



EXPRESS WATER + APOGEE CASE STUDY

AT A GLANCE

Express Water, recognizing the immense potential of enhancing their digital presence and leveraging social platforms, decided to partner with Apogee Agency, a reputed name in the world of online marketing and brand strategy.

KEY METRICS

In the first five months of the affiliate program managed by Apogee:



\$211K

Gross Revenue through Affiliate



\$197

Average Order Value



1,070

Orders through the channel



43

Active Publishers



665.4%

ROAS

OBJECTIVES

Express Water partnered with Apogee Agency to launch a new affiliate program on the ShareASale Network. The goal was to increase brand awareness and sales of their reverse osmosis whole house purification systems.

By partnering with Apogee, Express Water aimed to tap into the agency's expertise to craft impactful campaigns, curate share-worthy content, and strategically position the brand where it would gather the most attention.

SOLUTIONS

Apogee began by launching and fully optimizing the Express Water affiliate program on ShareASale. We then immediately began sponsored and product review campaigns with content creators and big media publications.

RESULTS

Apogee's analytical approach, combined with creative storytelling, ensured that Express Water's message reached not only its existing customer base but also new, potential customers. This was done by identifying and targeting relevant demographics, understanding user behavior, and engaging with key influencers within the industry.

While brand awareness is essential, the ultimate metric of success for any business is the revenue it generates. Apogee's holistic strategy didn't stop at just creating a buzz; it was designed to convert that buzz into tangible sales.

This was achieved by integrating promotional campaigns with clear calls to action, implementing retargeting strategies, and optimizing the customer journey from awareness to purchase. Special offers, loyalty programs, and other sales-driven tactics were employed to entice the audience and drive conversions.