

SUCCESS STORIES:

# New Balance Reinvigorates Affiliate & Partner Programs



## Challenge



New Balance recently embarked on a journey to elevate and reinforce its position as a premium lifestyle & performance brand. As part of this journey, New Balance realized it needed to reinvigorate and modernize its affiliate marketing program. Historically undervalued and misunderstood at New Balance, affiliate programs were largely dependent upon a handful of lower-funnel, discount and coupon-focused tactics and partners that underperformed. The programs suffered from lack of performance insight and transparency in large part due to challenges with the existing platform capabilities and setup. This left the affiliate channel siloed from other marketing channels, weakening its strategic significance.

## Solution



To address the challenges of the affiliate channel, Matterkind helped New Balance focus on three key areas:

1

Audit Partners to Diversify Partner Mix and Reduce Underperforming Dependencies

2

Establish New Strategic Partnerships –  
Better Aligned with Brand Strategy and Highly Indexed for Desired Audiences

3

Provide Measurement and Transparency to Align with Cross-Channel Teams and Drive Visibility, Collaboration & Long-Term Brand Strategy

**NEW YORK POST**



**GEAR PATROL**

Traditional Publications created advertorial content with key search terms like 'Best Running Shoes' and 'Essential Apparel for Winter'



Sneakerhead Influencers (Hes Kicks, Eddie Win) reviewed products and delivered content on product quality, brand history, new releases

**HYPEBEAST**

**HIGHSNOBIETY**

**COMPLEX**

Key Opinion Leaders from websites and communities engaged to influence trends, brand affinity and purchase behaviors

## Results




- ▲ Over a 12-month period, Matterkind transitioned New Balance's dependency on coupon sites from 90% to 10%, removing 38 discount partners that drove little or no value.
- ▲ At the same time, Matterkind onboarded 100+ new partners and significantly grew program revenue YoY, driving top-of-funnel conversions and capturing consumers in 'discovery mode' during purchase journey.

Overall, New Balance is better able to understand channel and partner value and identify opportunities for cost savings and re-investment into other or new partners.

This leadership-championed program ensured agency channel and brand teams understood the types, value and influence of the various partnerships. Leadership at New Balance now values partnership programs.

Other internal teams-- including PR, brands, and lifestyle--have all begun engaging with partners and incorporating them into their omni-channel strategy. PR now has a process where products and educational materials explaining the technical aspects of shoes are seeded directly to affiliate partners.



**“Affiliate Marketing has become a true strategic asset within our media mix. It was an important goal to reinforce New Balance's position as a premium lifestyle and performance brand while continuing to bring value to partner engagements with us. Matterkind was able to make that happen, aligning cross-channel teams and growing our revenue each year in a brand accretive way.”**

Senior Marketing Manager, North America Media & Consumer Acquisition  
New Balance

Let Matterkind help you build a specialized plan to achieve your partnership marketing goals.

Learn more at [www.matterkind.com/outcome-navigator](https://www.matterkind.com/outcome-navigator).