

TUNE + ZAFUL

Lomeway Experiences 600% ROI with TUNE

THE PROOF



5.43%

INCREASE IN CONVERSION



600%

INCREASE IN ROI



15%

DECREASE IN FRAUD AND
LOW-QUALITY TRAFFIC

COMPANY BACKGROUND

Chinese ecommerce company Lomeway is behind several successful clothing retail websites including Zaful and Rosegal. The company manages over 200,000 SKUs and sells over 100,000 products each day with average monthly sales reaching \$400,000. Lomeway serves the global community with consumers based in North America, Europe, the Middle East, and other regions.

CHALLENGES

With ambitious revenue goals to achieve, Lomeway was interested in leveraging partner relationships to grow their business. However, due to technical limitations, it was nearly impossible to actually know when an event was driven by a partner. There was no transparency or way to reconcile revenue generated from advertising efforts, let alone a way to determine which portion partners should receive credit for. Not having real-time data made it difficult to optimize their advertising spending and impacted long-term relationships with their partners.

Without a way to accurately track partner activity from online orders, Lomeway wasn't able to cultivate these important relationships. Lomeway CMO Amy Tang said, "Because our internal platform couldn't support the variety of tracking that partners required, we lost opportunities for collaboration. Over six months, this issue cost us nearly \$100,000 because of ineffective development initiatives, as well as the potential revenue that four prominent partners could have been generating during this time."

SOLUTION

It became clear for Lomeway that something had to be done about their inefficient partner program. One of their trusted partners recommended TUNE and they never looked back. Lomeway wasted no time implementing TUNE due to the good reputation, strong global presence, reliable customer service, and excellent technical support.

Allowing Lomeway to completely overhaul their partner program, TUNE provided the technical ability to grow and track the performance of their partner network in real time. According to Tang, “TUNE gave us server-to-server tracking capabilities, which we were previously unable to provide to our partners. This functionality gave us more credibility and helped us successfully collaborate with more partners. Additionally, the TUNE team supplied us with special technical and customer support, making communication with partners more efficient.”



“As a retail company, partner management isn’t our expertise. It’s great to be able to rely on a best-in-class solution like TUNE to help us achieve our partner program goals. TUNE has exceeded our expectations, and we’ve experienced very promising results in a short period of time. I’m excited to see our partner program continue to flourish with the help of TUNE.”

AMY TANG, CMO

RESULTS

With TUNE in place and technical difficulties behind them, Lomeway could finally count on their partner program to help drive revenue and grow the business. Lomeway credits TUNE’s strong industry reputation with helping them attract and build partner relationships, which in turn led to higher quality traffic to their websites. Plus, they gained visibility into partner-driven activity in real time, which enabled them to give the appropriate credit where it was due.

As a result of implementing TUNE, Lomeway saw big improvements to their partner program. In fact, the Lomeway team estimates that they have realized an incredible 600% return on investment with TUNE. They also saw a 15% decrease in fraudulent and low-quality traffic – a byproduct of the improved relationships they were able to establish with partners. On top of that, Lomeway’s conversion rate increased by 5.4%, while revenue and clicks increased by 2%.

“The strong reputation of TUNE has enabled us to successfully onboard more partners with increased satisfaction and given us the ability to maintain long-term relationships with them. TUNE also provided great localized technical support and valuable partner introductions, so we could ramp up quickly. We are now very optimistic about the future of our partner program.”

MARS YANG, PARTNER MARKETING MANAGER