

Yamazaki Home **15X affiliate ROI** in six months with impact.com and JEBCommerce

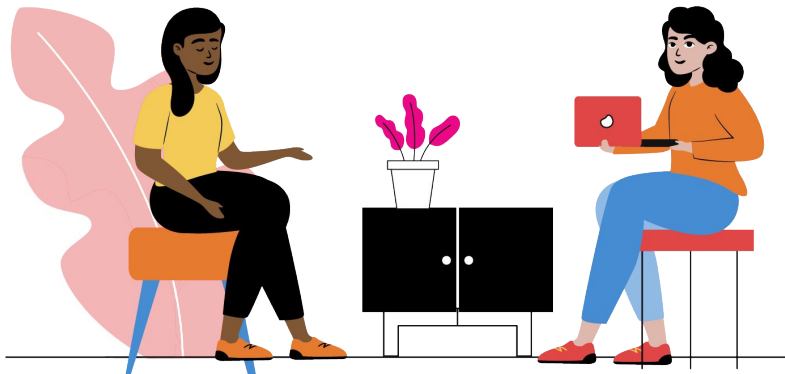


Situation

A stalled affiliate program waiting to grow and revamp

Despite being renowned for innovative, space-saving designs that transform small living spaces, [Yamazaki Home](#) found itself stuck with an affiliate program that was anything but innovative.

While the company's products embodied thoughtful precision and creativity, its affiliate strategy reflected none of that same strategic thinking.



600 publishers stuck in a backlog

The numbers told a stark story: nearly 600 publishers sat in an approval queue, with only a handful actively generating revenue. The backlog wasn't just an administrative oversight — it represented a fundamental challenge.

- An overwhelmed team was drowning in partner requests without clear approval criteria
- Lack of expertise in using impact.com's tools meant untapped potential across the platform
- No structured strategy existed for identifying quality partners vs quantity applicants

Situation (*con't*)

A stalled affiliate program waiting to grow and revamp

Missed opportunities cascading into lost revenue

Without systematic activation and recruitment, Yamazaki Home faced mounting challenges:

- **Sparse revenue-generating affiliates** led to underwhelming performance across the channel
- **Disconnected brand representation** failed to showcase the sophisticated, minimalist aesthetic that defined Yamazaki Home's products
- **Misaligned partnerships** couldn't resonate with the company's core audience of design-conscious consumers seeking functional beauty

The affiliate program had become a bottleneck rather than a growth engine — the exact opposite of what Yamazaki Home's innovative products deserved.



About

Yamazaki Home

[Yamazaki Home](#), headquartered in Japan, creates intelligently designed home goods, specializing in elegant solutions for small-space living.

- **Design philosophy:** Minimalist, thoughtful, and functional.
- **Global recognition:** Renowned for blending beauty and practicality in everyday essentials.
- **Product range:** Offers storage solutions, decor, and more to enhance organization and home style.

About

JEBCommerce

[JEBCommerce](#) is a leading agency in affiliate and partner marketing, delivering tailored strategies to maximize program performance.

- **Customized solutions:** Services are aligned with each client's size, goals, and budget.
- **Collaborative approach:** Builds strong partnerships with brands and networks to ensure lasting success.
- **Industry expertise:** Provides hands-on management and cutting-edge marketing solutions to drive results.

Solution

Partnering with [impact.com](#) and [JEBCommerce](#) to reignite growth

Recognizing that the affiliate program needed more than incremental improvements, Yamazaki Home made a bold decision to completely overhaul its approach. The team partnered with [JEBCommerce](#), an experienced affiliate agency with deep expertise in [impact.com](#)'s advanced capabilities.

This partnership marked a strategic transformation — shifting from being "just home goods" to embodying "elegant design and organization" in every aspect of their affiliate strategy.

The transformation journey: From overwhelmed to excited

When JEBCommerce first assessed the program, the agency found a team that felt "overwhelmed and confused" by the complexity of affiliate management. Through strategic guidance and [impact.com](#)'s powerful tools, that same team became "excited about the possibilities" of what their program could achieve.



“When we took over program management, there were 597 pending affiliate applications — untouched simply because the brand lacked the tools and guidance to evaluate who aligned with their goals. They weren’t sure how to segment partner types or diversify their offers effectively. That’s where we stepped in. By leveraging impact.com’s platform — particularly its discovery, categorization, and commissioning tools — we helped bring clarity to the chaos. The brand quickly saw how a well-structured partner mix can drive growth and efficiency. Today, they’re not just approving partners — they’re strategically activating them. It’s been exciting to see that shift from hesitation to confidence.”



Jake Fuller

Co-Owner & CEO,
JEBCommerce

Solution (*con't*)

Partnering with impact.com and JEBCommerce to reignite growth

Key steps included:

- **Setting ambitious but achievable goals**
 - Diversify the affiliate mix to increase the number of active, revenue-generating affiliates.
 - Triple revenue from the affiliate channel while proving incremental value
 - Achieve significant improvements in ROI and conversion rates through quality partnerships
- **Reinforcing brand alignment**
 - Develop a strategy that authentically reflected Yamazaki Home's high-quality, minimalist designs.
- Connect with audiences who genuinely valued design-focused, space-saving solutions
- Prioritize quality partnerships over quantity, focusing on affiliates who shared the brand's sophisticated aesthetic values
- **Use technology for a competitive edge**
 - Implement impact.com's customer journey mapping to track user interactions at every touchpoint
 - Use advanced attribution tools to understand true partner value and prevent revenue cannibalization
 - Deploy real-time analytics to enable rapid optimization and data-driven decision making

Yamazaki

“We originally partnered with [impact.com](#) to support our traditional affiliate efforts with online publication. About a year ago, we partnered with [JEBCommerce](#), and that’s when our visibility began to evolve. Their team helped us expand our affiliate strategy beyond the traditional model, bringing fresh ideas, detailed execution, and consistent support. Madison has truly been our superstar throughout this process — her dedication to our growth and expertise is truly outstanding. And of course, her leadership under Jake, who brings incredible insight and guidance, has been incredibly valuable. We’re grateful for the partnership and excited about the continued growth this collaboration between [impact.com](#), [JEBCommerce](#), and The Yamazaki Home is driving.”



