

Castlery  
experienced  
a **12% AOV**  
increase within  
a year using  
impact.com



# Situation

## A promising affiliate program with untapped potential

Castlery inspires customers to reimagine living spaces with a high-quality furniture collection designed for every personal style.

The digital-first lifestyle brand relied on online channels — social media, paid advertising, and its referral program — for customer acquisition. However, as the brand grew, the team recognized the importance of diversifying their marketing strategies to reach untapped markets.



Castlery launched its first affiliate program in Australia to increase its global presence and quickly expanded it to the United States after realizing its growth potential.

While Castlery’s nascent affiliate program showed promise, reaching its full potential required a platform that could overcome the following partner management challenges:

- **Laborious partner discovery and outreach strategy.** The team relied on analog methods — such as networking at industry events — to find potential partners. The inconsistent approach consumed time, and the team’s ability to engage partners was constrained by the manually generated outbound leads.

## Situation (cont.)

A promising affiliate program with untapped potential

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- **Limiting reporting capabilities to measure performance.** There were few options to customize reporting, leaving the team with insufficient information to optimize the affiliate program.
- **Outdated violation monitoring methods.** Without a set strategy for detecting paid search violations or the proper tools to automate the process, the team performed ad-hoc checks and manually reported rogue bidders via the search engine platform. As a result, illegal bidding activities could continue for months before being detected.

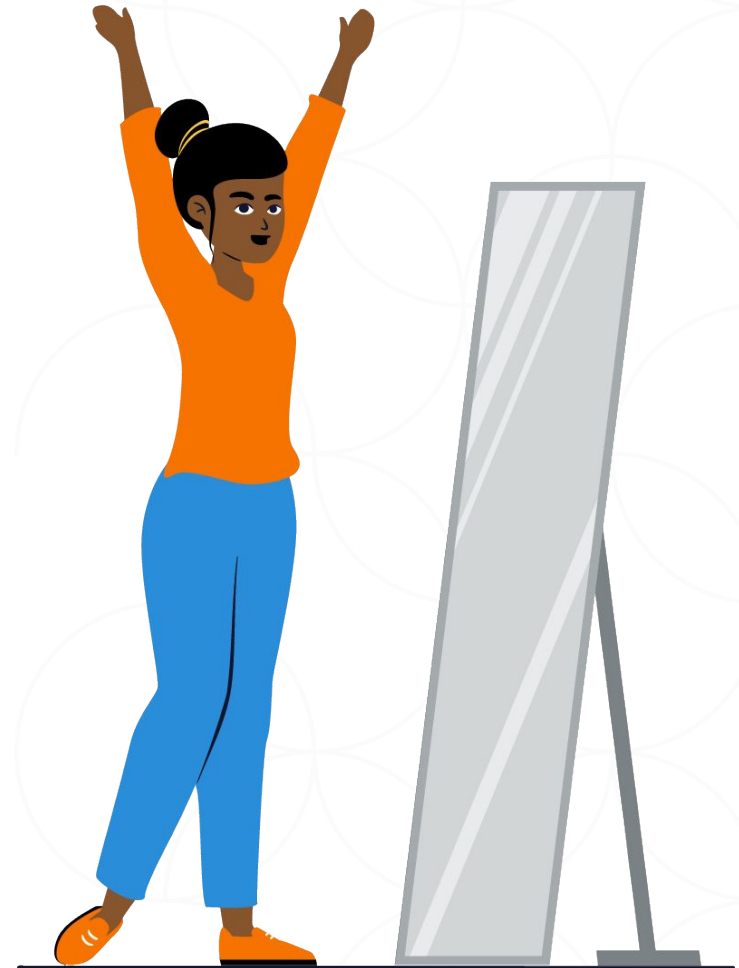
# About

## Castlery

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[Castlery](#) — a digital-first furniture lifestyle brand founded in Singapore in 2013 — is dedicated to bringing accessible luxury living to everyone. With a keen eye for design and an unwavering commitment to quality, Castlery has expanded its reach to over 100 metropolitan areas across the United States, Australia, and Singapore.

