

Bootstrapping to 2x revenue: **Merry People's global expansion** via [impact.com](https://www.impact.com)



Situation

Bootstrapping a gumboot brand for global growth

When [Merry People](#) — the popular Australian gumboot brand — started a decade ago, Danielle Pearce, Founder & CEO, focused on selling at local farmer's markets. After this strong start in IRL customer outreach, Merry People leaned into digital marketing and online sales. However, Merry People wanted to continue growing in Australia while driving trust in newer international markets.

The team's advertising channels weren't enough to ramp up brand awareness and credibility the way they wanted, particularly in the US and UK.

Always looking for healthy ways to expand, Merry People recognized the need to diversify its marketing mix by introducing a robust partnership program. As a business built on sustainable growth, Merry People wanted to manage these new partnerships as efficiently as possible. With [impact.com](#)'s powerful automation and management tools, Merry People could focus on their core goals without stretching themselves too thin.



Situation (cont.)

Bootstrapping a gumboot brand for global growth

- **Driving incremental growth sustainably**

Merry People wanted to increase partnership revenue by 65 percent with this new program, whilst maintaining a strong ROAS.

- **Reaching a wider audience with diversified partnerships**

Merry People wanted to build on its established consumer base of 35+ females and boost awareness with a broader demographic between 25-45 years old.

The team needed in-depth tracking and reporting to ensure these partnerships reached the right audience — all while fitting in with the brand's other marketing channels.

About

Merry People

Launched in 2014, [Merry People](#) empowers people to find their own adventure and stay comfortable in high-quality, 100% waterproof boots. This thriving Australian brand has expanded internationally and earned over 20,000 five-star reviews.





Solution

Using [impact.com](https://www.impact.com) to dive into diverse partnerships

As they established a partnership channel from the ground up, Merry People's team worked closely with [impact.com](https://www.impact.com). Instead of creating tools from scratch or learning from trial and error, Merry People saw how the right management platform could help them hit their goals without wasting time or resources.

Driving incremental growth sustainably

After attending an [impact.com](https://www.impact.com) event, Merry People's General Manager saw the potential a new partnership program could have for the growing Gumboot brand. Rather than pigeonholing themselves into the narrow category of cashback and coupon deals, a diverse program could include influencers, media publishers, and more.

So, Merry People put a dynamic, data-driven partnership strategy into action on [impact.com](https://www.impact.com) from day one.

Situation



Solution



Outcome

Solution (*cont.*)

Using impact.com to dive into diverse partnerships

The team could test and compare new partnerships, providing real-time insights into individual partners' performance. Rather than risking the budget of a full-scale marketing campaign upfront, Merry People was now investing in each post, media highlight, and partner collaboration in real time. With impact.com's automated tracking tools, the team could immediately shift direction and take advantage of fantastic marketing opportunities.

For example: An offer via a credit card loyalty program was quickly identified as a high performer. This insight informed future strategies, guiding the team to seek other high-yield opportunities with similar partners.

Merry People made swift adjustments with each new partner and noted what worked well with potential customers (and what didn't).

Reaching a wider audience with diversified partnerships

Looking to expand its traditional customer base, Merry People took a two-pronged approach: simultaneously targeting creators with niche audiences and established publishers with broad appeal.

For niche audiences, Merry People collaborated with content influencers, bloggers, and reviewers who resonate with its core demographic: women in their thirties and forties. A standout example is [North Shore Mums](#) (a blog with 73 thousand monthly site visits), which was among Merry People's top 20 performing partners. Merry People forged high-performing partnerships by connecting with specialized interest groups and communities (like gardening enthusiasts and dog owners needing gumboots).

Solution (cont.)

Using [impact.com](https://www.impact.com) to dive into diverse partnerships

At the same time, Merry People built relationships with massive publishers as well — like [The New York Times](#), [Time Inc.](#) and [ARE Media](#). These partnerships are crucial for establishing brand credibility and awareness in new markets — especially for a rapidly growing brand. For example, one [New York Times “best of” piece](#) has driven weekly sales since its initial publication over a year ago. These placements were made possible by [impact.com](https://www.impact.com)'s flexible and easy-to-use commission and contracting options.

After hitting the two-pronged approach out of the park, Merry People continued to grow its partnership program with more traditional affiliates. Merry People focused on affiliate partners with loyalty programs using a points system. They also joined forces with select cashback partners. These cashback and loyalty partners now contribute around 35 percent of total partnership revenue — achieving a conversion rate 42.5 percent higher than the year before.

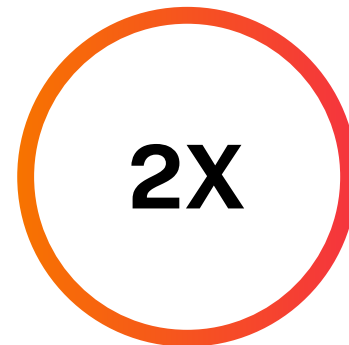
Outcome

Doubling revenue and making waves in new markets

Merry People's goals were ambitious from the start. The new partnerships program needed to run efficiently and hit vital brand goals immediately. This channel's success was crucial for establishing Merry People internationally and welcoming more diverse customers at home.

The results have been outstanding since launch. Instead of just meeting the initial goal of 65 percent growth, partnership revenue **doubled** in Australia, the US, and the UK, at a 25% stronger ROAS.

Merry People started 334 new partnerships and welcomed younger, more diverse shoppers to their already thriving customer base.



partnership revenue



YoY partner growth



total partnerships

Outcome (*cont.*)

Doubling revenue and making waves in new markets

Merry People combined human creativity, smart technical solutions, and a commitment to sustainable growth to find the best ways to achieve their goals. They took a multifaceted approach to partnerships that helped them simultaneously reach niche audiences and new markets.

Merry People's focus on partnerships and collaboration with impact.com set them up for success going forward. In addition to making partner discovery and collaboration easier, impact.com has also helped Merry People foster their grassroots foundations. The Australian affiliate market is niche. So, through unique, in-person events like VIP dinners and larger conferences like iPX hosted by impact.com, Merry People's team connects with other brands and publishers — building meaningful relationships and gaining diverse market perspectives.

