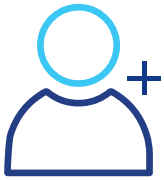




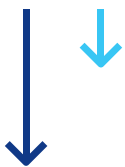
25%

above registration goal



20%

more registrations through affiliate than other marketing channels



65%

lower incremental cost-per-lead through affiliate compared to paid search or social

## Interactive Investment Management (IIM) The Right Media Investments to Exceed Digital Marketing Goals

### THE COMPANY

Atkins Nutritionals is a leading player in the \$2.4 billion weight control nutrition category and offers a powerful lifetime approach to weight loss and weight management. Atkins products are available in more than 30,000 locations throughout the U.S. and internationally.

### THE CHALLENGE

Atkins sought to drive registrations for its free QuickStart Kit and increase awareness of its nutrition and weight management products. While the brand had historically obtained online registrations primarily through paid search and paid social efforts, the costliness of driving incremental leads in those channels was posing a challenge. By taking a comprehensive look at Atkins' digital efforts, Rise saw an opportunity for Atkins to reach and acquire customers more efficiently by adding a new channel to its mix: affiliate marketing.

### THE STRATEGY

Rise took an Interactive Investment Management approach to Atkins' marketing dollars, shifting budget based on performance and the opportunity to maximize returns. Rise found that allocating additional budget to the brand's existing paid search or paid social efforts would result in ineffective lead generation relative to its marketing goals – the brand had maximized its impact in those areas.

Instead, Rise recommended running an advertising campaign through qualified affiliates to fuel registrations. By shifting a portion of its marketing budget to affiliate, Atkins was able to acquire customers at a lower cost and drive highly targeted and qualified leads more efficiently. Additionally, it only paid for affiliate clicks that resulted in actual conversions.

### THE RESULTS

Through Rise's strong affiliate relationships, Atkins launched an affiliate marketing campaign that provided yet another channel to reach potential registrants. Rise's ability to quickly reallocate budget was a key to Atkins' success in hitting its goals.