The brand integrates a tightly controlled global supply chain with data-driven strategies to offer modern, aesthetically pleasing furniture at competitive prices. Castlery's range includes everything from sophisticated living room sets and customizable sofas to durable outdoor pieces and chic accessories catering to various personal styles and preferences.



## Solution

Growing an affiliate program with a powerful management platform

### Using Marketplace to discover perfectly-aligned partners

The **impact.com** [Marketplace](#) introduced a pool of high-quality partners to help the Castlery team curate a list of potential affiliates based on various criteria, including target audience, potential incremental value, and brand affinity.

The **‘Partners You Will Love’** tag introduced partners similar to those the brand already had on the program.

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*The impact.com platform has made our operation so much easier. From partner onboarding to offer setup and performance tracking, reporting, and payouts, the platform has saved us from drowning in excessive admin work. It has allowed the team to spend more time on more important things while having full control of how we’re doing.*

**Aaron Ting**

Senior Marketing Manager  
Castlery



## Solution (con't)

### Growing an affiliate program with a powerful management platform

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Castlery's partner mix now includes coupon and cashback partners, loyalty platforms, and creator networks with unique audiences and selling points.

### A broader spectrum of partners allowed the team to pursue multiple objectives and powered the entire sales funnel.

- Social commerce partners such as [LTK](#) enabled the brand to reach new audiences in the upper funnel. The team engaged with 300+ traffic-producing influencers in under six months, contributing to 2X the growth in traffic during peak sales months.
- Content partners helped build the Castlery story, encouraging brand awareness and engagement. By partnering with media publications such as [Architectural Digest](#) and [Apartment Therapy](#), Castlery increased traffic by 49 percent for its US program. Additionally, editorial reviews and recommendations strengthened the brand's reputation.
- Promotion-driven partners nudged customers closer to making a purchase. These partners drove 85% of Castlery's new customer orders, using highly sought-after shopper incentives such as cashback rewards ([RetailMeNot](#) and [CouponFollow](#)) and gift cards ([CupoNation](#)).



## Solution (cont.)

### Growing an affiliate program with a powerful management platform

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#### Customizing reports to match performance with business goals

Castlery used impact.com's sophisticated reporting suite to drive significant advancements in their affiliate program.

- **Data Lab** offered the flexibility to create customized reports that suited the brand's internal reporting requirements. This capability allowed the team to make informed decisions to enhance partner quality assessment and strategic optimization efforts.
- **Performance by Ad/Partner/Date report** gave performance data — such as actions and clicks — relating to a specific ad, partner, and date.
- **Performance by Media Shared ID** provided greater visibility into the performance quality of partners within sub-networks to optimize collaborations.

