OLIPOP scales creator program to **982% ROAS** with impact.com

![impact.com logo]

Situation

Rapid creator growth demanded a scalable partnership solution

OLIPOP, the prebiotic soda brand where 'healthy meets delicious,' faced a compelling challenge: managing an explosion of creator interest in their affiliate program. Hundreds of weekly applications poured in from creators drawn to OLIPOP's strong brand community and mission of making healthy alternatives accessible and enjoyable. This surge in creator enthusiasm created an urgent need for scalable partnership management.

While the program offered attractive incentives (product samples, premium commissions with first-sale bonuses, and custom discount codes), OLIPOP needed a robust platform to efficiently manage this rapid growth and maintain program quality.

The OLIPOP team chose impact.com for its ability to run and scale the entire program with one login and cutting-edge tools to improve:

- Partner discovery

- Workflow management (including instant promo code generation)

- Performance tracking

- Flexible and fast partner compensation

In 2021, OLIPOP partnered with longtime agency partner GravityFed to manage and grow its affiliate program. Together, the teams established three campaign goals using impact.com to execute the campaign:

- Boosting sales

- Gaining new customers

- Generating brand awareness

About

OLIPOP

OLIPOP was founded in 2018 by Ben Goodwin and David Lester to shake up the soda world. Their drinks aren't just tasty, they include fiber and prebiotics to keep your gut happy. With flavors like Vintage Cola and Crisp Apple (to name a few), OLIPOP is all about feeling good while doing good, for your body and the planet.

GravityFed

GravityFed connects ecommerce and direct-to-consumer brands with powerful influencer and affiliate marketing solutions. Its private platform and curated partnership database have driven performance-based marketing for 20+ years. Backed by more than five decades of combined affiliate expertise, GravityFed's team excels in program audits, support, management, and partner discovery.

Situation > Solution > Outcome

![impact.com logo](impact.com)

Solution

Scaling creator success through automated partnership management

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Step 1: Scaling the affiliate program using agile discovery and contracting tools

OLIPOP attracts creators through newsletters, social media, and its affiliate page. However, to scale, GravityFed used **impact.com's Marketplace** to discover new partners who had already signed up and were ready to collaborate.

To properly vet creators, the GravityFed team used **impact.com's partner insights feature** to view metrics, including engagement rates and social media presence. They had to meet the campaign's criteria of:

- A minimum of 10k followers on one or more social platforms

- With exceptions for engaged health advocates, nutritionists, and dieticians

- No adult, gaming, vaping, political, or religious content

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impact.com has transformed how we manage OLIPOP's affiliate program, enabling us to seamlessly scale and integrate a surge of creators into our strategy. Its automation and performance tracking tools have been vital in turning interest into measurable success, empowering partners to share OLIPOP's story authentically and effectively.

Gary Marcoccia
Co-Founder and Chief Business Officer (CBO) for Business Development and Campaign Management GravityFed

Situation ❯ **Solution** ❯ Outcome

Solution *(cont.)*

Scaling creator success through automated partnership management

Once the team found the right partners, GravityFed leveraged impact.com's contracting tools to make it official by:

- **Generating up to eight contract templates** for new creators that sped up the time between engagement and content creation

- **Building customized templates** to easily move publishers between contracts and the ability to archive old contracts

- **Creating insertion orders (IO)** — this is a signed agreement between the creator and OLIPOP to run the campaign

All creators in the program received gifts as compensation, including a $36 variety pack, and a minimum 10% commission alongside their gifts.

After posting, they were given a premium commission. Using **impact.com's Partner Lists**, GravityFed effortlessly moved partners between contracts and adjusted commission tiers as creators advanced within the program.

Situation   >   **Solution**   >   Outcome

Solution *(cont.)*

Scaling creator success through automated partnership management

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Step 2: Automating promo codes and partner communications to ensure maximum impact

To enhance partner communication, GravityFed used **impact.com's automated newsletter feature** to send out communications around promotional offers and brand messaging, including OLIPOP's health benefits.

Creators had complete freedom to craft content that fit their brand and connected with their audience.

