

# Increase In-store Sales with Offline Affiliate Marketing

With Rakuten & RevTrax, brands can now provide digital offers driving in-store sales: tracking the offline impact of affiliate marketing at the transactional level.

As more customers research products online before shopping in-store, the impact of digital on in-store traffic is only increasing. To take advantage of this growing trend, many major retailers are leveraging “offline” affiliate marketing.

## Offline Affiliate Marketing empowers brands to:

- Provide customers secure, personalized promotions in real-time across digital channels and offer formats (mobile wallet, print-at-home).
- Measure digital’s impact by tracking each customer’s path to purchase, and optimize digital campaigns continuously.
- Incentivize affiliates to reach a greater audience with in-store offers, expanding distribution for increased awareness and in-store purchases.
- Collect valuable customer insights and understand digital behaviors and purchase drivers.

Contact your Rakuten account manager and get started today!

## How a major apparel retailer scaled results:

By connecting online behavior to offline purchase, here’s how one brand drove significant digital engagement and increased in-store sales.

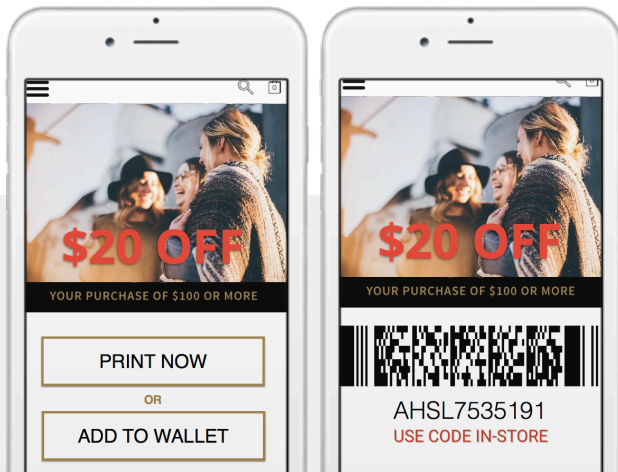
- **Incremental Sales:** Via DMP integration, new/existing customers are identified and served relevant offers.
- **Mobile Optimization:** Each customer receives the right offer format - Mobile Wallet or Print-at-Home - with device responsive technology.
- **Robust Tracking & Reporting:** Tracking down to the member-level supports loyalty affiliates, provided with automated in-store reporting by Rakuten.
- **Greater Reach, Scale, and Security:** Works with your entire network starting on day one. Stay secure knowing that coupon links cannot be copied from approved affiliate sites.
- **Flexibility & Control:** Offers run down to SKU level, single-use coupons served in real-time. Activation caps / total budgets controlled for each offer.

40%  
New Customer Acquisition

\$15+  
In-store Revenue per Click

2x  
Affiliate Program Size in 12 months

\$20 Million  
Incremental Sales



“Retailers need the ability to leverage the affiliate channel to drive incremental purchases in-store at scale. RevTrax is a natural partner for Rakuten Marketing to accelerate growth of in-store affiliate sales.”

- Tony Zito, CEO Rakuten Marketing



Contact your Rakuten Account Manager to get started today!

Learn how 350+ brands are winning smarter with RevTrax.  
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