

# Better Beer for everyone: **raising sales by 83 percent** with impact.com and ShopBack



# Situation

## Blending in with competitors on the shelf

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The thriving Aussie drinks brand [Better Beer](#), created by comedic duo Matt Ford and Jack Steele — [The Inspired Unemployed](#) — wanted to set a new standard for healthier, tastier beer without breaking the bank. The Better Beer team wanted to find creative ways to stand out from other growing beverage brands.

**With this increasing competition and a modest budget, Better Beer took an innovative approach to boosting sales and name recognition simultaneously.**

This was also a perfect opportunity for [Endeavour Group](#) — owners of BWS — to trial a Better Beer affiliate and cashback campaign for the first time. These were their top objectives:

- **Establishing whether an affiliate sales and cashback approach could work well for other drinks brands stocked by BWS.**
- **Increasing Better Beer's sales through Affiliates by more than 50 per cent vs the prior period.**

The team would rely on two crucial platforms for this campaign experiment: the partnership marketing industry leader, [impact.com](#), and the cashback/loyalty experts at [ShopBack](#).

While other retailers had experimented with affiliate sales and cashback promotions, BWS wanted to devise a cashback model that gave them greater campaign control and compelling affiliate partnerships, sending more shoppers to Better Beer.

# About

## Better Beer

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[Better Beer](#) started in 2021 when two ex-tradespersons, Matt Ford and Jack Steele (known online as [The Inspired Unemployed](#)), met the healthy drink enthusiast and publican from the coastal town of Torquay: Nick Cogger.

Together, they wanted to create fun, tasty drinks for their friends without all the bad stuff. The growing brand offers the OG Zero Carb beer, alcoholic Ginger Ale, Arvo Ale, Zero Alc. options, and more.

**After a massively successful launch, Better Beer is now Australia's second-largest independently owned beer brand.**



## Solution

### Creating the perfect marketing mix

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**The BWS and Better Beer teams created a fun and informative promotional landing page that captured the brand's unique story and founders.** The page gave customers different ways to shop and used a casual Australian tone, like a "Friday arvo knock-off" pitch to shoppers, to connect with the brand's target audience. By making the promotion all about Better Beer, its founders, and its healthier, more affordable products, the campaign cleverly set the brand apart from the alternatives. This was specifically a Better Beer campaign, not simply a BWS promotion.

This campaign also innovated when it came to cost. Rather than taking a more expensive approach, the barriers to entry for cashback promotions on this scale were significantly lower than normal. The team started seeing remarkable results for a modest investment in customer cashback and a 30-day placement package on ShopBack's platform.

## Solution (cont.)

### Creating the perfect marketing mix

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Due to the inherent flexibility (and lower capped cost), the risk represented by the cashback campaign was minimal, while the dramatic increase in sales, together with customer insights and useful data, was substantial. The team collaborated with ShopBack to run the campaign as smoothly as possible.

**This cashback team-up also allowed BWS and Better Beer to give customers a significantly higher incentive than usual: 25% cashback.**

As this was the first cashback promotion deployed by BWS on a single beverage brand, the learning curve was steep but rewarding. Then, impact.com, a global leader in affiliate partnership marketing, provided intensive training and support to the team.

**The impact.com platform — and its powerful automation and reporting tools — were the foundation for the whole campaign, with custom options for contracts, payments, optimisation, attribution, and more.**

The team linked their product system with impact.com and ShopBack, allowing them to track Better Beer sales and cashback payments instantly.

This offered an incredibly detailed view of how customer interactions and behaviour, from initial interest to purchase, and ensured accurate credit for all of Better Beer sales.



# Outcome

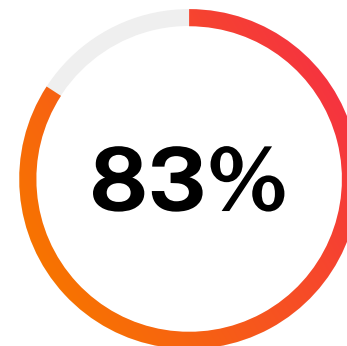
## Setting a new standard for beverage brands

With successful collaborations with impact.com and ShopBack, Endeavour Group and BWS are now expanding this approach across their brand portfolio. Affiliate marketing proved highly effective for the growing beer brand. **ShopBack's content and social media ads reached four million people** across Instagram and other platforms, demonstrating the effectiveness of the targeted, data-driven plan through significant revenue growth.

The flexible, low-risk cashback program's success has led multiple drinks suppliers to fund their own marketing efforts with Endeavour Group and BWS using the same rewarding strategy. Better Beer **achieved an 83 percent increase in total online sales** compared to the previous period, surpassing its initial 50 percent sales goal. With the affiliate campaign successfully completed, BWS is now actively experimenting with the impact.com platform for future promotions.



campaign  
impressions



higher sales  
YoY