



Name Bubbles + Apogee Agency Case Study

Objectives

Name Bubbles partnered with Apogee Agency to increase brand awareness and grow the revenue for their customizable clothing and accessories labels for kids.

Strategy

Apogee worked closely with the Name Bubbles team to keep publishers active and engaged with monthly paid campaigns and multiple product seedings.

Results

The Name Bubbles affiliate program is ranked in the Top 100 Programs on the ShareASale Network and continues to grow month over month.

TAKEAWAYS

Ongoing Campaign Strategy Saves Money Over Time

Apogee worked diligently with content creators on multiple campaigns to economically reach new audiences with enough touch points to convert readers without needing additional marketing resources such as paid social and paid search.

Increased Exposure Leads to Increased Interest

Affiliates participating in Apogee Campaigns helped drive virality and gain the attention of large media publications such as Wirecutter and Forbes.

Brand Awareness Thrives on Consistency

Because Apogee has run campaigns consistently since launch, the program has helped expand the Name Bubbles brand to include two sister brands with comparable results.



KEY METRICS

Through ongoing content campaigns, Apogee has generated:



\$3.5M

Gross Revenue through Affiliate



\$43

Average Order Value



82.2K

Orders through the channel



360

Active Publishers



1,663.1%

ROAS