

Gap Inc. Brands

41%

Increase in Revenue Growth

Through innovation and optimization, grew total revenue 41% over 3 years across 5 brands, reaching \$250M+ at a blended ROAS of 25:1.



Brand(s)

The Situation

The Strategy & Results



Managing a \$10M annual budget, hired to help expand the ecommerce business into new markets while achieving aggressive YoY revenue growth targets, at scale, for what were already considered mature affiliate programs (~\$70M total annual revenue).

- Pioneered innovative tactics and partnerships, while optimizing campaign operations to free up both internal and external teams' bandwidth to focus on more strategic initiatives.
- As a countercyclical marketing tactic, partnered with then Ebates (Rakuten) to run the 1.0 version of – what's currently known to brands as – its Cashback Boost Events.
- Launched Traffic Recovery, Social Gaming, and Banking Rewards partnerships; as well as affiliate and SEM programs in Canada, growing combined revenue 87% and 72% YoY, respectively.