

# Resident merges affiliate marketing with **influencer partnerships** for ultimate full-funnel success



## Situation

Resident wanted to reach customers at every stage of their journey

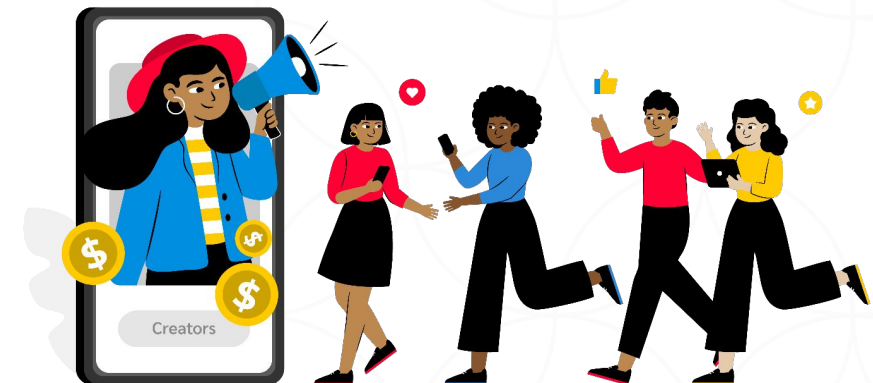
Resident is a leading direct-to-consumer (DTC) brand offering popular mattress and bedding brands including [NectarSleep](#) and [DreamCloud](#). The brand's team sought innovative ways to enhance brand recognition and reach in a fiercely competitive market.

Typically, mattresses are higher-value items requiring several steps in the buyer's journey before purchasing, and they're not always bought frequently, highlighting the challenge of creating compelling content that converts.

Previously, the Resident team found that while influencer posts and user-generated content (UGC) boosted brand awareness at the start of the customer journey, traditional affiliates and paid media placements ultimately delivered stronger conversion results.

To address this, Resident adopted a full-funnel marketing strategy to attract customers early on and drive sales.

This strategy would also support the customer along their journey, as potential customers extensively research well-made mattresses, visit comparison sites, and read reviews before purchasing.



## Situation (cont.)

Resident wanted to reach customers at every stage of their journey

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Resident wanted the best of both worlds: integrating authentic UGC and influencer content with its traditional affiliate marketing channels, such as paid media ads and placements.

The team focused on two core goals for this campaign:

- 1. Creating multiple customer touch points across the sales funnel** using integrated UGC, affiliates, and paid media ads. The different approaches cover each channel's blind spots and help Residents' in-house brands stay ahead of the competition.
- 2. Streamlining the partner experience** for influencers, affiliates, and publishers. Resident wanted to scale its partnerships program and create a sustainable workflow for the long term.

## About

Resident

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Founded in 2017, [Resident](#) is a leading DTC brand owned by [Ashley Furniture](#) that offers multiple bedding and mattress brands to suit any customer's needs. Resident believes a person's house shouldn't just look good; it should feel good. The brand prioritizes quality materials, timeless style, and, most importantly, comfort.

Resident is home to multiple brands, including [Nectar](#), [DreamCloud](#), [Siena](#), [Awara](#), and [Cloverlane](#).

The home brand takes a data-driven approach, always looking to improve customer satisfaction and put the customer first.

At Resident, you're sure to find the best products at competitive prices without compromising quality.

## Solution

Creating a UGC library to enhance the affiliate channel via paid ads

Resident chose impact.com/creator to manage its entire influencer program and integrate UGC into its affiliate channel. impact.com's platform covered everything from partner discovery to advanced performance tracking. The Resident team started with impact.com's Creator Marketplace to find the best influencers who were the perfect fit for their brand and ready to collaborate.

After recruiting the right influencers, Resident's growth team encouraged them to explore their creativity. The team knew that diverse and evergreen content would enrich Resident's content library and engage customers at every step of their journey.

