

Brand: Homeward Legal

Sector: Professional Services

Primary Objective: Sales

Formats used: Performance Marketing

Background and Overview:

Homeward Legal is a conveyancing services company operating in a fiercely competitive sector, primarily driven by paid search marketing. The business needed another incremental and cost-efficient way to drive new customer acquisitions. It turned to Awin Access to harness its entry level service and test if affiliate marketing could do just that.

What was the role of digital within the media mix?

There were three main objectives to the campaign:


- Incremental new customer acquisition
- Operate within a strict cost-per-action target
- Convert quality customers

The programme launched in May 2019 and within just five months had accomplished the objectives. Homeward Legal found that the key to success was the ease of accessibility to large, major partners such as USwitch. This price comparison style of publisher was, and continues to be, a significant contributor of quality and incremental customer acquisition that the business would otherwise not have been able to connect with and collaborate on a performance “paid on results” basis.

Results / Achievements:

Homeward Legal have converted over 600 customers in the short period since programme launch - to their delight, given the select nature of the sector and the high average customer spend. Keen to promote affiliate marketing for other small/niche sector brands, Homeward Legal provided Awin with their personal top tips:



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- **Take a hands-on approach** to recruitment and use the Awin directory to find relevant partners
 - **Talking and building relationships** will open up opportunities, so don't be shy to pick up the phone
 - **Focus on understanding** how to get the most from Awin and what the platform can offer, and if you invest the time and effort you will reap the rewards

What was the killer headline?

Homeward Legal finds success in the affiliate channel with Awin Access

