

Frank Green **migrates 4** affiliate programs to impact.com and **grows affiliate** **revenue by 25%**



Situation

An affiliate program spread across three platforms, ripe for optimization

Frank Green empowers consumers to make sustainable choices with its stylish and award-winning products. The sustainable consumer goods brand is a market leader in Australia, New Zealand, the UK, US, and Asia. Strategic affiliate partnerships help effectively reach and introduce Frank Green to new audiences.

Managing four affiliate programs across three platforms brought unique challenges and amplified the following inefficiencies.

- Limited data prevented insights into the user journey and channel incrementality.
- Minimal support left issues unresolved for weeks, preventing productivity.
- Cumbersome tools and contracting features bogged down recruiting and onboarding.

The team had to learn and master the technical aspects of each platform — including tracking, recruiting, contracting, and other partnership management stages.

Frank Green needed a more innovative solution for housing partnership management of various regions on one platform.



About

Frank Green

[Frank Green](#) is a brand passionate about sustainability, offering premium, reusable products designed to reduce single-use plastic waste.

Founded in 2014, they aim to empower people to make sustainable choices through their beautifully designed, multi-award-winning reusable cups and bottles.

Their philosophy is simple — living green and working towards a better, greener future.



Solution

One partnership platform geared for growth and optimization

Migrated entirely with hands-on help from impact.com

Migrating affiliate programs and their partners from three platforms can [conjure up fears](#) about lost time, revenue, and partners. Thankfully, impact.com's dedicated Customer Success Manager offered invaluable support and guidance, including:

- Scheduling multiple check-ins to ensure a pain-free transition
- Providing clear step-by-step guides for navigating the platform
- Responding to queries promptly and efficiently
- Suggesting partner recommendations to grow the partner network from the start

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“Setting up custom rules within our contract for partners has had the single biggest impact. The team saved significant money by regulating payments made to partners with minimal input in driving the sale. This allows us to reallocate marketing dollars to other partners or channels to boost our ROAS.”

Ben Wheelhouse
Performance Marketing
Manager, Frank Green



Solution (cont.)

One partnership platform geared for growth and optimization

As a platform housing top global partners, the impact.com team streamlined onboarding by cross-checking partners with existing impact.com accounts. The Frank Green team used the unique Partner IDs to bulk invite these partners to their program directly. Partners accepted the template terms and joined the program automatically. Those without impact.com accounts received email sign-up invitations containing the template terms.

Template terms include payout rates, action locking dates, and all the details the team wants to specify to partners — which they would review and accept.

Gained new insight and eliminated inefficiencies with impact.com's sophisticated reporting suite

With impact.com, Frank Green no longer needed to patch incomplete data from three platforms to assess the program's performance. Besides saving hours of labor every month, consolidating the program into one well-equipped platform provided much-needed new insights into attribution and user journeys.

Armed with better knowledge, the team discovered the incrementality of its partnerships and channels. The [Optimize Reporting Suite](#) gave a clearer picture of partner and channel performance, contributing to conversions.

With these insights, the team identified anomalies and adjusted the commission strategy based on value.

Solution (cont.)

One partnership platform geared for growth and optimization

- The [Contribution Report](#) provided granular data into each partner's contribution, demonstrating value beyond the last click.
- The [Customer Value Report](#) indicated which partners generated the most new customers, which was crucial for the brand's focus on growth.

Other reports, such as the **Forecast by Partner Report**, allowed the Frank Green team to forecast revenue and expenditure for the affiliate channel accurately. This helped keep their data-driven strategy on a sure footing — and their budget balanced.



Solution (cont.)

One partnership platform geared for growth and optimization

Recruited pivotal partners and tapped into new markets with Discovery Marketplace

Finding high-value partners who accurately represent their brand was a key concern. Frank Green has remained highly selective about its partnerships as a premium brand that does not offer discounts. The team leveraged impact.com automated Discovery tools and services to connect with the right-fit partners.

- The impact.com [Marketplace](#) helped diversify the partner mix to tap into hard-to-reach markets.
- A Customer Success Manager provided new partner recommendations quarterly, introducing potential partnerships that the brand otherwise might have missed.

By exploring innovative Discovery options, the brand established valuable partnerships.

Solution (cont.)

One partnership platform geared for growth and optimization

Frank Green joined forces with [Urban List](#), a leading lifestyle publisher for culture seekers in Asia Pacific, to intertwine their PR and affiliate strategies. Together, they leveraged branded content, such as the [Frank Green Mother's Day gift guide](#), to ignite campaigns that boosted traffic and raised awareness.

Additionally, the brand strategically positioned itself with shoppers through in-app placements, courtesy of [Afterpay](#), which offers buy-now, pay-later financing to eligible shoppers.

Optimized the compensation strategy with tailor-made contract rules

Leveraging impact.com's tailored contracting rules and advanced reporting suite, the team successfully fine-tuned their compensation strategy.

Notably, by restricting payouts solely to introducing partners, they achieved an impressive 90% reduction in payouts for a single partner.

This meticulous approach clarified cross-channel attribution and ensured fair and accurate compensation for all partners, enabling Frank Green to maintain a transparent, equitable, and cost-effective partnership program.



Outcome

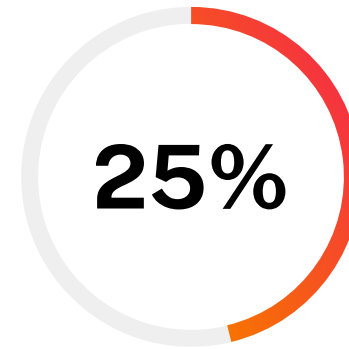
Optimizing with impact.com drove growth and improved efficiency

Since migrating from three affiliate management platforms to impact.com, Frank Green has seen growth in its affiliate program alongside significantly increased efficiency.

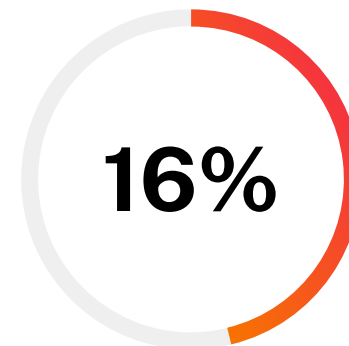
Upgrading partnership management software helped free up to 6 hours of manual work monthly.

The team now spends that time reporting on affiliate performance, identifying top-achieving partners, and building lasting relationships with them. The brand has achieved these impressive metrics:

- 25% growth in average monthly affiliate revenue
- 16% month-over-month increase in ROAS
- 6 hours saved monthly



growth in
average monthly
affiliate revenue



month-over-
month increase in
ROAS



saved
monthly