

B&Q's affiliate program **converts 5x more** with [impact.com](https://www.impact.com) and [dentsu](https://www.dentsu.com)



Situation

Strategic challenges limiting program growth

[B&Q](#) is the UK's leading home improvement and garden living retailer, offers a wide range of products and services designed to enhance homes.

The brand faced a series of strategic challenges that hindered their affiliate program's effectiveness and growth potential. Central to their concerns was **the need for detailed insights into performance metrics** that could drive informed decision-making and optimize their affiliate strategy.

Distinguishing between first-party and third-party products was paramount for the brand, aiming to **tailor commission rates accurately and enhance overall profitability**.

A critical objective for B&Q was the ability to report and pay based on granular product-level information.

This level of detail allowed B&Q to strategically allocate resources and incentives, ensuring that commission structures align precisely with business goals.

The complexities of managing over 2,000 affiliates without automated processes further emphasized the necessity for a streamlined, efficient approach.

Moreover, B&Q recognized **the importance of quality over quantity in partner recruitment**. The goal was to cultivate a network of high-performing partners, reduce the inefficiencies of underperforming affiliates, improve conversions, and maintain efficient traffic.

To address these challenges, B&Q chose impact.com for its robust capabilities and future-proofing features. The migration process, executed in collaboration with dentsu UK&I, was designed to be seamless and efficient.

About

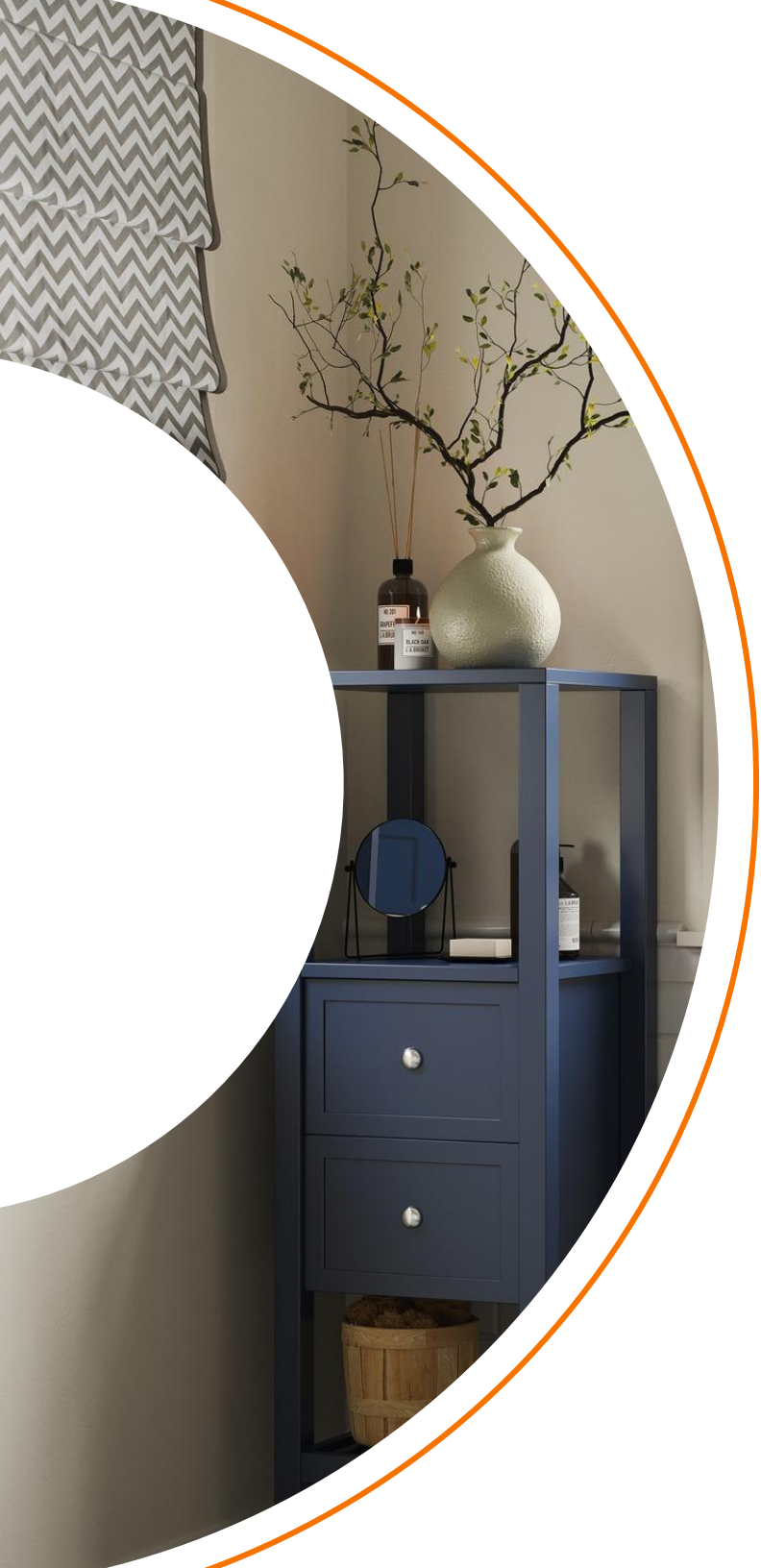
B&Q

[B&Q](#) is the UK's leading home improvement and garden living retailer, with a wide range of products and services designed to enhance homes. With over 300 stores across the UK and an extensive online presence, B&Q offers everything from DIY supplies and building materials to furniture and home décor.

