

Kayo Sports kicks goals with **innovative partnership strategy** through Impact



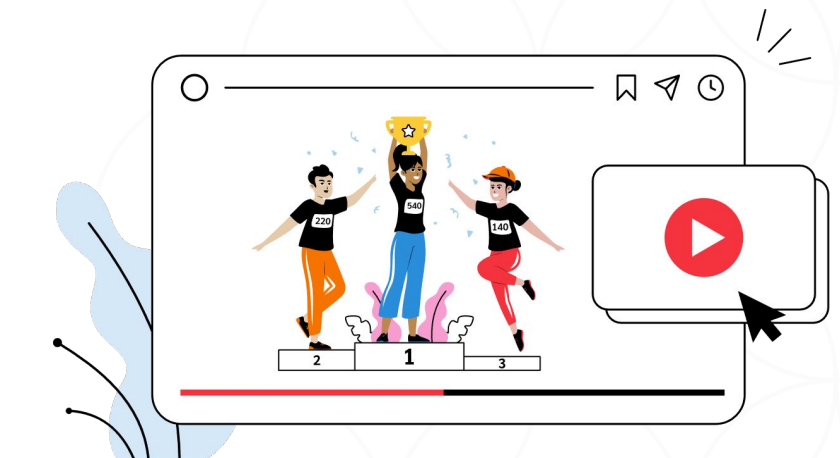
Situation

Marketing goal: Launch new streaming brand and drive subscriptions

The starting line: In 2018, as the Kayo Sports marketing team prepared for launch, it had two key goals: build brand awareness and acquire new customers. Key stakeholders in the business had a wealth of experience in partnership channel management and knew it was a cost-effective customer acquisition channel. As a result, they put partnerships at the heart of their growth strategy.

Because they wanted to run their partnership channel in-house, they sought an end-to-end technology platform that would enable the brand to scale quickly and offer the flexibility to handle a diverse range of partnership types and commercial arrangements.

Automation of partnership management tasks such as contracts, tracking, reporting, and payments would give them the opportunity to be more proactive with partner recruitment and communication, freeing up time within their small team to build deeper relationships with high-performing partners.



About

Kayo Sports

Kayo Sports is Australia's only dedicated multisport streaming service with more than 50 different sports available to watch live and on demand. Kayo lets you stream the biggest Aussie sports and the best from overseas, all in one place accessed from your favorite devices.





“Impact’s superior technology, seamless management of partners, automation of workflows, and tight controls over all aspects of partner management, coupled with their team of experts, has enabled Kayo to leverage a portfolio of business partnerships into a high-performing customer acquisition channel. Partnerships have provided an effective way to grow our brand quickly and run our business efficiently, in ways traditional sales and marketing channels can't.”



Lauren Leisk

Affiliate Partnerships Manager
Kayo Sports

Solution

Streamlined onboarding and operations allowed Kayo Sports to focus on more strategic initiatives

Working closely with the Impact team, Kayo was able to develop a broad partner portfolio that would reach the passionate sports audience they sought. Impact's streamlined discovery processes enabled Kayo Sports to pursue relationships ranging from corporate and commercial partners to sports associations, sporting clubs, grassroots clubs, athletes, brand ambassadors, influencers, and news and sports publishing partners.

To manage that growing portfolio, Kayo turned to Impact's intuitive, easy-to-use platform to give them full control over their partnership program. With Impact, they gained the flexibility to onboard new partners easily and free their team from manual day-to-day processes such as contracting, paying out partners and pulling reports.

That freedom allowed the team to focus on more strategic and meaningful new partner recruitment and engagement.

As part of their 2020 strategy, Kayo is leveraging Impact's native integration with mobile measurement vendor Branch to facilitate in-app tracking. The integration provides app-install tracking, app-to-app subscription measurement and attribution (both iOS and Android), and tracking of conversion events occurring in-app. All of this data will be made visible within the Impact platform to measure mobile versus desktop performance and thereby optimize partner incentives.

Outcome

Partnerships deliver 25% of Kayo's new subscriptions

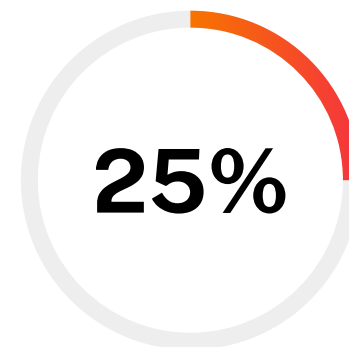
Kayo Sports' diverse partnership strategy and ability to manage it efficiently enabled it to exceed its customer acquisition targets.

In just the nine months after launch, Kayo signed on 364,000 subscribers, of which nearly 25% were partnership-driven.

Kayo's partnership program delivers one of the most cost-effective ROI among paid media channels because Kayo based partner remuneration on the quality of each partner's referrals. Down the road, the Impact platform will provide Kayo the option to reward partners based on the lifetime value (LTV) of customers referred, enabling the company to further incentivize partners toward its business goals.



Total new subscribers after 9 months



share of subscribers driven through the partnership channel

Outcome

Partnerships deliver 25% of Kayo's new subscriptions

Kayo's results paid off in other ways too. By the end of 2019, just a year after it debuted, Kayo had won five industry awards:

- Mumbrella Sports Marketing Team of the Year
- The Drum Best PPC Campaign
- ADMA AC&E Best Use of Search
- Innovator Award at the Zuora Subscription Economy Excellence Awards
- Best User Experience at SportsPro OTT Awards

