

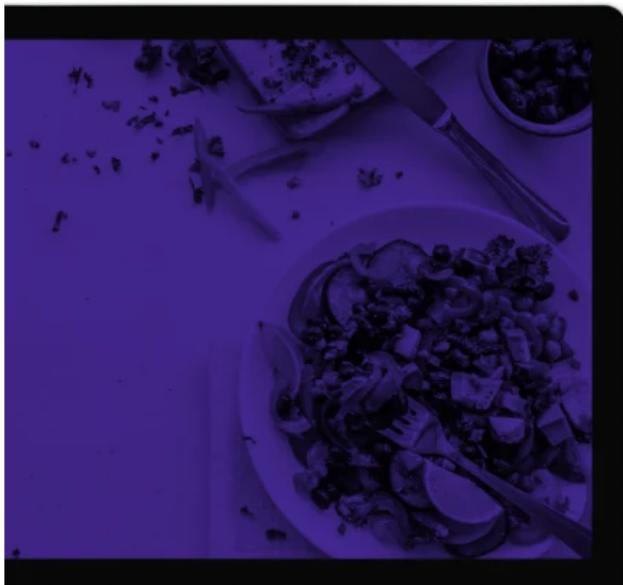
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SimplyCook and Myprotein partner to enhance customer loyalty and reach new audiences

Written by Lee Metters on 30th May 2022 · 4 minute read

SimplyCook and Myprotein utilised Awin's Brand Partnerships offering to attract new customers and improve consumer loyalty.

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Case study

How Myprotein and SimplyCook are **using Brand Partnerships** to enhance customer loyalty and reach new audiences

MYPROTEIN



The pandemic has changed the way that customers shop and behave online, with 13% of shoppers trying and testing out new brands. This shift in shopping behaviour has forced retailers to rethink their brand loyalty offerings. Awin's Brand Partnerships proposition enables clients to enhance customer loyalty offerings whilst also exposing them to new, and potentially unreached, customer audiences.

Leveraging Brand Partnerships via the Awin platform allows brands:

- to tap into a portal of thousands of engaged brands
- to fully track partner marketing collaborations
- to optimise existing client relationships in the match-making process

[Myprotein](#), Europe's leading sports nutrition brand, utilised Awin Brand Partnerships to provide customers with value-added purchase rewards. With over 8.6 million monthly visitors to their site, Myprotein sought to explore how they could enhance customer loyalty whilst also monetising their onsite inventory by selling ad-space to non-competing retailers.

Objectives

Myprotein and Awin defined core campaign objectives prior to launching a brand partnership:

- Identify and partner Myprotein with a non-competitive, complimentary retailer who is engaged with Awin's Brand Partnerships proposition.
- Use exclusive retailer discounts to retain existing customers, whilst also incentivising new customers with unique rewards.
- Create and launch an innovative inbound revenue stream to generate commission, whilst also ensuring full visibility on Brand Partnerships performance reporting.

Awin identified [SimplyCook](#), one of the fastest growing start-up food brands in the UK, as a brand with complimentary customer demographics. Both brands had identified that their customers were of similar average age and "health & fitness enthusiasm" listed as a core customer value. SimplyCook were also actively engaged with Awin's Brand Partnerships proposition, with the aim of reaching new customer audiences through partner campaigns.

Approach

Leveraging the demographic information within Awin's Brand Partnerships directory, alongside specialist digital intelligence data, Awin quickly identified synergies between the audiences of Myprotein and SimplyCook. After connecting the two brands and outlining the objectives for the campaign, Awin helped to set-up the collaboration through their open network platform.

To capture interest from Myprotein shoppers and convert them into prospective customers, SimplyCook provided Myprotein with a free trial recipe box subscription containing 4 unique recipes with just a £1 postage fee. Myprotein, using their innovative "Gift with Purchase" reward mechanism, allowed customers to redeem the free trial as part of the checkout process. Opted in Myprotein customers could also access a range of discounts and rewards, including the SimplyCook free trial, via

their "Member Perks" page. By making the reward accessible to all members, Myprotein were able to maximise customer reach.

The "Gift with Purchase" mechanism worked by surfacing SimplyCook's free trial as a redeemable reward at the point of purchase. All customers at checkout were able to take advantage of the offer and add the free trial to basket, tracked as an additional product SKU. After completing their Myprotein purchase, customers were invited to redeem their SimplyCook free trial through a post-purchase email notification. Embedded into the redemption email was an Awin tracking link, enabling Myprotein to earn commission on all successful free trial redemptions, whilst also ensuring both brands had full visibility over the performance of the campaign within the Awin platform.

Following the success with SimplyCook, Myprotein expanded the number of offerings through their "Gift with Purchase" reward mechanism. By onboarding additional, non-competing brands, Myprotein provided customers with the ability to select one or multiple free gifts at the point of checkout, adding further value to their user experience in an increasingly competitive market landscape.

The Results

Using Awin's Brand Partnerships campaign tracking, we were able to record impressive campaign results:

- Myprotein successfully partnered with SimplyCook, referring over **56,000** customers (clicks) with a conversion rate of **26.39%**.
- **32%** of Myprotein shoppers that selected the free trial at checkout were new customers
- Existing customers selecting the free trial spent **£9 more** on average than new customers.
- Myprotein generated over **£150,000** in commission payments through their campaign with SimplyCook.

"The campaign with SimplyCook has enabled Myprotein to offer customers with a unique reward experience, and this in turn has helped to instill brand confidence and encourage customer loyalty. The campaign has been extremely successful for both Myprotein and SimplyCook, so much so, that this type of activity will be a key stream in our strategy going forwards into 2022 and beyond"

Ryan Cummings, Head of Affiliates and Commercial Partnerships at Myprotein

"SimplyCook's placement with Myprotein has been a great platform to drive incremental growth. It's clear the two brands have a strong synergy which has shown in the results. It's a campaign we will look to continue into 2022"

Vicki Christie, Head of Acquisition at SimplyCook

Launch your own Brand Partnerships campaign with Awin

Start your brand partnership journey with Awin by **completing our [opt-in form](#)**. The form provides Awin with information about your brand, your objectives and your promotional inventory, that we then use to match relevant brands. Once vetted by our partnerships team, your brand is then added to our brand partnerships matrix, showcasing your brand and all of your exciting opportunities to potential partners.

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