Dentsu UK&I

Dentsu UK&I is an industry-leading growth and transformation partner. Working at the convergence of marketing, technology, and consulting, dentsu UK&I has maintained a strong track record of driving positive change and integrating growth solutions for clients.





Solution

Renovating program performance with the right management solution

With a proven track record of implementing successful affiliate strategies, dentsu UK&I partnered with the impact.com migration team and leveraged innovative tools to provide tangible benefits.

Hassle-free partner and data transfer

The migration process focused on quality over quantity, reducing the number of partners from over 2,000 to 41 high-performing affiliates. The impact.com onboarding team used automated partner emails with clear migration deadlines to prevent revenue drop-offs.

The agency used impact.com's tracking links to verify successful partner transfers. The two tech teams tested to ensure they tracked all key data points accurately, enabling immediate strategic implementation.

Solution (cont.)

Renovating program performance with the right management solution

Seamless migration with a human touch

The Dentsu UK&I team gained expert support from various impact.com teams to guide them through the migration process.

- The **onboarding team** provided extensive virtual training to ensure proficiency with the new platform. Quick response times and weekly calls helped monitor performance in the early stages of migration to identify gaps in top-performing partners who still needed to migrate.
- The agency team collaborated with the **customer success team** to compare the partner's month-over-month (MoM) performance across the legacy network and impact.com. This approach helped re-engage underperforming partners through personalized communication.

- The **partnership development team** used its database to provide additional or new contact information for partners B&Q who needed help engaging.
- **In-person quarterly business reviews and events**, such as PI Live and iPX, nurtured lasting team relationships.



Solution (cont.)

Renovating program performance with the right management solution

Customizable reporting powering optimization

Dentsu UK&I leveraged impact.com's reporting suite to gain critical insights and address the limitations faced by the legacy network.

Data Lab allowed the team to create bespoke reports tailored to B&Q's KPIs, providing detailed analysis on various dimensions — such as first-party vs. third-party sales. These insights supported targeted strategies and informed decision-making.

New vs. Return Customer Report helped understand customer acquisition effectiveness and guide marketing efforts to optimize growth.

Tax Registration insights identified tax-registered partners to ensure compliance and promptly address any discrepancies.



Solution (cont.)

Renovating program performance with the right management solution

Flexible payment options fueling performance

[Dynamic Payouts](#) helped tailor commission rates based on granular metrics, such as product category, sub-category, and SKU. The team could align payment structures with specific business goals, eliminating issues related to untracked sales and non-compliant partners.

Discovery tools streamlining partner recruitment

With **impact.com's Prospecting feature**, dentsu UK&I proactively identified high-quality publishers and creators, curating a revenue-generating partner mix.

The **Marketplace** provided additional recruitment support, filtering potential partners based on specific criteria that align with B&Q's business objectives. The agency efficiently explore collaboration opportunities to align the affiliate and creator programs with the best partners.

The Newsletter feature enabled targeted communications about program changes, promotional events, and updates, ensuring partners stayed informed and engaged.

The ability to track open rates and gather feedback helped optimize communication strategies, fostering stronger partnerships and improving program results.

Automation driving efficiency

Integrating impact.com's automation tools improved partner management efficiency.

The team saved over 3 hours weekly to focus on strategic initiatives rather than administrative tasks.

Solution (cont.)

Renovating program performance with the right management solution

Key features included:

- **Paid Search Monitoring** — integrated directly within the platform's dashboard — provided seamless oversight and management of paid search activities, previously managed through separate, manual processes.
- **Auto-approval/decline of partner applications** reduced the need for manual reviews by filtering partner applications based on predefined criteria.
- **In-app messaging** saved significant time and ensured consistent, timely partner interactions.
- **Creator Platform Automation** fine-tuned creator partnership management — including contracting, content submission, and payment — making it easier to manage numerous collaborators.



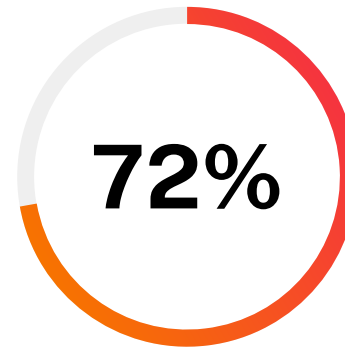
Outcome

A fresh coat of success: Improvements in key performance metrics

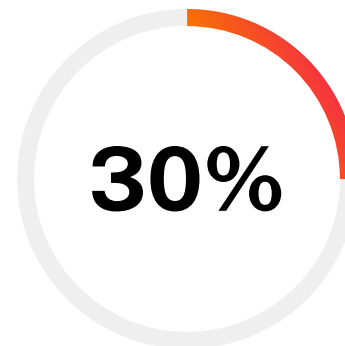
After **only one month of migrating** to impact.com, B&Q's affiliate program sales and revenue performance were already higher than the legacy network's average.

By addressing key pain points, impact.com enabled the brand to achieve substantial improvements across several performance metrics.

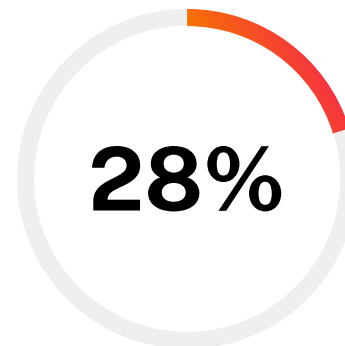
- 72% decrease in clicks
- 30% surge in sales
- 28% increase in revenue [3X the initial target]
- 56% boost in total spending
- 5X rise in conversion rate [a 354% increase from the pre-migration conversion rate]



clicks decrease



sales increase



revenue boost