



DUKA



circlewise



We succeeded in such challenging times and the credit goes to Circlewise. We got a complete package of tools to build an efficient partner program together with the support of the Circlewise team in our everyday work.



Aleksandra Burdon

DUKA

Senior Performance
Marketing Specialist





About Duka

DUKA is a brand of Scandinavian style interior design products and kitchen utensils. In the spring of 2020, due to the pandemic, they were forced to close over 60 shops. This meant that sales on *duka.com* became their number one priority and to tackle this challenge they decided to build their own partner program. Using Circlewise's **Partnership Hub** as their solution, DUKA and the Circlewise team were able to quickly build their partner program.



Our joint successes

The main challenge was to develop the partner program in the short term without losing the sale efficiency and have it ready for Q4 - the intensive period of promotions related to Black Friday and Christmas time. It took a lot of effort from both DUKA and Circlewise teams but creative ideas and solutions going beyond traditional affiliate marketing were successfully created.

- **300% increase in income from the affiliate channel.**
- **50% lower costs of a partner program maintenance compared with an external affiliate network.**
- **400% growth in the number of active publishers.**





Circlewise's impact

Holistic sales program with expected ROAS

Before 2020 the primary sales channel for DUKA was a retail chain of 60 shops located in malls all over Poland. The new situation required a brand new marketing strategy and therefore, new tools and resources. DUKA trusted Circlewise's recommendation and decided to build an in-house partner program. Time was of the essence, so the intensive support supplied by Circlewise was essential.



Circlewise's value

Successful teamwork

Succeeding in the tasks at hand was only possible thanks to deep cooperation between DUKA and Circlewise where knowledge, experiences and ideas were exchanged.

Circlewise became part of the DUKA marketing team, sharing their goals and success.

Contact us today to learn how we can help you build, launch and run your in-house affiliate program.

Let's talk: calendly.com/circlewise or send us an email to sales@circlewise.io.

