

Rosetta Stone achieves 87% revenue growth after an affiliate platform upgrade



Situation

Unreliable data threatens global affiliate program performance

With millions of potential language learners worldwide, [Rosetta Stone](#)'s affiliate partnerships drive global customer acquisition. But, their affiliate program was falling short, threatening a critical revenue channel.

- **Tracking issues:** Broken tracking mechanisms meant improper attribution of affiliate activity. Sales were miscredited to incorrect partners, while phantom transactions showed impossible amounts — some exceeding Rosetta Stone's maximum product price. These discrepancies undermined partner trust and compensation accuracy.
- **Data and reporting inconsistencies:** Without reliable performance data, the team operated blindly.

Key reports lacked the granularity needed for strategic decisions, leaving potentially valuable partnerships unoptimized and ROI questionable.



Situation (cont.)

Unreliable data threatens global affiliate program performance

- **Scaling difficulties:** Limited insights and tools crippled program expansion. The team struggled to identify and nurture high-potential partners while existing partnerships stagnated without proper optimization tools.

With program growth at a standstill and partner confidence eroding, Rosetta Stone needed more than incremental fixes.

They required a complete platform transformation that could deliver trustworthy tracking, actionable reporting, and scalable partner engagement tools.

About

Rosetta Stone

[Rosetta Stone](#), a division of [IXL Learning](#), is dedicated to changing people's lives through the power of language and education. Founded in 1992, the company uses cloud-based technology to help all types of learners read, write, and speak more than 30 languages, including several endangered ones.



Solution

An advanced platform delivers accurate tracking and actionable insights

After evaluating multiple platforms, Rosetta Stone chose impact.com for its comprehensive tracking capabilities and partner management tools.

The migration proved immediately successful, with over 90% of partners transitioning without a hitch to the new platform.

- **Reliable tracking foundation:** impact.com resolved tracking inaccuracies through Transaction Detail Reporting and real-time reconciliations. Rosetta Stone could now confidently validate sales data, prevent fraud, and ensure compliance with affiliate agreements.
- **Data-driven decision making:** Key reports, including [Performance by Partner](#), [Benchmarking](#), [Leapfrogging](#), and [Incrementality](#), empowered Rosetta Stone with actionable insights.

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impact.com has delivered substantial cost savings for our brands while also enhancing tracking accuracy, ensuring robust compliance, and providing the confidence necessary to scale effectively.

With its exceptional network of partners, impact.com has proven to be a critical tool in driving both operational efficiency and long-term growth across the IXL family of brands.

Steven Bero
Affiliate Marketing
Manager, IXL Learning



Solution (cont.)

An advanced platform delivers accurate tracking and actionable insights

This enabled them to optimize partnerships, invest in high-performing partners, and fairly reward partner contributions.

- **Streamlined partner activation:** The platform's user-friendly interface and innovative use of analytics, such as the Inactive Partner Performance Report, allowed Rosetta Stone to identify inactive partners and activate them.

Additionally, targeted emails and [messaging](#) helped revitalize inactive international affiliates.

- **Automated compliance and fraud prevention:** impact.com's Protect feature flagged and screened unauthorized affiliate activities, ensuring all partners upheld the program's terms and conditions.

Solution (cont.)

An advanced platform delivers accurate tracking and actionable insights

- **Strategic partner expansion:** The team used the platform's [Marketplace](#) to identify and connect with potential collaborators. Dedicated Customer Success Managers also provided tailored partner recommendations, expanding the brand's partner portfolio.

The platform's comprehensive toolset, combined with expert support, transformed Rosetta Stone's affiliate program from a liability into a growth engine.

Within weeks, the team had clear visibility into performance and could focus on strategic growth rather than troubleshooting.



Outcome

Double-digit growth across partners, revenue, and cost savings

By leveraging impact.com, Rosetta Stone achieved results across multiple performance areas.

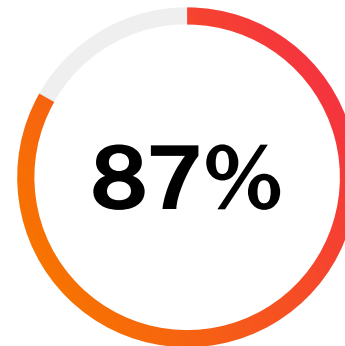
The team's strategic use of impact.com's tools directly translated into measurable program enhancements and significant financial growth.

Revenue and cost impact:

- 87% year-over-year revenue growth following platform migration
- \$120,000 in first-year cost savings through improved contract terms and streamlined processes



saved



revenue boost
[YoY]



traffic increase
[YoY]

Outcome (cont.)

Double-digit growth across partners, revenue, and cost savings

Program expansion:

- Active revenue-generating partners more than doubled from 112 to 246
- Site traffic increased 100% year-over-year
- 90% successful partner migration rate to the new platform

With advanced technology, insightful reporting, and dedicated support, Rosetta Stone regained confidence in its affiliate program's potential.

These outcomes exceeded expectations, creating a reliable foundation for continued affiliate program growth.

