



# Richer Sounds goes small to compete big, nurturing an elite corps of partners for 65% revenue growth

## Situation

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**Grow sales online in a category dominated by retail giants**

In a world where 90% of UK shoppers are Amazon customers, even a popular High Street retailer like Richer Sounds faces major barriers to maintaining market share, let alone growing it. This small digital player needed an innovative and more effective way to compete.

Richer Sounds knew it couldn't win on price or delivery speed, but it was miles ahead in product knowledge and customer experience — the characteristics that made its physical stores popular with loyal audio and video enthusiasts. Richer Sounds distinguishes itself through its staff. Each member of the team is a passionate advocate of the products they sell and is educated on the latest developments in cinema and music.

In order to succeed in the digital world, the team needed to bring the same approach to its partnerships and partner recruitment, finding partners who had credibility and knowledge vs. just good deals.



## About Richer Sounds

Richer Sounds is a British home entertainment retailer that operates online and through its 53 physical stores. Richer Sounds has been on the UK's High Street for more than 40 years, but online they compete against giants like Amazon, Argos, and eBay.



## Situation


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The unique nature of the partnership channel would enable the company to leverage its strengths to drive revenue, market share, and AOV. Leveraging partnerships to amplify its differentiated High Street business model, the company wanted to hold its own online.

The company set specific targets for its partnership program:

- Increase online sales revenue by 20% over the course of one year
- Grow online ROAS by 10%
- Maintain market share
- Deliver clear messaging reflecting the values of Richer Sounds
- Deliver a promotion strategy that would complement other channels and drive conversions
- Establish a publisher base that would maintain the right messaging and maximize conversions





*“In the very competitive audiovisual sector, Optimus and Impact succeeded in driving both growth and improved ROAS, while at the same time helping to deliver our tactical and long-term strategic and commercial objectives.”*

**Mike Prior,**  
Richer Sounds Purchasing Director

## Solution

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**Build an elite  
partner network  
to take expertise  
online**

Richer Sounds made the bold decision to break out of the traditional affiliate network model and take a new approach. It realized that given their small scale, a traditional network would make them a small fish in a large ocean of other players.

Instead, Richer Sounds wanted to maintain a small publisher base that could understand and communicate the value of Richer Sounds, and it needed to work with separate service and technology vendors to allow for high-touch partnership development.

Richer Sounds selected Optimus as the managing agency and Impact Partnership Cloud as the technology platform. The Optimus team ran a closed, highly selective partner recruiting program that ensured partners were aligned with the company philosophy of expert knowledge and passionate engagement.

The Richer Sounds team used Impact to automate partner discovery and stay in constant communication with its partners, keeping them up to date on all product developments in technology and supporting them in becoming passionate advocates. Promo codes were used with restraint and were given selectively and exclusively to suitable partners.

These codes were carefully designed to increase basket size or to highlight specific SKUs, allowing the publishers to, in turn, demonstrate their expertise on the best-quality products in a given area.



## Solution

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With just 17 partners in the Richer Sounds partner network, every partner received the human contact and support required to make the relationship a success and allow for a highly collaborative approach to setting and achieving goals.

With Impact as its technology partner, Richer Sounds had access to a wide array of creative and flexible incentives. Publisher contracts could be tailored to drive value to the business via dynamic commissioning, and having a high-touch agency meant publishers understood exactly what they needed to do to create that value.

With Impact, Richer Sounds and Optimus could also tailor reporting to their own goals, capturing only data that was relevant to their needs. This facilitated much quicker digestion of information and faster decision making.

Impact's dynamic mobile deep linking, communication automation, and highly tailored partner discovery allowed the Richer Sounds team to select its publishers carefully, work with them effectively, and in turn generate more revenue than a traditional affiliate program with similar resources would have done.



**65%**

YoY revenue growth

**30%**

Improvement in  
conversion  
rate

**15%**

YoY increase in ROAS

## Outcome

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**65% online revenue  
growth YoY**

Leveraging a small group of elite publishers, the Richer Sounds partnership team achieved 65% revenue growth YoY in 2019, more than triple its target of 20%.

Though Richer Sounds only increased its share of the overall market by 0.06%, in true David and Goliath fashion, for a company its size competing against online giants, this was a major success: the additional market capture represented a massive gain of £1.3 million in incremental revenue, a significant leap for a small company in a commoditized category.

The company also saw a 30% improvement in conversion rate and ROAS improved by 15%, nearly 50% beyond its target.

Want to get results like Richer Sounds? | Contact [grow@impact.com](mailto:grow@impact.com)