

Vyond reversed
declining affiliate
revenue and
**achieved 23%
growth** with
impact.com and
Acceleration Partners



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Situation

Acceleration Partners searched for strategic B2B partnerships to reverse Vyond's declining affiliate revenue

Vyond struggled with declining affiliate revenue for three consecutive years before teaming up with Acceleration Partners (AP) in November 2022. Prior to AP's management, Vyond lacked the necessary resources to achieve its growth objectives. By the end of 2023, **AP helped Vyond achieve 23.7% year-over-year revenue growth** — this incline remained steady in 2024 despite market challenges. Since onboarding AP as its partnership management agency, Vyond gained significant business stability.

A key strategic shift was moving away from traditional coupon and deal publishers, which demanded flat fees without driving meaningful revenue. Instead, Acceleration Partners' Publisher Development team identified and pursued **strategic partnerships** specifically tailored to Vyond's target audience of small businesses and solopreneurs purchasing 1-5 seat licenses.

Fidel, a financial API specializing in **card-linked offers (CLOs)** for business credit cards, emerged as an ideal match for Vyond. Unlike most CLO providers that focus on consumer brands, Fidel's specialty in targeting small businesses and solo entrepreneurs aligned perfectly with Vyond's customer profile. By integrating Fidel's CLO technology, Vyond offered exclusive incentives tied directly to customers' business cards, uncovering a fresh and profitable revenue stream without requiring upfront budget commitments, besides a small onboarding fee.

About

Vyond

Vyond's journey began with Alvin Hung's desire to make video production effortless for anyone in a video-centric world. The AI-powered video creation platform helps companies communicate better through engaging video content.

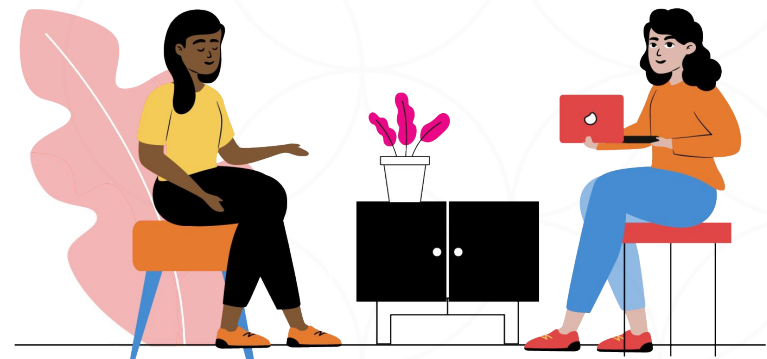
Businesses get everything in a central place — from **video creation and collaborative editing to brand management features**. Pick striking visuals — animated, photorealistic, or combinations for videos perfectly aligned with your brand's aesthetic.

About

Acceleration Partners

Acceleration Partners, the world's largest and first-to-market **partnership marketing agency**, excels in creating data-driven strategies that connect brands with consumers. The agency serves over 230 esteemed brands, including allbirds, Crocs, and Target.

As a truly integrated global partnerships agency, Acceleration Partners leads industry innovation and provides unique growth solutions for clients in 40+ countries.





Solution

impact.com's unique technology capabilities unlocked innovative B2B partnerships

After AP evaluated numerous partnership management platforms, impact.com stood out as the only solution capable of supporting Vyond's innovative B2B partnership strategy. While other platforms claimed to support SaaS companies, **only impact.com delivered the advanced functionality needed for specialized partnerships** like card-linked offers in a B2B context.

Key impact.com capabilities that transformed Vyond's program included:

- **Bulk transaction uploading** - Essential for Fidel to seamlessly process and attribute card-linked transactions.
- **Advanced commission management** - Enabled flexible performance-based payment structures that weren't possible on other platforms.



Solution (con't)

impact.com's unique technology capabilities unlocked innovative B2B partnerships

- **Transparent reporting** - Provided both Vyond and partners with real-time performance visibility.
- **Enterprise-grade infrastructure** - Supported the technical requirements of sophisticated financial API integrations.
- **Publisher relationship tools** - Attracted premium partners who refused to work on Vyond's previous platform.

These technical capabilities were fundamental prerequisites for the entire Fidel partnership. With impact.com's robust platform, Fidel could demonstrate its ability to drive significant revenue for a B2B software company, breaking traditional assumptions about card-linked offers being limited to consumer brands.





“Switching to [impact.com](https://www.impact.com) was a game-changer — seamless migration, easier high-value partner acquisition, and publisher utilization of their API unlocked massive growth for our partnership program. We migrated to [impact.com](https://www.impact.com) with Acceleration Partners’ strategic guidance — the agency ensured the process ran smoothly and everyone worked well together.”



Matt Hauer

Manager, Marketing Operations
Vyond



Outcome

impact.com's platform and Acceleration Partners' agency tactics enabled a groundbreaking B2B partnership model

AP used its partnership match-making abilities to help facilitate a meaningful business relationship between Vyond and Fidel. After efficiently onboarding Fidel, AP needed a platform capable of managing this type of partner. **impact.com's platform uniquely enabled the implementation of Fidel's card-linked offers (CLOs) in a B2B context** — a partnership approach that transformed the program. Unlike traditional partners, Fidel operated on a performance-based model that impact.com's commission structure seamlessly supported.

Using its vast partnership knowledge and impact.com's highly scalable tools, AP successfully managed and optimized the relationship between Vyond and Fidel.



Outcome (con't)

impact.com's platform and Acceleration Partners' agency tactics enabled a groundbreaking B2B partnership model

Before impact.com, implementing specialized partnerships like CLOs within a B2B program was virtually impossible due to technical limitations. With impact.com's enterprise-grade platform, Vyond could finally:

- **Implement performance-based partnerships** with a small onboarding fee as the only upfront budget commitment.
- **Target small businesses and solopreneurs** through business credit card offers.
- **Seamlessly track and attribute complex financial transactions.**
- **Consolidate all partnership types** in a single dashboard with unified reporting.
- **Scale successful partnerships** without manual intervention.



Outcome (con't)

impact.com's platform and Acceleration Partners' agency tactics enabled a groundbreaking B2B partnership model

The platform eliminated the confusion and administrative bottlenecks that previously prevented innovative partnership models. Fidel easily **uploaded transactions through impact.com's API, automatically tracked commissions**, and provided both parties with unprecedented visibility into **performance metrics**.

With this robust technology foundation, Acceleration Partners could fully leverage its strategic expertise to cultivate the right partnerships. Unlike Vyond's prior in-house efforts on a limited platform, AP and impact.com together enabled a sophisticated partnership strategy that significantly reduced dependency on coupon publishers — decreasing its program share from approximately 70 to 50 percent.

The combined power of impact.com's platform and AP's strategic approach delivered extraordinary results:

- Fidel became Vyond's top-performing partner, generating **22.5% of its partnership revenue**.
- The program achieved **23.7% year-over-year revenue growth**.
- Vyond successfully **diversified its partnership mix** beyond traditional publishers.
- impact.com enabled an **innovative B2B application of card-linked offers** for software subscription businesses.