

## Client success story:

# It's game on for direct.playstation.com's affiliate channel launch on Partnerize.



Software and Services



## The setup.

**PlayStation**, with its 30-year history under Sony, launched **direct.playstation.com** in 2019 to sell hardware, peripherals, and physical software to players. With limited affiliate marketing experience and resources, **direct.playstation.com** partnered with **Partnerize** to provide partner management software and access to award-winning account management. The initial six-month program succeeded, leading to expansion in additional European markets and a US launch in September 2024. Now, the affiliate channel accounts for circa **7% of direct.playstation.com's UK traffic** and shows strong growth opportunities.

## The treatment.

Partnerize worked closely with direct.PlayStation.com pre-launch to meet channel objectives through key strategies:



### Commission strategy:

A new customer-only model ensured incrementality, with a category-based structure protecting margins across consoles, games, and accessories.influencers.



### Partner recruitment strategy:

Focused on high-credibility technology sites for brand messaging, and closed loyalty/cashback sites for promotional opportunities.



### Pre-launch preparation:

Of the 30 identified, 12 key partners were selected for a Black Friday launch. Despite code freezes, 75% of partners were revenue-active.



### Optimization & expansion:

New partners, including a network for closed user group (CUG) offers, were recruited, and SEO-ranked content partners like Hookshot Media enhanced visibility.

Partnerize's expertise enabled an effective build and launch of our affiliate program. These efforts achieved brand and performance goals, establishing direct.playstation.com as a leading destination for PlayStation products, driving new customer acquisition and revenue from a diverse partner base, and launching in 15 markets.

**Christopher Chick** - Senior Director, D2C Commercial Management, Sony Interactive Europe

## The results.

The program launched in November 2023, **generating 435k new customer visits** and **significant 6-figure revenue from newly on-boarded content partners**. Expanding to cashback, loyalty, and promotional partners in Q1 2024 saw a further **+97% QoQ revenue uplift**.

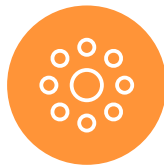
Upcoming program optimizations include targeting Student Closed User Groups and developing a product feed to improve content delivery and partner diversity. These efforts underscore Partnerize's commitment to driving growth and expanding direct.playstation.com's affiliate program.



**Significant 6-figure revenue and 435k new customer visits** from 16 content partners in Q4



**Active in 15 EU markets, with the US launched in September 2024**



**Affiliates drive circa 7% of PlayStation Direct's UK marketing traffic.**



**direct.playstation.com is now the top-listed retailer** for PlayStation products on stock checkers and tech content sites.



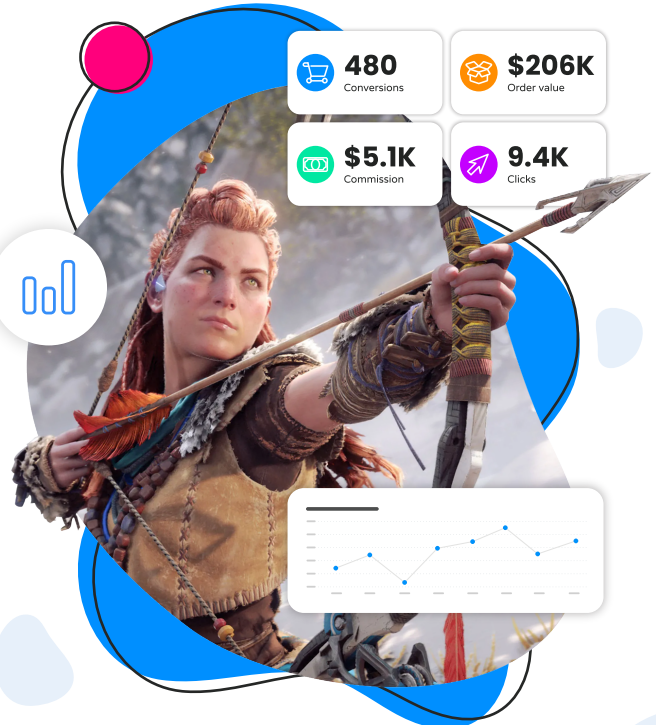
**500k traffic from Q4 launch via content partners**



**+97% revenue uplift in Q1 2024 with expanded partner set**



**180% increase in diversified partners from Q4 2023 - Q1 2024**



Partnerize

For more information, get in touch with our team at [partnerize.com/contact](https://partnerize.com/contact)

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