

Client success story.

IF THE SHOE FITS: HOW AFFILIATE COMPLIANCE MONITORING SENT AD HIJACKERS RUNNING FOR COVER



Xero Shoes disrupted the footwear world starting in 2009 when it launched a line of lightweight minimalist shoes, boots and sandals based on a foot-first design. Since then, they have amassed a following of online consumers who appreciate their addictively comfortable, and high-performing products for a variety of activities.

HOW MONITORING EXPERIENCE AND A PROFESSIONAL HUNCH LEAD TO DISCOVERY.

Xero Shoes was suspicious that something was amiss in their affiliate program but couldn't quite identify the problem. They suspected there were affiliates that they had been paying that had been violating their terms of service but couldn't identify what they were actually doing. The BrandVerity team also uncovered that some affiliates were making higher commissions in the paid search channel than what was expected while Xero Shoes was also noticing that their cost-per-clicks (CPCs) were growing resulting in duplicitous ad spend. These identifications can be especially tricky as even if the team is able to capture the unsanctioned ads with a manual check, evasive tactics to hide affiliate IDs and disguise ads can still make identification or noncompliance extremely difficult to pinpoint let alone prove. Complicating matters further, Xero Shoes was using two separate affiliate networks essentially doubling the monitoring ground that needed to be covered.

THE BREAK-IN PERIOD: NARROWING DOWN THE SUSPECTS.

Once Xero Shoes was confident in BrandVerity's ability to track down these bad actors, they wasted no time investigating. Upon thorough review of the entire situation, what was happening became very clear to the team during a demo and BrandVerity monitoring quickly uncovered those ad hijacks and gave proper association to the affiliates responsible for the wrongdoing. While a handful of nefarious affiliates were identified out of the thousands that are in their program, a handful is more than enough to drive up CPCs to an unmanageable level that could potentially cause very real pain for Xero Shoes as well as the fact that Xero Shoes had been paying affiliates who were in direct violation of their terms of service.

BRANDVERITY FINDS A RESOLUTION THAT FITS XERO SHOES'S NEEDS.

When Xero Shoes first launched their account, BrandVerity found that they were averaging 11,000-12,000 ad hijacking violations per week. Through use of a software portal that automates detection and identification of affiliates that are not abiding by program rules, affiliate IDs are automatically flagged for Xero Shoes. The use of integrated email functionality for streamlined remediation and a historical readout of nefarious activity/screenshots/infractions by the affiliates coupled with open communication about how this lookback enables more effective evaluation of effective relationships only serves to bolster Xero Shoes's defenses moving forward.



“

We saved enough money just after what BrandVerity showed us after one demo to pay for an entire year's worth of service and that has not been a one-time event. That continues to pay off month after month.

[Steven Sashen, Founder/CEO of Xero Shoes](#)

THE COURSE THAT LIES AHEAD.

Now that Xero Shoes has software in place with BrandVerity's solution that takes care of the ongoing heavy lifting that monitoring can bring, they are free from having to do manual searches every day and can instead just log into the platform to see the current and previous day's results. Bottomline, Xero Shoes can rest easy knowing they have complete transparency and visibility with the BrandVerity solution. They save precious time and resources—as well as save money by avoiding duplicate ad spend—that can be reallocated to building the strategy and insight necessary to maintain their brand integrity and grow their affiliate program with confidence.



QUESTIONS? GET IN TOUCH:

(888) 500-3485

brandverity.com

[@BrandVerity](#)