

# How PTC gained access to a new world of partners and **82% more revenue**



# Situation

## Diverse audiences, limited channels

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PTC covers you for any kind of phone case or mobile accessory. But it also carries everything from electric scooters and drones to smart home devices. In fact, the brand's products and services fit into an increasingly diverse array of marketing buckets, especially with the expansion of its home technology and phone accessory brands Tough On and ZUSLAB.

PTC was ready to branch out because of its diverse audiences and the high costs, inconsistent results, and forecasting challenges of its paid media programs.

The retailers wanted more flexibility to segment and target audiences, reduce customer acquisition costs, and improve the quality and consistency of referral traffic and

conversions. By expanding and diversifying its partnerships program, PTC saw a path to achieve all of those goals.

PTC also had a longer-term aspiration. It hoped to establish brand-to-brand partnerships that would open doors to new audiences, brand awareness, and growth.

To support a more diverse partnership program and pursue B2B partnerships down the road, PTC knew it needed a platform for partnership management, tracking, and attribution and a well-connected partner in the industry. That made impact.com the perfect strategic fit.

# About

## PTC

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PTC is Australia's source for mobile gear and smart technology, including phone cases and accessories and a growing array of home tech and smart lifestyle products. The company is also Australia's first licensed distributor of Marvel and Disney phone accessory products.





*“Support from impact.com has been second to none. From explaining features of the platform to being actively engaged with our results, the end-to-end involvement is fantastic.”*



**Brodin Dalglish**

Marketing and Business Development Manager  
PTC

# Solution

## Segmenting audiences via diverse partners

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The impact.com partnership management platform allows partnerships to become an essential engine for growth at PTC.

### A new mix of partners

PTC was able to onboard a variety of cost-per-action (CPA) and commission-based partners to drive awareness and sales, including coupon and cashback sites. Coupon partners brought in a new wave of savings-motivated shoppers. PTC's partnership with Shopback was particularly successful, operating on a CPA basis and passing savings on to consumers.

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*By providing a productive approach to introducing our business to other businesses, impact.com has given us access to opportunities and partnerships that were previously unattainable.*

**Brodin Dalglish**

Marketing and Business  
Development Manager  
PTC



## Solution (cont.)

### Segmenting audiences via diverse partners

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#### Lower acquisition costs vs. paid media

By diversifying its channels with new partners, PTC was able to reach new and niche audiences and significantly improve organic and referral traffic at a lower cost than paid media. Orders and average order value both increased along with the brand's customer base.

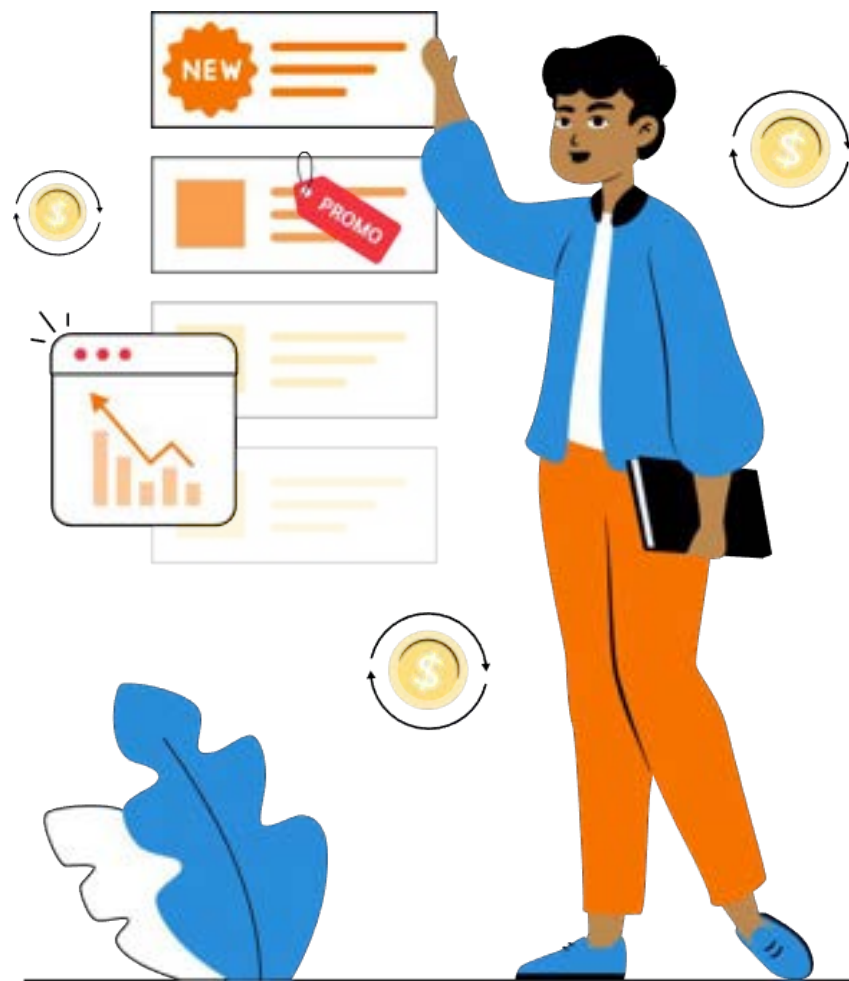
#### An entree to new partnerships

The team at impact.com was instrumental in helping PTC set up and grow its program and provided a bridge to other businesses. PTC's relationship with impact.com supplied both immediate brand recognition and a flexible technology foundation to support B2B relationships and integrations.

# Outcome

## More revenue, ROAS, and partnership options

Expanding its partnerships program with impact.com allowed PTC to flourish online in a more cost-effective and scalable way, with organic and referral traffic tripling Quarter-on-quarter (QoQ) after deploying the platform. Its CPA, cashback, and coupon partnerships brought in new customers and sales, and the stage was set for new brand-to-brand partnerships.



## Outcome

More revenue, ROAS, and partnership options

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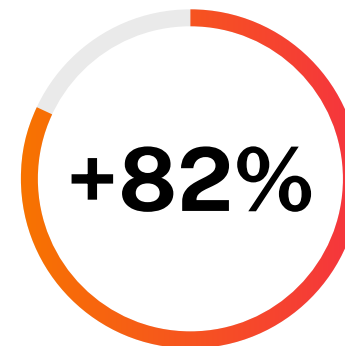
Diversifying its partnership program resulted in:

- +82 percent QoQ increase in program revenue
- +61 percent QoQ increase in Program Traffic
- +5 percent QoQ increase in ROAS
- +15 percent QoQ increase in average order value
- +18 percent increase in organic/referral traffic since starting with impact.com

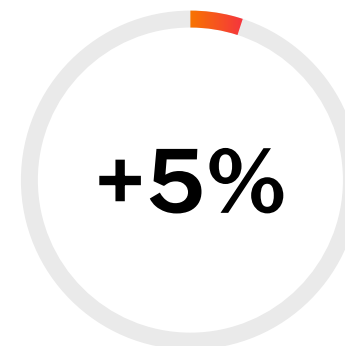
To learn more about how you can diversify and scale your partnerships for growth, contact [grow@impact.com](mailto:grow@impact.com).



QoQ average  
order value



QoQ Program  
Revenue



QoQ return on ad  
spend