

IG Group migrates  
to [impact.com](https://www.impact.com)  
and **increases  
productive  
partnerships by  
128%**



# Situation

## IG Group needed to scale its partnerships and automate monitoring and compliance

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Founded in 1974, IG Group is a global online trading and investment company based in the United Kingdom. The company offers its clients access to various international markets and comprehensive educational tools to reach their trading goals.

In early 2022, IG Group reassessed its affiliate partnership program and found the existing setup was unfit for its high-growth goals – negatively impacting internal resources and stunting potential success.

The team's existing partnership management platform required excessive time to navigate manual processes. Additionally, their in-house management approach, where business members supported local affiliates alongside their current responsibilities, proved to be non-scalable due to limited capacity and expertise.

The compliance team also needed a more effective solution to monitor and ensure compliance for influencer campaigns before sanctioning them.

The team determined it needed a new platform to achieve its high-growth goals:

- **Expand into new partnership types** and increase the number of productive affiliate partners by over 100%
- **Automate manual processes** to reduce time spent on affiliates by over 70%
- **Maintain compliance with program and industry regulations** to scale affiliate partnerships, expand into influencer partnerships, and gain transparency with activities

# About

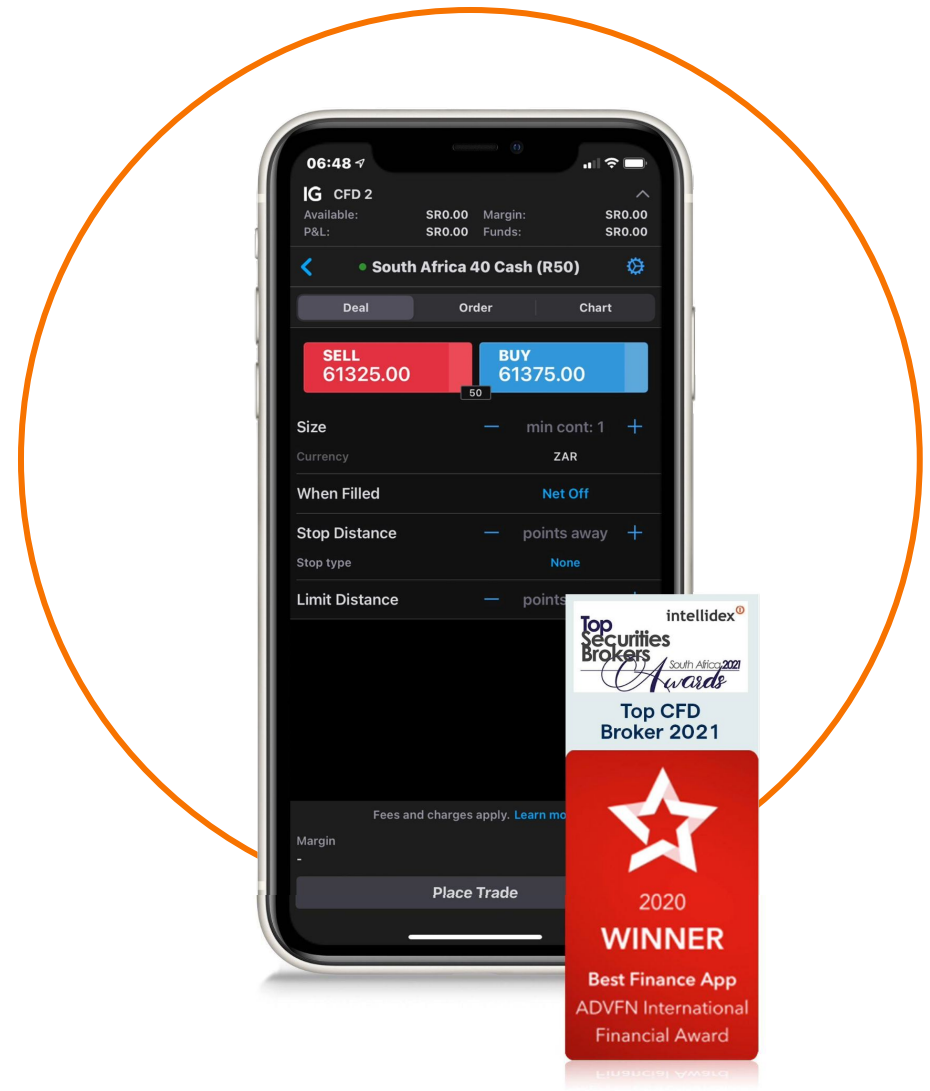
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## IG Group

IG Group is a leading trading and investing provider powering financial freedom for global traders and investors. The company aims to surpass client expectations – allowing them to invest and trade confidently. Clients get fast, flexible access to 17k+ financial markets, including indices, forex, shares, and commodities. IG is part of the IG Group (LSE:IGG), a global FTSE 250 fintech company.

## Silverbean

Founded in 2002, Silverbean is one of the largest longstanding affiliate and partner marketing agencies globally, activating performance for clients worldwide using five key partner channels.