## Solution (cont.)

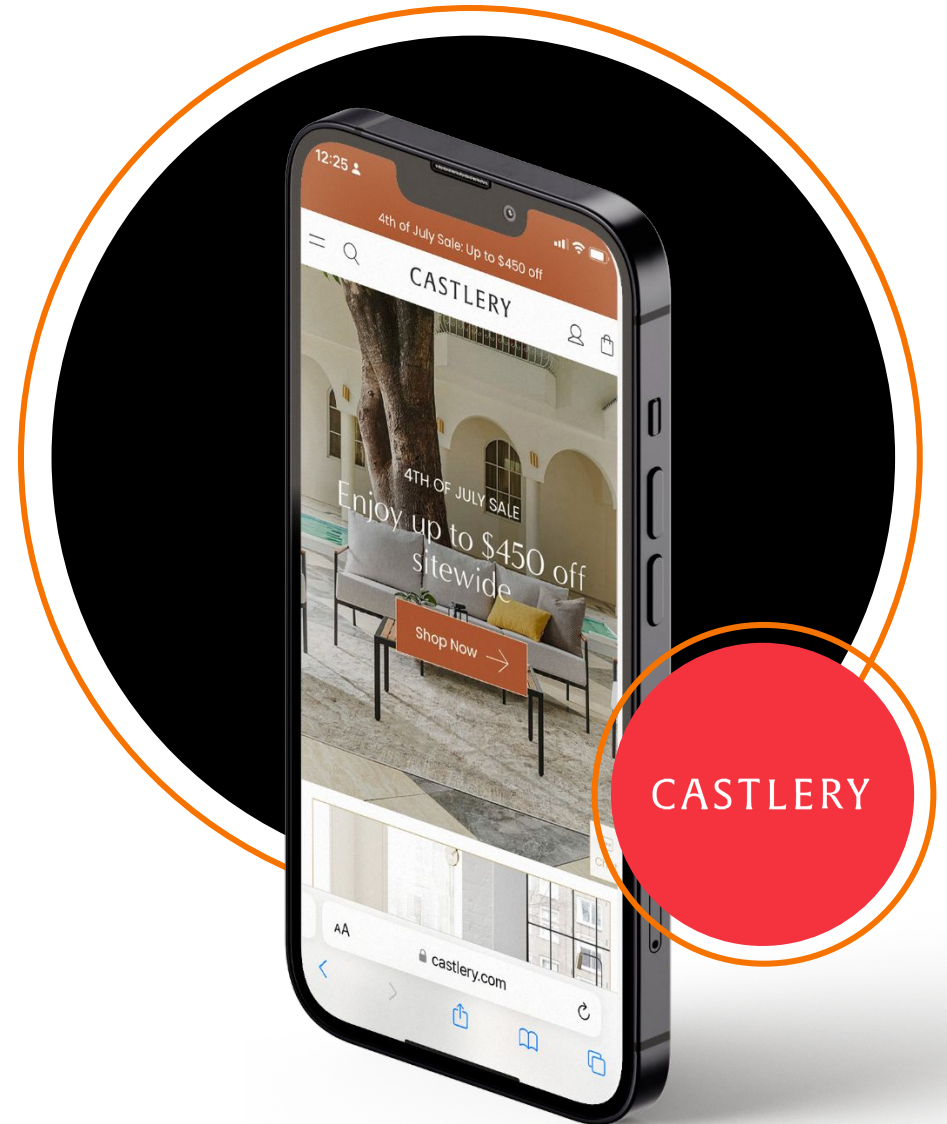
### Growing an affiliate program with a powerful management platform

#### Engaging with partners to strengthen ROI

Consistent engagement with partners remained crucial to maintaining Castlery's healthy ROI. Understanding each partner's unique opportunities and limitations helped the team adjust their strategy in real-time.

The Castlery team tapped into impact.com's tools and services to consistently connect with partners.

- The **built-in partner chatbox** helped address technical inefficiencies experienced by partners.
- A **dedicated Account Manager** offered unwavering support and industry knowledge to build lasting relationships with partners.





## Solution (cont.)

Growing an affiliate program with a powerful management platform

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### Automating paid search monitoring to eliminate violations

Automation tools such as impact.com's **Paid Search Monitoring** ensured compliance with Castlery's program and prevented unauthorized brand bidding. Without such measures, unchecked brand bidding could significantly inflate internal bidding costs.

The team used this function to track and take action against partners who violated program policy by bidding on their trademarked keywords.

The team subsequently protected the brand against ad hijacking and rising CPC costs for internal SEM efforts.

## Outcome

A growing affiliate program delivering impressive outcomes — with far less busywork

Castlery witnessed a remarkable transformation in the performance and growth of its affiliate program.

The brand experienced a 2-5X quarterly surge in US program orders thanks to its collaboration with hundreds of partners worldwide via impact.com's robust partner network.

Furthermore, Castlery's 12% growth in average order value (AOV) underscores impact.com's role in enhancing purchasing behaviors and customer value.

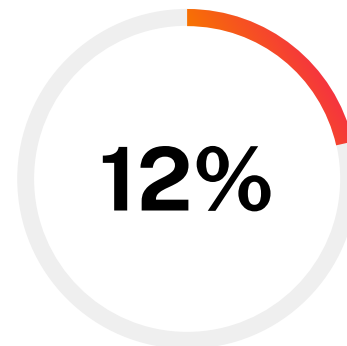
Sustainable growth has led Castlery to explore further optimization strategies, including advertising services and affiliate-exclusive offerings. The lifestyle brand's success showcases a strategic shift using innovative management solutions to boost business results and market growth.



global partners recruited



growth in quarterly US orders



increase in average order value