



Fanatics, Inc. is an Internet Retailer 500 online retailer of licensed sports merchandise, selling products for all major sports league like the NFL, NHL, NBA and more.



Executive Summary

Fanatics manages 32 affiliate programs with more than 50k publishers. Although they had a very successful program, the team had a hard time managing the complexity or communicating with publishers in a relevant manner. By using Mediaraills, Fanatics was able to hyper-target publishers with promotional opportunities during big sporting events, which lead to higher publisher engagement and an increase in revenues.

Goal

Wade Tonkin, the Pinnacle Award winning affiliate manager at Fanatics, wanted his team to drive more engagement from their existing publishers. His team spent a lot of time with their top performing affiliates, and those affiliates performed well. This personal engagement, however, was too time-consuming to execute at scale, and so the vast majority of his affiliates were reached via a weekly newsletter sent through the affiliate network. These affiliates were largely inactive and had a very small impact to his bottom line. To get more out of his program, Wade needed to engage this broad base in a better way.



15x

Increase in number of
outreach emails sent to
partners

+100%

Increase in partner
engagement from
receiving personalized
emails

“It’s quick to deploy and easy to see your recruitment ROI. You don’t have to take some other email marketing tool and try to make it fit your partner recruitment workflow. It’s awesome when you can make \$5-10k in only 3-5 minutes of work.”

— Wade Tonkin, Senior Affiliate Manager



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Solution

With Mediarails, Wade was able to bring everything together in one place, out of the box on Day 1. Mediarails automatically integrated his affiliate networks, enhanced records with contact, audience, and quality score information. Because Wade had a complete picture of each of his publishers, he could easily create hyper-targeted segments and send timely, relevant, personalized messages at scale. Wade built an entire engagement strategy around what he dubbed “micro-moments.” With every publisher tagged by team, topic, and interest, Wade was able to segment Fanatics’ publishers based on their interests and then send highly relevant messages or promotional offers during peak moments. Instead of a weekly newsletter, now when King Felix throws a no-hitter, or the LA Lakers draft Lonzo Ball – Wade reaches out to every one of the publishers who would care within minutes.

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| Detroit Lions Podcast | AvantLink | !Blog/Social | Detroit Lions | Podcaster | Detroit Lions | Fanatics |
| DK on Pittsburgh Sports LLC | ShareASale | !Blog/Social | !Strategic | | Penn State Nittany L ... Pitt Panthers Pittsburgh Penguins Pittsburgh Pirates Pittsburgh Steelers | Fanatics |
| Arch City Sports | AvantLink | !Blog/Social | Dec16Commissions Met | Test Tag Group | St Louis Blues St. Louis Cardinals | Fanatics |

Results

As a result of collaborating with Mediarails, Fanatics now sends 15 times more outreaches a week. Because those outreaches are hyper-targeted, relevant, and only sent to the right people at the right time, Fanatics sees much higher (100%) publisher engagement and revenue – all in less time than it took to do generic outreach before.