

**Brand:** Pretty You London

**Sector:** Retail

**Primary Objective:** Awareness

**Formats used:** Performance Marketing

**Background and Overview:**

Created in 2014, Pretty You London has established itself as a unique British brand specialising in slippers and nightwear, each with added details to make customers feel special in their own home.

The brand's head designer, Rebecca, has over 30 years of design experience, adding her own touch to each style to create the unique Pretty You London look. Coupled with the best quality faux furs and the softest materials, the brand offers an ageless collection, with each piece featuring signature embellishments.


In March 2019, Lou Wragg, Ecommerce and Sales Manager at Pretty You London, embarked on the company's first affiliate marketing programme. See below for an interview with Lou on why digital and affiliate marketing were the right choice for her, Pretty You London and SMEs more broadly.

**What was the role of digital within the media mix?**

"The self-managed service Awin offers is like nothing else in the market. It's hard for small businesses like us to cover any set up or network access fees. The UI is really easy to use with good reporting and extra tools you don't get access to with other network platforms."

We asked Lou why she felt entering into affiliate marketing is a good choice for small businesses and not just for large brands: "Affiliates were the final piece of the puzzle - we knew we needed to complete our marketing mix in order to build a brand and the awareness around Pretty You London. We wanted to encourage returning customers, but we knew converting in the first place really is key. It comes back down to the budget and usability. As novices in this area, the platform is easy to understand and find your way around. The fees mean it's not a huge investment, allowing us to put more spend and resources into the work we do with the publishers themselves."





Lou commented on her experience so far with the self-managed proposition: “Using the Shopify platform meant that the integration with Awin couldn’t have been easier. There are some things that we, as a small programme don’t need to worry about using as much, such as the Product Feed and Creative Sets, but they are there and easy to use.”

For Pretty You London, Awin Access allows the business to manage activity towards their seasonal business goals: “As a brand, we have a very Q4-heavy product so we’ll aim to increase our activity from June - September in readiness for the peak time.”

**Results / Achievements:**

Pretty You London has steadily seen programme growth since launching on Awin Access, receiving over 8,000 customers on site via partner publishers. The on-site conversion rate is 2.5% (0.5% higher than direct traffic) and the average order value is 3% more. For the golden Q4 quarter in 2019, the activity represented 47% of online sales.

**What was the killer headline?**

Awin’s Affiliate channel was the right choice for this new London fashion brand