After posting, they shared their content and links to GravityFed and OLIPOP. This resulted in a stream of unique and eye-catching content shared across creator feeds and OLIPOP's social channels.

GravityFed streamlined creator posting through **automated campaign scheduling via impact.com**.

GravityFed and creators **instantly generated unique promo codes** using impact.com, speeding up the posting process. These custom codes were valid for 15% off (one use per customer). When a new customer subscribes after using the one-time code, they receive 15% off plus free shipping on all orders.

OLIPOP's integrated creator and affiliate strategy created touchpoints throughout the customer journey:

- First, a customer was introduced to OLIPOP through a creator's post on Instagram or TikTok.

- Next, another engaging post taught them about the soda's low sugar content and prebiotic benefits.

![impact.com logo]

Solution *(cont.)*

Scaling creator success through automated partnership management

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- Finally, when ready to purchase, they'd discover a post featuring a promo code for 15% off and free shipping to seal the deal.

Take creator [Sheri Wilson](#), for example. She introduced OLIPOP to her nearly 1m followers, showing creative ways to serve OLIPOP during the holidays.

Step 3: Monitoring performance with seamless reporting tools

GravityFed used impact.com's **monitoring tools**, including automated alerts, to detect anomalies or potential issues, such as missing ad disclosures promptly. impact.com's instant in-platform messaging allowed GravityFed to swiftly resolve any issues.

The team also highlighted two tools from impact.com that proved invaluable for tracking campaign performance, including:

Situation   >   **Solution**   >   Outcome

Solution *(cont.)*

Scaling creator success through automated partnership management

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- **Promo code reporting** via partner dashboards to attribute campaign performance, commissions, and new customer acquisitions

- **Reporting tools**, including pinning up to 10 reports on one dashboard to view performance

impact.com's versatile compensation system supported OLIPOP's hybrid approach of gifts and commissions.

Through the platform, GravityFed efficiently managed creator payments and gifting, maintaining strong partner relationships.

Situation ❯ **Solution** ❯ Outcome

impact.com

Outcome

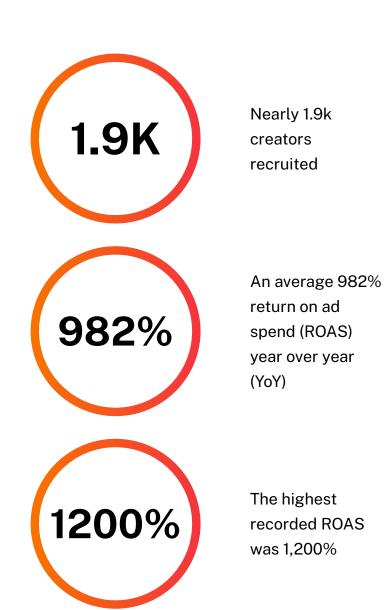## Platform automation delivers 982% ROAS through creator partnerships

Using impact.com, OLIPOP achieved its three key goals, generating brand awareness, boosting sales, and gaining new customers with GravityFed.

By leveraging impact.com's tools, OLIPOP partnered with hundreds of partners, including 82 registered dieticians, to build a strong affiliate network and create targeted, audience-focused content.

This approach resonated deeply with customers, delivering value and engagement through exclusive promo codes generated by creators and GravityFed on impact.com.

The program demonstrated standout results, including:

- Creators contributed 12% of total OLIPOP sales in 2024

1.9K
Nearly 1.9k creators recruited

982%
An average 982% return on ad spend (ROAS) year over year (YoY)

1200%
The highest recorded ROAS was 1,200%

Situation   >   Solution   >   **Outcome**

![impact.com logo]

Outcome *(cont.)*

Platform automation delivers 982% ROAS through creator partnerships

- Micro-influencers contributed around 20% to this campaign's bottom line, up from 3% just 4 years prior

- During a podcast where a custom promo code was shared, OLIPOP gained eight conversions in just one hour

Campaign efficiency

Using impact.com's tools, GravityFed dramatically improved workflows by:

- Approving content drafts and providing instant feedback on the impact.com platform

- Automating partner communications via newsletters

- Keeping partners on track with automated campaign scheduling

- Tracking promo codes, conversions, and campaign performance using custom dashboards