



McAfee is one of the world's leading independent cybersecurity companies. Inspired by the power of working together, McAfee creates business and consumer solutions that make the world a safer place for the benefit of all.



Goal

As a Customer Experience Optimisation agency focused on ROI, House of Kaizen (HoK) manages McAfee's partner program as part of their EMEA direct to consumer initiatives. With the dual objective of increasing the share of new customers by 5% and growing YoY conversion volume, audience and conversion insight are key.

Outcome

Using Radius' Partner Insights reporting, HoK identified a specific group of publishers that were driving a significantly higher share of new customers within existing and new categories. To further incentivise growth in new customer acquisition, they introduced a tiered pay-out structure that provided a CPA modifiers for sales to new customers.

The result of these audience and conversion driven tactics, led to a 9% increase in new customer sales, increasing revenue by 11% and growing Average Order Value by 0.7%.

“The partner insights gained from Impact combined with the flexibility of Dynamic Payouts turned our decision making into actionable and measurable results for McAfee.”

— Veronika Starell, Account Director, House of Kaizen



143%

of new customer
acquisition goal
achieved

11%

YoY Cyber Sale
revenue increase