## Solution

### Collaborating with [impact.com](#) and Silverbean to accelerate growth

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IG Group decided to relaunch its partnership program on [impact.com](#) with Silverbean as its partnership marketing agency. Merging Silverbean's expert guidance and [impact.com](#)'s cutting-edge discovery and recruitment automation tools, IG Group efficiently optimized its affiliate and influencer partnerships, achieving exceptional results. Here's how the teams did it:

#### Affiliate

The IG Group and Silverbean partnership began with a shared recognition of the importance of brand immersion and a diligent onboarding process. The teams collaboratively devised a market launch plan, allowing ample time for the Silverbean team to immerse themselves in the brand and familiarize themselves with the diverse markets they would be jointly operating.

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*“We’re laser-focused on growing efficient marketing channels so we can continue to acquire customers at scale — particularly in challenging macroeconomic conditions. Partnership marketing is by far our most cost-efficient marketing channel, so investing in growing and diversifying our partner portfolio and delivering compelling collaborations is critical to our success.”*

**Aneira Henery-Morley**  
Global Head of Marketing  
Partnerships, IG Group



## Solution (cont.)

### Collaborating with impact.com and Silverbean to accelerate growth

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Before the initial market launch, an immersive two-day workshop occurred at IG Group's central HQ in London.

During this workshop, IG Group provided a comprehensive overview of various crucial aspects, such as its products, organizational setup, and strategy up until that point. Additionally, the team allowed Silverbean to establish clear expectations for success as they began their partnership.

By focusing on affiliate recruitment and optimization efforts and tailoring the approach to IG Group's core product offerings, IG achieved standout partner performances, including:

- Onboarding a partner specializing in trading content, which led to 134 links being included in the trading section of its site

- Achieving #1 ranking in a Forex Broker Table with a long-term comparison table partner, leading to an outstanding 381% increase in actions

Using impact.com's reporting, IG Group was able to observe customer events, ranging from initiated applications to completed trades, throughout the entire conversion funnel. The team employed impact.com's dynamic payouts and tailored contracts to align payouts with company goals. For instance, the team adjusted commissions based on the type of account opened and the deposit amount using payout groups.

This framework fostered a fair compensation model, allowing IG Group and their partners to form lasting alliances.

## Solution (cont.)

Collaborating with [impact.com](#) and [Silverbean](#) to accelerate growth

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### Influencer

The influencer team at IG was able to find similar success on [impact.com](#). The team used [impact.com](#)'s lookalike search functionality to discover new influencers who shared similar traits and qualities. Through monitoring influencer content, the teams ensured adherence to program compliance and regulatory policies. This effort paved the way for the team to forge partnerships with creators, expanding reach and impact.

After recruiting, IG Group amplified the reach of its user-generated content (UGC) through paid media channels, ensuring maximum value and exposure. To expand their audience, the team experimented with new platforms, such as conducting tests with Twitch creators.



## Solution (cont.)

### Collaborating with impact.com and Silverbean to accelerate growth

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Thanks to the unified platform provided by impact.com, the company simplified partnership management, including affiliates, influencers, and B2B collaborations, resulting in significant efficiency improvements.

Applying full-funnel insights, IG Group gained an invaluable understanding of how partners interacted and contributed throughout the entire consumer journey. By analyzing the action listing report, the team could identify influencers excelling in top-of-funnel engagement and awareness, but lacking in converting prospects. Alternatively, they could uncover influencers with low engagement metrics yet impressively high conversion rates. These insights allowed IG Group to recognize and employ the unique strengths of each partner, ultimately driving optimized program results.



# IG

*“impact.com’s tools allow us to create great content with our partners while ensuring we respect our industry's controls and regulations. The platform’s compliance tools make us comfortable tapping into the influencer space, which is completely new to our business. impact.com also gives us the full picture across the entire marketing funnel. This view helps us understand our partners’ unique strengths and weaknesses so we can make the best decisions to optimize our program.”*



**Julia Salume**

Global Influencer Lead,  
IG Group



## Outcome

IG Group successfully grows its partnerships, cuts admin time, and increases ROI

With Silverbean's support, relaunching on impact.com meant IG Group considerably streamlined their internal affiliate resources with a 74% reduction in time spent across multiple teams globally. The average time spent on affiliate by internal local champions reduced from 7.4 days to 1.9 days per month, saving the equivalent of 96 working days a month.

As a result, IG Group could onboard and engage high-quality partners. Results included:

- 70% reduction in average CPC
- Partners recruited by Silverbean had the highest average first deposit value of £4,800 vs a program average of £2,600



128%

increase in productive affiliates



146%

decrease in dormant affiliate partners



223%

increase in return on investment (ROI) for its partnership channels

## Outcome (cont.)

IG Group successfully grows its partnerships, cuts admin time, and increases ROI

IG Group & Silverbean expanded into more markets than initially planned, including Italy, Netherlands, and Sweden.

The successful relaunch surpassed expectations, increasing the number of affiliate markets from seven to ten.

By partnering with creators through impact.com, IG Group successfully connected and engaged a new generation of consumers, fostering authenticity in its communications.

The team amplified UGC across their paid media channels, ensuring precise targeting and maximizing value. This well-executed strategy bolstered brand awareness and facilitated the acquisition of new customers within the desired target audience.

