



INTRODUCTION

Looking for a unique and unforgettable gift for your loved ones? Look no further than Custom Bobbleheads from Bobblegifts! These personalized bobbleheads are the perfect way to show your appreciation and celebrate special moments in life.

Bobblegifts is a premier provider of high-quality, handcrafted custom bobbleheads that bring joy and personalization to any occasion. With a focus on exceptional craftsmanship and customer satisfaction, Bobblegifts transforms unique ideas and photos into detailed, lifelike bobblehead figurines. Whether for a birthday, wedding, Valentine's Day, or corporate event, Bobblegifts offers a creative and memorable way to celebrate life's special moments.

GOALS

1. Deliver joy and personalization to customers through high-quality, customizable bobblehead figurines.
2. Create unique, handcrafted products that capture individual personalities, offering memorable gifting solutions.
3. Ensure an exceptional customer experience through outstanding craftsmanship, customer satisfaction,

OUR APPROACH

Recognizing the potential of affiliate marketing for Bobblegifts, we launched their affiliate campaign on the ShareASale network, tailoring strategies to match their budget and website capacity.

Affiliate Recruitment:

Leveraged ShareASale's recruitment tools to onboard quality affiliates.

Successfully added over 300 affiliates, focusing on top-performing partners known for delivering significant results monthly.

Engaging Inactive Affiliates:

Introduced event-driven newsletters to re-engage inactive affiliates, driving their participation in the campaign.

Data Feed Integration:

Developed and shared comprehensive product data feeds with top-performing affiliates, including price comparison sites, coupon platforms, and product datafeed-focused partners.

CHALLENGES

One of the primary challenges was positioning customizable bobbleheads as meaningful, personalized gifts for diverse occasions, rather than novelty items. Additionally, affiliates faced difficulties in effectively targeting niche audience segments, such as gift buyers and event organizers.

SOLUTIONS

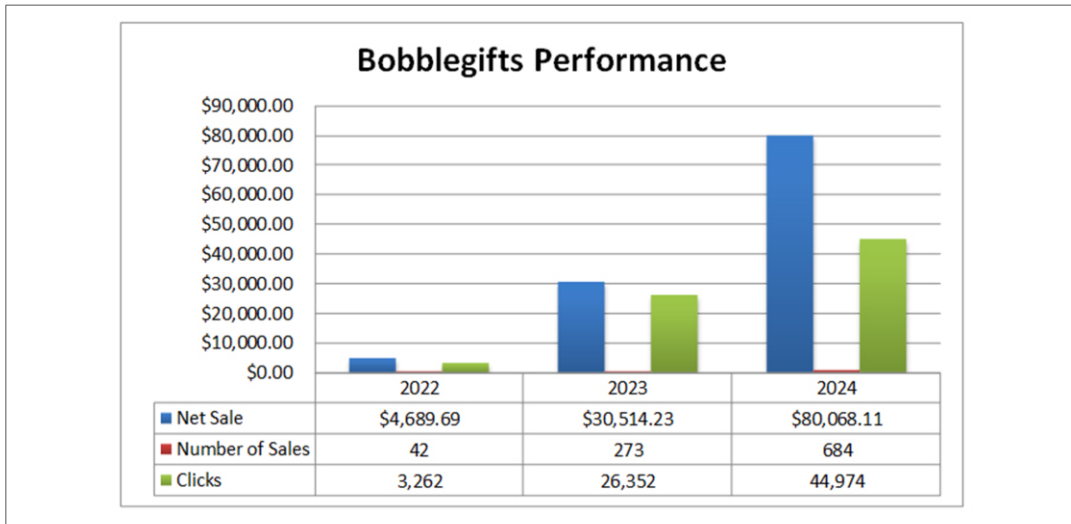
1. Hosted Bobblegifts' affiliate program on ShareASale, attracting a diverse range of affiliates, including bloggers, SEO specialists, coupon platforms, SEM affiliates, and influencers.
2. Generated significant traffic and sales within weeks by:
 - Onboarding affiliates across multiple industries.
 - Activating affiliates through targeted newsletters and promotions.
 - Implementing a product data feed that made it easier for affiliates to market Bobblegifts' offerings effectively.
3. Boosted conversions by collaborating with coupon affiliates and driving engagement through regular affiliate newsletters.

RESULTS ACHIEVED

Increased Traffic: A substantial rise in website traffic driven by affiliate referrals.

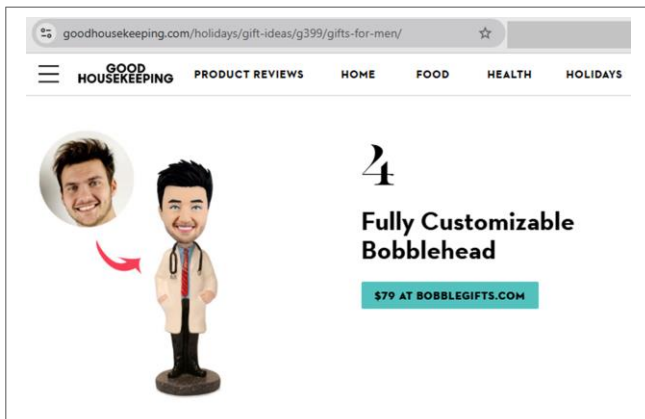
Revenue Growth: Significant year-over-year growth in revenue, highlighting the campaign's effectiveness.

Stronger Brand Positioning: Enhanced brand visibility and reputation as a unique and personalized gifting solution.

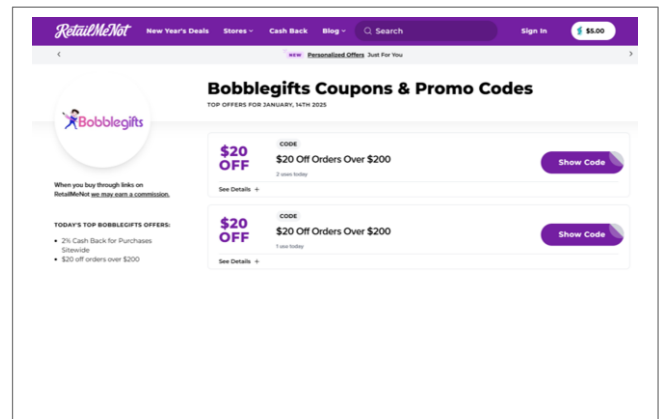


Placements & Promotions of Top Affiliates for Bobblegifts

1. Skimbit Ltd



2. Retailmenot



3. Prodege, LLC - CouponCause

