

THE ICONIC

FOR FASHION
E-COMMERCE RETAILER **THE
ICONIC**, IN-HOUSE PARTNER
MARKETING IS A PERFECT FIT.

THE ICONIC is Australia's leading online destination for fashion and sportswear, selling products from over 700 Australian and international brands. THE ICONIC manages direct relationships with most of their marketing partners in-house, but sought a way to work with all of their partners on a more sophisticated and technically advanced platform that provided in-depth performance data and didn't charge a network fee for their services.



20% REVENUE INCREASE

Since Migrating to Performance Horizon



REAL-TIME INSIGHTS

Became An Integral Part Of Their Strategy



IMPROVED PARTNER INTERACTION

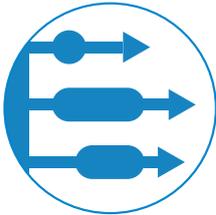
By Providing Transparency

“Performance Horizon has been an important part of the evolution of our Affiliate Marketing program, helping to facilitate strong relationships with key partners. As a direct result of our work together, we’ve seen a significant uplift in revenue of over 20% since implementation.”

Adam Jacobs, Managing Director & Co-Founder, THE ICONIC

A SEAMLESS MIGRATION

Working closely with THE ICONIC, Performance Horizon took steps to ensure that there were no major issues with the migration both for THE ICONIC and its partners:



A CLEAR TIMELINE

Performance Horizon provided a clear timeline to THE ICONIC that covered each step of the process and ensured a smooth migration plan.



EVERY STEP OF THE WAY

Performance Horizon provided assistance through each step and was available for questions and advice - both from a technical and best-practice point of view.



PARTNER COMMUNICATIONS

Performance Horizon provided advice about communicating to partners to give each partner enough time to prepare, as well as assisting partners with the migration process.

A SINGLE DASHBOARD WITH MULTIPLE INSIGHTS



Performance Horizon has given THE ICONIC the solution it was seeking to best optimise its affiliate program and drive its own margins and growth. It has provided a platform where THE ICONIC's Affiliate Manager can see all partner performance in real-time, and on a single dashboard, to evaluate campaign performance, weekly and seasonal trends, and see what their partner's customers are actually buying.

ABOUT PERFORMANCE HORIZON

Performance Horizon is the leader in partner marketing technology, enabling large enterprises to drive sales through their marketing partners. Top retail, travel and financial services companies rely on Performance Horizon's highly scalable platform to generate over \$3 billion in sales across 200,000 marketing partners in 183 countries.