

CASE STUDY

The Company

FanDuel is an award-winning, top-tier US fantasy sports brand

1,000,000+ active users

\$560m paid out to users in 2014

The Challenge

Efficiently educate the market about the FanDuel product

Quickly and profitably scale user acquisition

Easily measure the volume and value of marketing channels

The Solution

Seamless migration to an Income Access-powered platform

Streamlined affiliate recruitment process

88% year-on-year growth in revenue-generating affiliates

356% year-on-year growth in affiliate channel revenue



Scaling Player Acquisition through Affiliates

The Company

FanDuel is a leading fantasy sports brand in the United States market, offering a range of games and products for all of North America's favourite sports. Founded in a backyard in Texas in 2009, the company has grown to be number one in one-day fantasy sports, with globe-spanning offices in New York, Edinburgh, Glasgow, Orlando and Los Angeles, and over one million active users.

The Challenge

Early in 2010, FanDuel launched an in-house affiliate programme to boost player acquisition. The company developed a handful of targeted partnerships to educate the market about their product; however, the yield of these channels was quickly exhausted.

With company expansion and investor interest on the horizon, FanDuel urgently needed to demonstrate its scalability.

"We needed to get in front of more customers, and prove to investors we were a scalable business. Building digital partnerships through affiliate marketing was a perfect fit."

– Frank Locascio, FanDuel Affiliate Marketing Manager

The key challenge FanDuel faced was customer education – simple visibility wasn't enough. With new, faster products being introduced to the relatively stagnant fantasy market, FanDuel needed a plan to present its offerings in a clear and interesting way.

FanDuel's executives soon recognised that the affiliate channel had outgrown the company's in-house management tool. To educate more players about FanDuel's fantasy sports products and continue its rapid growth, FanDuel needed a more robust, scalable tracking and reporting platform.

The Solution

The team at FanDuel chose to make a seamless programme migration to the Income Access platform, where they found a sustainable solution with the flexibility they needed. Not only was the tool reputable with affiliates, it allowed FanDuel to scale its efforts right away.

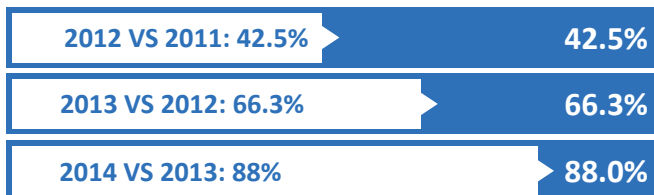
FanDuel also wanted real, value-driven data to back up strategic decision making. The Income Access platform gave the team the ability to easily run reports and identify the top-performing channels and most profitable partnerships. "With Income Access' custom tracking, reporting, and analytics, we could break down each affiliate to see the quality of traffic they're sending us," says Locascio.

The Results

FanDuel's affiliate channel saw significant year-over-year growth following its transition to Income Access.

"Our biggest win is that we've been able to scale the programme substantially over the last three years. Now, we're generating conversions from hundreds of affiliates," says Locascio.

Programme Growth (Active Affiliates) Year-on-Year



This increase in revenue generating affiliates has had a major impact on FanDuel's bottom line, significantly boosting the affiliate channel's gross revenue year-on-year.

Today, the FanDuel affiliate programme remains a key component of the brand's player acquisition efforts.

"Because we are a digital product, our customers are savvy Internet users," says Locascio. "By having affiliates covering us all the time and educating users on our product, FanDuel stays top-of-mind for fantasy sports players out there."

With Income Access, FanDuel successfully scaled the education of the market, helping them establish themselves as a fantasy powerhouse. Affiliates will continue to be a powerful component of FanDuel's strategy for the future.

"We knew Income Access was intuitive for affiliates to sign on and use. It streamlined our affiliate recruitment process and allowed us to measure the success and gaps in our campaigns with detailed reporting."

— Frank Locascio, FanDuel Affiliate Marketing Manager

As the channel constantly evolves, the FanDuel marketing team has a tool that can support its growth with new targeting features and streamlined campaign management tools to help their affiliates be even more successful.

Gross Revenue Increase

294%

2010 vs. 2011

254%

2011 vs. 2012

158%

2012 vs. 2013

356%

2013 vs. 2014

Are you looking to jumpstart your affiliate programme?

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