

How Harry's groomed its custom partnerships with Impact to drive **76%** **program growth**



Situation

Diversify B2B partnerships

Harry's fully embraced the potential of partnerships, but wanted to diversify away from the types of partnerships with pre-arranged deal terms and contracts that focused on incentives at the moment of checkout.

Harry's was looking for partnerships that could help them build brand awareness at the top of the funnel, while helping ensure that awareness resulted in people who would ultimately come back to Harrys.com, make a purchase, and turn into a longtime customer. The challenge was how to manage a labor-intensive, customized approach to a wide range of B2B partnerships.

About

Harry's

Harry's is a men's grooming company that was created to be different from other shaving companies. They deliver quality grooming products to men who are tired of overpaying for over-designed razors.



Solution

Upper funnel partnerships

Harry's turned to Impact's Partnership Cloud to handle all aspects of its partnerships. Harry's used the Partnership Cloud as a centralized place to store deal terms, track visits and sales, and pay out their partners' transactional fees based on the customers they created. Harry's used Impact's Chained Conversion feature to pay for repeat customers — paying partner X for the first sale, Y for the second, Z for the third, and so forth.

Harry's also adopted Impact for their non-paid partnerships. Harry's provided free products to strategic B2B partners, using Impact to track and measure revenue and ROI from these actions.

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Impact allows us through the complete flexibility of their platform to create any partnership structure that we want. Because it's a neutral third party, there's a sense of transparency: partners have a place they can log into to see the sales they drive. There's no need to hop on the phone every week to show them the numbers.

David Bakey
VP of Direct-to-Consumer
Business
Harry's



Outcome

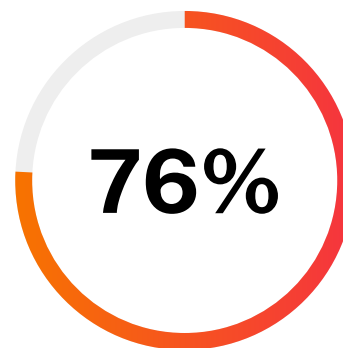
76% YoY growth

With the Partnership Cloud, Harry's was able to expand beyond the affiliate model to the more strategic, bespoke world of B2B partnerships, where they could create mutually beneficial deal terms with other brands. For example, Harry's partnered with a major telecom provider to offer users who had remained with the telecom after a certain number of months a Harry's shave set from the telecom's loyalty program.

Impact also helped Harry's by dramatically simplifying their payout process. Harry's cut one check every month to Impact, and Impact then managed the payouts to Harry's hundreds of partners.



YTD YoY increase
in number of
actions



YTD YoY increase
in program
revenue