

Brand Collective grows revenue by 34% after migrating to impact.com



Situation

Centralizing partnership management for sleek efficiency

[Brand Collective](#), a prominent Australian apparel and fashion retailer, boasts a diverse portfolio of renowned local and international brands such as Reebok, Superdry, Review, Shoes & Sox, and Hush Puppies.

Recognizing the need for greater control and efficiency, Brand Collective **transitioned their partnership management from relying on agency support to an in-house team.**

Operating with agency support across multiple platforms presented several challenges:

- **Recruitment barriers:** Recruiting new partners was complicated due to using different publisher names across multiple networks. This created additional hurdles in attracting partners outside the affiliate space, limiting potential growth.

- **Fragmented management:** Brands spread across multiple networks required the team to understand the different processes for reporting, finance, tracking, and promotions management. This complexity was time-consuming and hindered efficiency and consistency.



Situation (cont.)

Centralizing partnership management for sleek efficiency

- **Indirect relationships:** The reliance on agencies resulted in indirect relationships with partners, leading to fragmented conversations and often failing to mention all relevant brands. This lack of direct engagement prevented effective partnership management.
- **Limited tracking and visibility:** The disparate platforms provided limited tracking capabilities, making it difficult to gain comprehensive insights into overall performance and program protection.
- **Duplicated reporting:** Reporting was duplicated across platforms, making real-time performance assessment cumbersome and inconsistent. This also restricted the ability to obtain uniform data, further complicating strategy implementation.

The complexity and inefficiency of this approach made it clear that a unified platform was also essential for achieving their goals.

The brand's motivation to **centralize partnership efforts** across all its brands — allowing for more focused and responsive management of partnership relationships — propelled the move to impact.com.

By bringing these operations in-house, Brand Collective aimed to streamline processes, build stronger partnerships, and capitalize on opportunities more swiftly.

About

Brand Collective

[Brand Collective](#) is a prominent force in the fashion and footwear industry, renowned for its diverse portfolio of esteemed local and international brands. Offering a wide range of options for all ages, Brand Collective ensures every family member can find something that suits their style and needs.

With a substantial presence encompassing over 300 retail stores and 16 bustling online stores, Brand Collective is dedicated to continuous innovation and growth. Their mission centers on relentless improvement and expansion, driven by the pursuit of adding new brands and amplifying the reach and success of their existing ones. This commitment ensures that Brand Collective remains a leader in delivering exceptional value and experiences to their customers worldwide.





Solution

Tailoring success with the right management solution

In November 2023, Brand Collective migrated to impact.com. This critical migration took place during the key trading period leading up to Christmas, making it imperative that the integration process was seamless.

Timely and smooth migration experience

The integration process was notably efficient due to Brand Collective's existing use of [Shopify](#) for all their online stores. The entire migration only took a couple of months to complete. Implementing new tracking was quick and required minimal troubleshooting. Each website's new tracking setup was completed in mere minutes and performed flawlessly during testing.

The impact.com team provided straightforward technical support, meticulously managing the project to ensure all steps were executed correctly and on schedule. This included cross-checking key partners and simplifying the sign-up process for existing and new partners.

Solution (cont.)

Tailoring success with the right management solution

Additionally, with assistance from impact.com's Customer Success Manager, Brand Collective received a detailed checklist that guided them through every step to ensure a well-prepared launch.

Improvements in partnership management

The shift to impact.com brought several significant improvements:



- **Efficient partner recruitment:** The ability to independently find and recruit new partners via impact.com's [Marketplace](#) and Recommendations tool streamlined the recruitment process.
- **Standardized contracts:** Consolidating partnership activities enabled standardized contracts, particularly around terms and conditions and commission terms. This allowed the team to reward partners based on the true value they drive, enhancing ROI.
- **Enhanced tracking:** New tracking parameters provided actionable insights to optimize spending towards objectives like acquiring new customers and increasing sales of full-priced products.

Solution (cont.)

Tailoring success with the right management solution

- **Direct engagement:** Platform features such as easily located partner contact information and tools such as in-app messaging improved channel growth and operational efficiency. The launch with Creature will further help engage with influencers and content creators.
- **Advanced reporting:** Real-time reporting capabilities offered a clearer view of performance, allowing the team to reduce unhelpful spend and replicate successful strategies across campaigns. For instance, the Optimize reporting suite strengthened the brand's understanding of activities driving incremental sales.



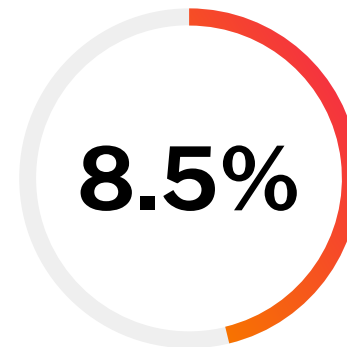
Outcome

Single-platform efficiency enhances performance and scalability

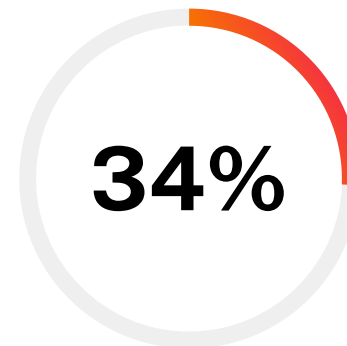
Since consolidating all brands on impact.com, Brand Collective has seen a 34% increase in total revenue from the partnership channel year over year and an 8.5% improvement in ROI.

Operating on a single platform has created efficiencies and positioned Brand Collective for scalable growth.

Through this strategic transition, the brand has optimized their partnership management and set the stage for continued success in the competitive fashion and footwear industry.



increase in ROI YoY



growth in partnership revenue YoY