

Drop achieves
**15% incremental
growth** by
automating
payout
and messaging



Situation

Manual management/payout restrictions

Drop sought to drive stronger user acquisition for their shopping rewards app. They had experienced particular success with premium content publishers, but had run into two problems:

- Tracking, messaging, and paying out each publisher separately was manually burdensome — Drop wanted to manage them all from one place.
- The majority of Drop's ad dollars went to CPM and CPC, but they wanted to pay premium publisher partners on a CPA basis for more predictability in their advertising budget.

About

Drop

Drop rewards users for shopping at their favorite brands. Users link their credit cards to the app, shop normally, then redeem their points for gift cards from top brands.



Solution

Automate payout/messaging and change payout parameters

Impact enabled Drop to automate the time-consuming process of paying their publishers each month. Plus Drop was able to ditch the 1:1 email threads in favor of bulk messaging to communicate new offers and new brands in their app. By moving to CPA, Drop began paying out when partners drove new verified users who linked their card to the app for the first time and earned rewards.

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We've had great success scaling our affiliate program on the Impact platform. The automation of payment processing, onboarding, and streamlined communication between publishers make it extremely pain-free to maintain and grow partner relationships.

Stephanie Solty

User Acquisition Manager
Drop

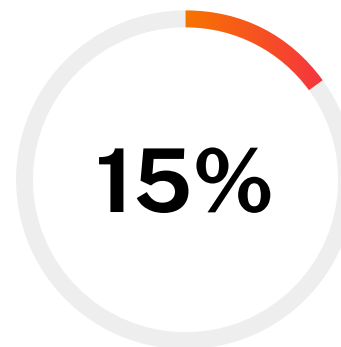


Outcome

Automation results in 15% incremental lift

This new approach paid off — since launching on Impact, partnerships have brought in **15% or more of all new users**. And those new users are more likely to stick around — to the tune of **a 111% lift in week 4 retention** compared to paid social. Their secret?

- Predictability in the output of marketing dollars spent — Drop can confidently grow the investment in their affiliate program each month
- Drop's partners stay rewarded for crafting content that appealed to their millennial audience, so both users and partners can #earnwithdrop



Of total user acquisition comes from affiliate



Lift in week 4 retention rate vs paid social