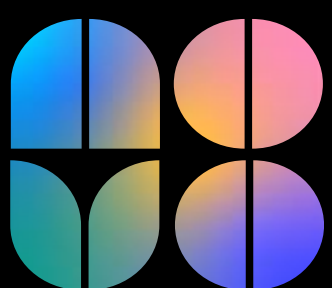
### Limited Number Of Traditional Affiliate Partners

The Affiliate Marketing industry in the Baltic region is largely underdeveloped compared to the more mature markets in other parts of Europe. There were some traditional publishers ready to work with us, however they mainly consisted of low-traffic coupon websites and subnetworks.

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### Lack Of Awareness & Education

The lack of awareness of Affiliate Marketing presented another key challenge. Many potential partners needed to be educated on the affiliate industry, the program, the payment models, etc. This knowledge gap made it more challenging to build strategic partnerships and we needed a strategy to firstly educate and engage the market.



# THE APPROACH



## Recruitment First Approach

As a team, we took a structured, process-driven approach to Publisher Recruitment, to generate interest and build and grow the affiliate program. This involved creating a pipeline of potential partners in the regions and exploring partnerships with various partner types to identify new and unique opportunities. We also engaged with many partners who were well known in other regions to see if they had a presence in these smaller markets.

## Motivating Partners On A Gifting + CPA Basis

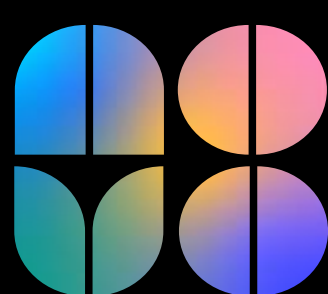
With the partners who were not experienced in affiliate marketing, we convinced them to experiment with a CPA + gifting model to get them to try it out. This required educating them on the potential upside and building trust. Some partners who traditionally worked only on a **CPC (Cost per Click)** model ended up making more money through the **CPA (Cost per Action)** model, which we could take to market to convince other partners to join. Through focusing on this model, we also saved the client a lot of money on potential media spend in a market that still heavily relies on flat fee payment.

## Influencer Marketing

With few traditional affiliate partners in the markets, we took a creative approach by leveraging influencer marketing to drive revenue and brand awareness. This strategy proved highly effective, generating **€204,240** in revenue in 2025 and demonstrating the potential of alternative partnerships in the affiliate channel. This again was done on a Gifting + CPA model, saving the client money in flat fee costs.

## DELIVERING RESULTS AND IMPACT

All figures reflect performance from the 2025 reporting period



Client Testimonial

“ Novo has been instrumental in helping us expand into new markets. Their affiliate strategy and partner sourcing gave us immediate traction, and we’ve been able to work with a wide range of quality partners who have consistently performed. Their structured approach and regular communication give us full transparency into what’s driving our growth, keeps us aligned, and gives us the confidence to scale at speed ”

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