

Saving the World, One eBike at a Time

AvantLink's approach to affiliate marketing is simple: grow your business through quality partnerships. We operate across three distinct networks – U.S., Canadian, and Australian – all of which boast category-leading merchant advertisers supported by a thriving community of accomplished affiliate partners.

INTRODUCTION

In the dynamic world of affiliate marketing, AvantLink has carved a unique path as the preeminent network for the outdoor industry. And with that, we take our responsibility to protect the environment very seriously. Recognizing the positive environmental impact of consumers having increased access to eMobility products (bikes, scooters, etc.), the team developed a strategy to increase our partnerships in this vertical.

GOALS

To increase the visibility and promotion of eBike products to the general consumer through three connecting strategies:

- **The Business Development Team** outlined a plan to engage with primary and up-and-coming eMobility brands with various uses and price points. This included heavy-duty hunting bikes, commuter bikes, fold-up bikes, and secondary eMobility products like scooters and even snow bikes.
- **The Account Management Team** targeted top eMobility brands and developed affiliate marketing action plans to ensure they were connected to work efficiently with AvantLink's leading affiliate partners. AvantLink also focused on bringing additional review, content, and social media publishers to guarantee eMobility product coverage in every phase of the purchase funnel.
- **The Support and Product Team** works diligently to ensure AvantLink's technology addresses the specific needs of the eMobility brands, which included ensuring brands can successfully operate in the affiliate channel while maintaining tight margins, awarding affiliate partners from multiple aspects of the purchase funnel, and working alongside important retail partners.

” Working with AvantLink has been great. Their platform connects me with top content partners, which is critical in the bike space. AvantLink's team is a joy to work with and they are always looking to improve and provide more tools and exposure to new partners and technologies. They are an excellent partner in every sense of the word. ”

*Tom Sweeney,
Aventon Affiliate
Marketing Specialist*

Human Intelligence

Human Intelligence, it's simply how we help grow the business of our network partners. Central to this is developing personal relationships and face-to-face interactions, it is something unique that we put a lot of priority on - many networks cannot say the same.

AvantLink is committed to connecting our brands and affiliate partners for face-to-face interaction and affiliate education. As a example, AvantLink hosted an event in Salt Lake City focused on the network's eMobility sector. In addition to great affiliate conversations, the team rode electric bikes around the city and took the time to build important introductions among our network partners.

CHALLENGES/SOLUTIONS

AvantLink met specific affiliate marketing channel challenges specific to the eBike industry through the utilization of technology and tool capabilities – all proving to be crucial in the success of our eMobility brands. The Arches platform ensures merchants can effectively compensate partnerships, maintain healthy margins, and provide alternative compensation options.

- **Strategic Rules/Custom Groups:** Arches provides brands with the ability to group affiliate partners strategically and assign different business rules to each group that may have unique goals. As an example, this technology was effectively used by a network eBike brand to compensate retail partners specifically.
- **Item Based Commissions:** Another significant Arches capability enables merchant advertisers to apply commission rates to specific products rather than offering one general base commission rate. eBike merchants have used this functionality to offer extra incentives for certain items and reduce standard commission rates due to low-margin products.
- **AvantMetrics:** eMobility advertising merchants take advantage of AvantLink's heightened level of commissioning through AvantMetrics. The feature allows merchants to set up a shared or modified attribution model in lieu of a last-click wins model. It also allows for sharing commission between multiple affiliate partners on the same sale.

“Avantlink is a great platform for outdoor brands, with a diverse partner mix and advanced attribution capabilities to customize your program according to brand goals. More importantly, the support is incredible! Being able to quickly and easily get answers to platform questions, guidance on partner strategy, and reporting specifics is critical for our team and very much appreciated.”

*John Ethier/LT Partners
by New Engine
Rad Power, Affiliate
Account Manager*



RESULTS

AvantLink currently partners with over 30 eMobility brands and includes top performers like Rad Power Bikes, Aventon, Ride1Up, and Electric Bike Company. Many of our top retailers also sell eMobility products, such as REI, Evo, and Backcountry. Our impressive line-up of affiliate partners in this space includes Electric Bike Report, eBike Escape, Bike Ride, eBike School, and more.

- eMobility sales (bikes and accessories) steadily grew from 2020 to 2023, totaling **\$237M**
- Since 2020, **125,121 eBikes** have been sold through the network
- In 2023 alone, **40,000 eBikes** sold with a revenue of over **\$56M!**

The Environmental Impact we've created is legitimate, AvantLink's proactive engagement with eMobility brands has illustrated the potential of e-commerce to drive positive environmental change.

According to Bicycling.com, an individual eBike could provide an average reduction of nearly 500 lbs. and according to the EPA, this is equivalent to CO2 emissions from:

- **2,003 gas-powered passenger cars each driven for one year**
- **1,012,715 gallons (about 3833541.49 L) of gasoline consumed**
- **1,094,793,817 smartphones charged**

Call it “partnerships for good,” AvantLink is a leader in the outdoor industry while also leaving an indelible mark on the environmental landscape.