

The Jewel Hut Achieves Record Sales With Dedicated Affiliate Marketing

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Optimus Performance Marketing (<http://uk.optimus-pm.com>), the largest affiliate marketing company in Europe, has helped online jewellery retailer The Jewel Hut to drive the share of UK affiliate sales from 1.5% to 12% in the space of a year, helping to achieve record sales revenues during December last year

The Jewel Hut (<http://www.thejewelhut.co.uk>) was launched in 2006, with the aim of selling branded jewellery at affordable prices. By showcasing the very best in jewellery, the retailer now offers over 50 brands, a number that continues to grow. The Jewel Hut is also the authorised UK stockist for many leading jewellery brands including Pandora, Thomas Sabo, Links of London, Tresor Paris, Fiorelli, Breil and Hot Diamonds.

The Jewel Hut launched its affiliate programme in April 2012. It decided to outsource the management in July 2012, through the resource and expertise applied by Optimus Performance Marketing (OPM). The Jewel Hut began to generate rapid sales growth to the point where, in December 2012, it enjoyed record sales revenues. On average, The Jewel Hut is now achieving around 12% (against a target of 10%) of its total online sales from affiliates, due to its work with OPM.

Tasks carried out by OPM on behalf of The Jewel Hut include day to day management of the affiliate programme, the translation of marketing strategies into affiliate engagement, the management of promotions, codes and tenancies to deliver a target overall cost. OPM also takes care of the proactive management and review of The Jewel Hut's programme commercials to deliver sustainability, as well as detailed reporting to deliver transparency and ROI measurement.

Saiqa Bi, eCommerce Manager at The Jewel Hut, said the following about the success with OPM:

"OPM were brought on board in July 2012 to manage the growth of The Jewel Hut UK affiliate programme, which had only just launched on Affiliate Window. Optimus are very well known in the affiliate industry which enabled them to really push forward the programme's ROI objectives and raise awareness of our affiliate programme, products and USPs. The team at OPM have been willing to work with us with great flexibility, contributing proactively as well as adapting their approach to fit with our marketing objectives and targets."

Mark Russell, Managing Director of Optimus Performance Marketing, said the following:

"It's absolutely fantastic we were able to help The Jewel Hut to not only reach their targets for revenue generated through affiliate sales, but also exceed them. As the team here at OPM are purely focused on driving customers and sales, our task is to perform and deliver results- and there is nowhere to hide if we don't! With new business wins, such as The Jewel Hut, averaging around 20 per year in the UK, our ability to deliver and our status as the true industry experts is underlined."

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- Optimus Performance Marketing is the largest affiliate marketing company in Europe
- Optimus Performance Marketing gives 360 transparency between affiliates, networks and merchants
- Optimus Performance Marketing deploys best practice technology in its approach
- Optimus Performance Marketing is 7 years old
- Optimus Performance Marketing has multi sector experience that includes (but is not limited to), High Street Fashion and Retail, Home and Garden, Pharmaceutical and Holidays and Leisure