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## / The Scoop

Show Me Your Mumu (“SMYM”) is a boutique fashion brand that exudes West Coast bohemian style. With the intent of generating increased brand awareness, the brand set out to launch a new affiliate program. After teaming up with Blue Moon Digital, Show Me Your MuMu launched a successful affiliate program by handcrafting an affiliate marketing strategy that met the goal of increasing brand awareness by collaborating with influential content sites to reach the brand’s key demographics.

## / Goal

Launch an affiliate program promoting brand awareness; specifically targeting brides, young women and college students.

## / Method

Evaluated and identified potential affiliates based on brand alignment, target market reach and proven performance of similar brands affiliate programs. Knowing that first-impressions are important, SMYM wanted to be known for their style, and less for a specific campaign or promotion. To achieve this strategy, the Blue Moon Digital team deliberately recruited only content and loyalty/reward affiliate partners.

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By attracting content sites and creating editorial pieces, the brand was positioned next to its competitors and in front of potential new brand advocates. Through direct partnerships with bloggers and additional content sites the fashion brand featured its new summer and denim collections.

Testing different strategies from inception allowed the team to see what resonated and what didn't in real-time, informing the next action.

One strategy was an exclusive campaign negotiated with a specific loyalty affiliate to promote Show Me Your MuMu's June Summer Sale a day before it was promoted with any other affiliate partner. **During the two-week sale, the affiliate referred 5x the revenue they had referred during the same timeframe prior to the sale. The average conversion rate for the program was 2.5%, yet on the early day of the sale the loyalty affiliate with exclusive access garnered a 7.5% conversion rate.**

*“Throughout our digital marketing discovery phase Blue Moon Digital provided us with great result based metrics that helped our team understand how to make better informed decisions on what channels to strengthen.”*

- Luis Hoffer, VP of E-Commerce

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## / Impact

The launch of Show Me Your Mumu's affiliate program exceeded expectations and forecasts, surpassing initial revenue goals in a short amount of time. **Within six months, the affiliate channel grew to represent 7% of total online revenue for the brand. 59% of the affiliate traffic driven represents new site visitors.**

*“Affiliate channels are often known for their long ramp up periods. Under Blue Moon Digital’s management we saw our affiliate channel quickly strengthen and grow into an essential marketing channel that exceeded our traffic and revenue projections.”*

- Luis Hoffer, VP of E-Commerce

The success of the Show Me Your Mumu program can be attributed to understanding the brand's desired audience and goals, and customizing a program to meet their objectives. **For the first six months, month over month revenue grew 51% on average.** A strong partnership and collaborative dialogue around creative and campaigns proved to be key ingredients in the success of the affiliate program overall.

*“Blue Moon Digital has provided great insight and wonderful recommendations that have helped our digital marketing efforts mature and grow.”*

- Luis Hoffer, VP of E-Commerce

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## / About Show Me Your Mumu

Show Me Your Mumu's story began on a little island called Manhattan by two free spirited and lively ladies, Cologne Schmidt and Cammy Herbert. After searching endlessly for the perfect comfy yet cute staple piece that was missing from their closets, they decided to create their own and the Mumu was born! Show Me Your Mumu has since expanded the line into pants, tanks, shorts and dresses - never forgetting the fun loving spirit of the Mumu concept. Mumu girls are carefree adventurers who dream and live spontaneously. They travel the world, fall effortlessly in love and have late nights, but early mornings. The Mumu is not simply a garment, it is a lifestyle. Spontaneous. Fun. Easy going. Unique. Versatile.

## / About Blue Moon Digital

As a digital marketing agency, our purpose is to fuel your commerce growth. We provide a full suite of digital marketing services including: ecommerce strategy and analysis, Paid Search Marketing, Display Advertising, Retargeting and Prospecting, Search Engine Optimization (SEO), Email Marketing, Affiliate Marketing, Shopping Engine Management, Social Advertising, Content Marketing, Mobile Marketing and Website Analytics.

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