**In past campaigns, Residents found that UGC resonated best with audiences, enhancing authenticity and driving sales.**

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*Diversifying our content and the creators we worked with helped us optimize our program. We also used the data from impact.com's Creator platform to make informed decisions for future campaigns. Specifically, we tracked engagement stats and sales, allowing us to test and refine strategies along the way. It was also invaluable to learn which creators drove the best engagement so we know who to recruit in the future.*

**Jennifer Bentz**

VP of Affiliates, Influencers  
& Partnerships,  
Resident Home



## Solution (cont.)

Creating a UGC library to enhance the affiliate channel via paid ads

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Its organic look greatly improved the effectiveness of their display ads, which they aimed to replicate in this campaign.

These collaborations extended beyond a few posts. Through impact.com's platform, Resident incentivized influencers by gifting them high-value products as compensation for ongoing projects. This allowed them to review bedding products — including pillows, comforters, and more — or compare mattresses across different price points.

The team highlighted impact.com's contracting capabilities, helping them tailor customized contracts and statements of work to each creator — without outsourcing to legal which can be time-consuming. This helped them develop direct and ongoing relationships with creators, something Resident found great value in.



## Solution (cont.)

### Creating a UGC library to enhance the affiliate channel via paid ads

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With recruitment, contracting, and communication centralized, Resident's team built sustainable partnerships with multiple influencers, ensuring a steady flow of new content. impact.com's Creator platform simplified the process by keeping brand assets, performance feedback, and contract negotiations all in one place.

Resident used impact.com's advanced performance tracking tools to test and refine various UGC styles.

**The team experimented with on-screen text, short formats, and review methods while carefully monitoring what resonated with their audience.**

Once the Resident team optimized its UGC, they leveraged the content across their affiliate program, focusing on paid media channels. This strategy educated consumers about Resident's products, instilling purchasing confidence while being guided to the brand's website to purchase.

Here's how Resident distributed evergreen content to engage the full customer journey:

- 1. Awareness stage:** Influencers introduced the Resident brand to consumers and kept awareness going well beyond the initial launch.
- 2. Consideration stage:** Affiliates developed comprehensive guides and reviews for Residents' bedding products, influencing potential consumers to purchase.

## Solution (cont.)

Creating a UGC library to enhance the affiliate channel via paid ads

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- 3. Decision stage:** Here influencers and affiliates used evergreen content (i.e., product comparisons or testimonials) to demonstrate the effectiveness of the product and help consumers make a decision.
  - 4. Retention stage:** Post-purchase, consumers benefited from influencers and affiliates through guides and tutorials, enhancing product use and discovering complementary products.

The Resident team aimed to simultaneously enhance influencer collaboration and Facebook ads by testing influencer content alongside high-quality videos and images to address common customer questions, mostly around shipping and setup convenience.



## Outcome

### Resident's influencer and affiliate programs converge into a profitable, full-funnel campaign

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Thanks to impact.com's Creator platform, Resident successfully revamped its influencer program. UGC from real customers and influencers effectively showcased the user experience during the research phase, often resonating more than traditional ads.

By merging influencer content with paid media, Resident created an always-on campaign including a valuable library of evergreen UGC for future campaigns, ensuring they owned hands-on demos and guides.

These engaging UGC posts guided customers along their buyer's journey and significantly contributed to driving sales. Resident also repurposed high-performing content for ads during their largest sales period, driving major revenue.

The team also focused on improving the partner experience to foster lasting relationships with talented influencers.



## Outcome (cont.)

Resident's influencer and affiliate programs converge into a profitable, full-funnel campaign

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With impact.com, they can now manage UGC creators, access actionable performance metrics, and store brand assets — all in one place.

Previously, when working with influencers through separate channels, Resident barely broke even. However, by integrating their influencer and affiliate programs and optimizing their paid media ads, they **doubled the value of each post and video**, significantly boosting profitability.

For example, a highly produced ad from Resident scored 0.89 on the return on ad spend (ROAS) index, but didn't break even. However, an ad featuring influencer content scored 1.08 and generated profit, costing only a gifted mattress.

