

Maison de
Parfum's affiliate
program **achieves**
3.2x ROAS with
Magilla, madtech
company



Situation

Lacked insight into partner performance and campaign metrics

Since 2006, Maison de Parfum has become the standard for sought-after, quality perfumes. The brand's founder, Marta, collaborated with her makeup artist sister Matilde to offer a unique blend of perfume and beauty products.

To grow its online presence and reach global markets, Maison de Parfum partnered with Magilla, madtech company, an affiliate marketing agency. The brand wanted to keep its customer acquisition costs (CAC) down while offering affiliates a cost-per-action (CPA) compensation model to its affiliate partners.

Yet, the brand could not monitor affiliate progress and metrics, prompting the search for a solution to enable data-driven decision-making.

Maison de Parfum's objectives included:

- Growing its affiliate network by recruiting new partners
- Simplifying its partnership management systems
- Gaining the ability to access advanced reporting
- Expanding to foreign markets beyond Italy
- Improving their attribution systems to reward partners efficiently



About

Maison de Parfum

The Maison de Parfum boutique, established in 2006 in San Lazzaro di Savena, quickly gained recognition in the perfumery world for its world-class quality. Its founder, Marta, worked to create a fragrance haven while her sister Matilde excelled in makeup artistry. Maison de Parfum curates a premium selection of perfume and beauty products chosen carefully by Marta. The fragrance brand's focus on trends and innovations ensures top-notch service for its clientele.

About

Magilla, madtech company

Magilla, madtech company, based in Bologna, has been Maison de Parfum's marketing partner since 2018, using a revenue share model. Magilla, madtech company operates on a pay-per-performance basis, fostering collaboration to maximize performance and economic benefits. To enhance Maison de Parfum's e-commerce, Magilla, madtech company efficiently deploys its resources with a data-driven approach.



Solution

Using a partnership management platform to make data-driven decisions

Maison de Parfum's affiliate agency, Magilla, madtech company, chose impact.com's partnership management platform to grow its affiliate program. impact.com's management tools, customization, and ability to gain real-time insights into partner performance were major deciding factors. These insights allowed the brand to make data-informed decisions.

The initial task was to grow their affiliate network and target new regions. Maison de Parfum leveraged impact.com's Marketplace and Discovery feature to analyze international market dynamics and demographics through affiliates. The brand aimed to enhance brand awareness and foreign sales by establishing local partnerships in these new regions while maintaining profitability.

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Integrating impact.com's partnership platform significantly increased our affiliate marketing performance. We've since grown our revenue, optimized our advertising investments, and expanded our partnerships into new markets within our target audience.

Giulio Stocco

Senior Ecommerce Consultant
for Maison de Parfum
Magilla, madtech company





Solution (con't)

Using a partnership management platform to make data-driven decisions

Once it found ideal matches, the brand sent customized proposals and contracts via the impact.com platform. Maison de Parfum valued the transparent, flexible agreements that fostered strong, enduring relationships with new affiliate partners.

With an up-and-running program, Maison de Parfum used impact.com's advanced reporting to analyze partner performance, identify areas for improvement, and boost its affiliate marketing return on investment (ROI).

impact.com's features allowed the team to build a blossoming program and sunset underperforming strategies or partners.

Solution (con't)

Using a partnership management platform to make data-driven decisions

Advanced attribution systems were crucial for Maison de Parfum to analyze the impact of each channel accurately on conversions and sales. Using impact.com, the brand adopted these systems and gained the ability to:

- Track each partner's contribution along the customer journey
- Improve campaign effectiveness
- Optimize marketing investments
- And maximize ROI

The transparency of the customer's sales journey allowed fair recognition and rewarding of partners, fostering strong and collaborative partnerships.

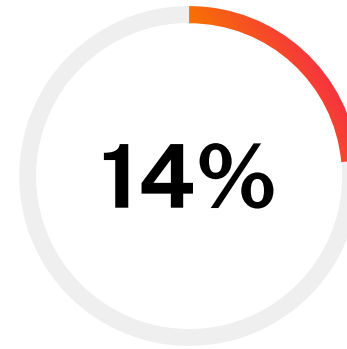


Outcome

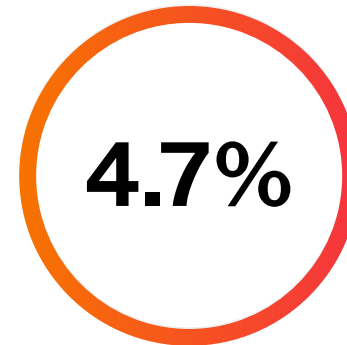
Doubled its active affiliate partners and expanded to foreign markets

Maison de Parfum and Magilla, madtech company found impact.com's features perfect for tracking and data analysis, which was their prime focus. Since implementing impact.com's platform, Magilla, madtech company helped Maison de Parfum expand its sales internationally on a cost-per-acquisition basis.

Since migrating to impact.com, Maison de Parfum increased its monthly turnover, contributing to 14% of the company's total revenue. The brand also achieved a 4.7% conversion rate in their affiliate channel. With access to impact.com's Marketplace and affiliate filtering capabilities, Maison de Parfum doubled its active affiliate partners in just one quarter of the financial year. Lastly, the brand saw an impressive 3.2x return on ad spend (ROAS).



added to the company's total revenue



conversion rate in their affiliate channel



return on ad spend (ROAS)