



## CASE STUDY



ACCELERATION PARTNERS +



cardlytics +

Lulus

# Cardlytics Partnership Increases Incremental ROAS 94% for Lulus

## THE CHALLENGE

Since their inception in 1994, Lulus has been the place to shop for affordable luxury, serving millions of customers worldwide. As they continued to grow and expand their customer base, Lulus prioritised finding new customers in a post-pandemic economy.

Lulus looked to Acceleration Partners (AP), their affiliate marketing agency partner, to bring innovative strategies to their programme to accelerate performance. As the leader in partnership marketing, AP's singular focus is creating and nurturing partnerships that drive exceptional outcomes for clients. Lulus' strong affiliate programme was successful for customer retention, but there was opportunity to improve acquisition. The AP team needed to combat competitive pressure from other brands and capitalise on new shoppers entering the category.

Lulus and AP aligned on a strategy that delivers the following:

- Drive net new, incremental customers
- Leverage more analytics and insights to inform their strategy going forward
- Increase their market share in the digitally native fashion space

## THE SOLUTION

The AP team introduced Cardlytics to help Lulus achieve their customer acquisition goals. Cardlytics is a trusted AP partner providing access to exclusive bank partnerships, massive scale, and consistent generation of incremental revenue. With visibility to in-market demand and the ability to shift consumer spending, Cardlytics was well suited for Lulus/AP's strategy.

Based on insights uncovered by the AP and Cardlytics teams, recruitment and optimisation strategies were developed to deliver on Lulus' client acquisition goals to gain new customers:

### Recruitment Strategy

Cardlytics' in-depth reporting showed where Lulus customers had been shopping. This shopping data was then used to refine AP's recruitment lists for Lulus' direct and indirect competition. This opened a new set of content partners for the brand that hadn't previously been targeted.

### Optimization Strategy

Cardlytics and Lulus' promotional and product insights provided the data needed to create meaningful optimisation campaigns with current partners to drive new customer sales.

Lulus, AP and Cardlytics collaborated on an extensive performance analysis of the programme, leveraging Cardlytics transaction data to prove out incremental lift. iROAS was reported via a precise TvC analysis, revealing not only incrementality but also what served as the drivers of this revenue - increase in transactions, increase in basket size.

## THE RESULT

As a result of AP's creative strategy and the partnership with Cardlytics, Lulus was able to meet and exceed their KPIs for each quarter in 2021. The growth percentages and results, below, are based on a year-over-year assessment from Q2 2021 and Q2 2022 and are based on Cardlytics data and analysis and specific to the Cardlytics offer.

# 304%

increase in customers  
served in Q2

# 326%

increase in sales  
driven in Q2

# 94%

increase in iROAS  
in Q2

After seeing the significant impact Cardlytics made towards Lulus' goals, AP and Lulus **extended the partnership into 2023**. Provable results matter. Insights-driven strategies can help brands maximise their full customer potential. Cardlytics addressed both for AP and Lulus.



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