By branching out into new kinds of partnerships, Easyship sees **double the impact**

impact.com

Situation

To diversify, Easyship needed better tracking and transparency

Whether you're an entrepreneur shipping 10 parcels per month or a growing small-to-medium-sized business (SMB) shipping 150K around the world, Easyship's software and network of couriers and ecommerce partners makes the process streamlined and hassle-free.

That doesn't mean global shipping is simple. Automating taxes, duties, and customs documentation is complex. Easyship is the hub of an ecosystem that connects SMBs with couriers, couriers with marketplaces (think Shopify, eBay, Amazon, and Indiegogo) for in-store checkout, and buyers with business owners.

Operationally, Easyship is very much built on partnerships — and partnerships are also part of its growth strategy.

In 2019, the company began to look for ways to grow its business with an enhanced referral partnership program that would drive qualified leads and position the company well in new markets.

Situation *(cont.)*

### To diversify, Easyship needed better tracking and transparency

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Its strategic objectives included:

- Diversifying partnerships to reach new types of subscribers throughout the decision-making funnel

- Deploying a partnership automation platform that would offer what its current system did not, such as the tracking capabilities and transparency needed to scale and diversify

- Expanding into partnerships that were less tech-heavy than its traditional ecommerce relationships, which required intense integrations at checkout, and branch out to thought leadership and ambassador programs

About

Easyship

Easyship provides shipping software for borderless commerce, helping businesses of all sizes ship seamlessly, globally, and profitably.
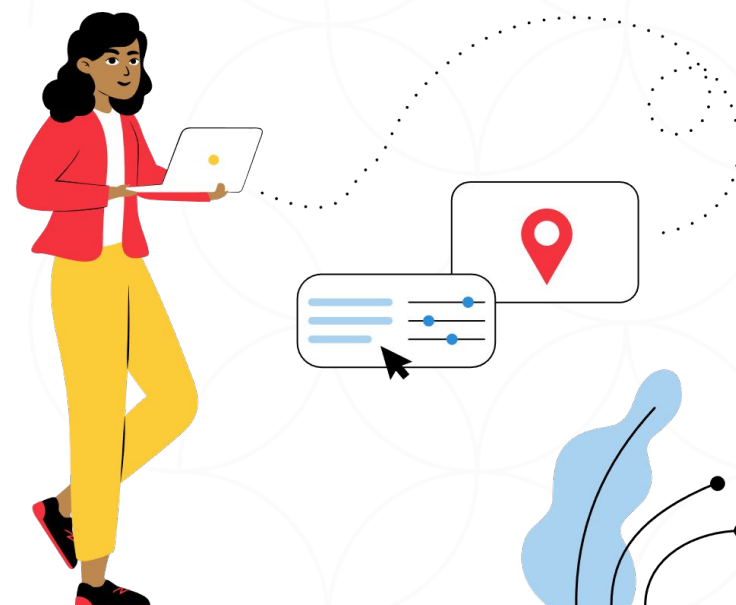
Solution

Test, track, and contract for growth

In December 2019, Easyship migrated from its previous partnership management solution and kicked off a new strategy focused on diversifying and broadening its partnership program with the Impact Partnership Cloud.

Since then, Impact's tracking capabilities have empowered the Easyship team to more easily test out new kinds of partners and partnerships that might not have been in its initial scope, casting a wider net for partners beyond B2B relationships to reach a larger pool of customers. With entrepreneurs everywhere getting into selling online and shipping, Easyship's message to the market was: "If you sell something, we can ship it." That message resonated in surprising places, with segments as specific as "mommy bloggers" who had decided to become entrepreneurs.

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Impact has helped us widen our net to reach potential customers at any stage of the entrepreneurial life cycle, unlock new initiatives, and expand the scope of both our target partners and target customer personas. We're really excited to diversify our partnership mix — new partnerships will be a key channel going forward,

Jackie Ostrov
Head of Growth
Easyship

Situation → **Solution** → Outcome

Solution *(cont.)*

Test, track, and contract for growth

With more freedom to test, track, and measure, Easyship was also able to tap into new partnerships focused on educating and trust-building with customers who might be new to shipping. For example, ecommerce agencies and web domain companies that were helping SMBs to build online stores; bloggers and influencers focused on ecommerce and crowdfunding topics; and more traditional review and coupon sites all came into its referral partnership fold.

Impact helped Easyship build more sustainable and lucrative relationships with these partners. The team found the Impact platform instrumental in building shared transparency with its partners across many different kinds of contracts and insertion orders (IOs), ensuring those diverse contracts are tracked and paid out correctly.

Solution *(cont.)*

Test, track, and contract for growth

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For example, many of Easyship's partners earn a set fee for each paid user they refer plus a percentage of that customer's shipping costs for the first year. But premium partners might have a different margin share arrangement.

Managing a wide range of contract types and ensuring accuracy and transparency with each partner is extremely important to the Easyship team and helps them implement contracts for sustainable business relationships.

Situation > **Solution** > Outcome

![impact.com logo]

Outcome

312% more revenue through partnership diversification

By expanding, diversifying, and strengthening its partnerships, Easyship has seen a dramatic increase in the contribution partnerships make to its growth.

In 2020 looking at a quarter over quarter analysis, the company has seen 577% increase in actions driven and 312% rise in revenue.

With Impact's partnership automation, Easyship sees partnerships as a key growth channel for its future.

577% — QoQ increase in actions driven

312% — QoQ increase in revenue driven

Want to get results like Easyship? | **Contact** grow@impact.com