Sayuri Murakami

Sr. Marketing Manager,
Yamazaki Home

Solution (*con't*)

Building an always-on affiliate program for sustained growth

Defining the target audience

JEBCommerce honed in on Yamazaki Home's ideal customer. This specificity allowed the program to connect with partners who aligned closely with the brand's values.

- **Target regions:** North America
- **Demographics:** Ages 25-55, household income \$80k+
- **Psychographics:** Design-forward consumers seeking functional beauty, small-space optimization, and minimalist aesthetics

This specificity transformed partner recruitment from a numbers game into a strategic alignment exercise.

Solution (*con't*)

Building an always-on affiliate program for sustained growth

Strategic partner recruitment and reactivation

JEBCommerce's approach combined data science with relationship-building, using both technology and human insight for maximum impact.

Reactivating dormant high-performers

- Used JEBCommerce's proprietary 20-year client database to identify previously successful partners
- Discovered partners who had driven traffic or revenue, but had gone inactive
- Launched targeted reactivation campaigns featuring refreshed content, exclusive promo codes, and enhanced commission structures
- Achieved immediate performance upticks by re-engaging these proven performers



Solution (*con't*)

Building an always-on affiliate program for sustained growth

Discovering and preventing attribution theft

A critical breakthrough came when the team analyzed partners who appeared to drive significant traffic but zero conversions. Using **impact.com's customer journey mapping**, they discovered that browser extensions and last-click partners were stealing attribution from valuable top-funnel editorial partners. This insight allowed them to:

- Protect high-value editorial partnerships through adjusted attribution models
- Reallocate budget to support top-funnel partners driving genuine incremental value
- Prove the true worth of content creators who influenced purchasing decisions earlier in the funnel

Expanding beyond traditional affiliate partnerships

- Leveraged **impact.com's Marketplace** to strategically recruit partners aligned with brand values
- Introduced loyalty partners, sub-networks, and direct publications to diversify revenue streams
- Implemented always-on recruitment processes for sustained growth
- Enhanced partner tagging and segmentation capabilities for more precise targeting

Solution (*con't*)

Building an always-on affiliate program for sustained growth

Diversifying the affiliate mix

Yamazaki Home's new partner ecosystem reflected the sophistication of their product design philosophy:

Foundation building with traditional affiliates

- Established performance baselines with proven partners
- Created exclusive code programs for select high-performers

Content creator and influencer expansion

- Partnered with Instagram and TikTok creators (minimum 10k followers) and publishers producing blogs and listicles (minimum 5k monthly visits).
- Shifted from static product images to immersive lifestyle content showcasing products in beautifully designed spaces

Solution (*con't*)

Building an always-on affiliate program for sustained growth

Category-specific creative strategy

JEBCommerce developed targeted creative assets for different product categories — kitchen, bathroom, and living space catalogs — enabling partners to create focused content around specific organizational challenges like "bathroom organization" or "kitchen design optimization."

Customizing compensation for performance optimization

impact.com's flexibility played a crucial role in creating custom commission structures tailored to:

Performance-based rate adjustments

- Negotiated commission rates case-by-case to optimize placements and exposure
- Tested seasonal rate adjustments aligned with product launches and promotional calendars

- Offered premium rates up to 18% for creators producing exceptional, brand-aligned content
- Maintained baseline 7% rates while reducing compensation for less incremental partners

Flexible compensation models

The program evolved from purely CPA-based compensation to testing hybrid models, demonstrating Yamazaki Home's commitment to sophisticated partnership development:

- Primary CPA model for most partnerships
- Gifting programs for strategic relationship building
- Hybrid structures combining flat fees with performance commissions
- All compensation seamlessly managed through impact.com's automated systems

Solution (*con't*)

Building an always-on affiliate program for sustained growth

Collaboration and strategic alignment

With impact.com's powerful tools at the core, Yamazaki Home and JEBCommerce were able to align strategies and drive success. Here's how they did it:

- **Optimized buyer insights:** Customer analytics tools provided insights on new vs returning customers, enabling a clearer view of incremental growth and customer acquisition paths.
- **Regular communication:** Weekly calls ensured brand and marketing alignment.
- **Streamlined access to key resources:** Shared folders included promotional calendars, product launch details, and campaign results.



Solution (*con't*)

Building an always-on affiliate program for sustained growth

- **Continuous program improvement:** JEBCommerce provided monthly reports and tested new partner opportunities.
- **Actionable insights via real-time tracking:** impact.com's tools enabled quick adjustments based on performance, powering ongoing affiliate program growth.

This collaboration transformed Yamazaki Home's affiliate program into a scalable, high-performing channel that fostered authentic and long-term affiliate partnerships.

Solution (*con't*)

Building an always-on affiliate program for sustained growth

Refined content creation

JEBCommerce leveraged impact.com's centralized platform to optimize and track creative assets, revamping content for stronger audience appeal and ensuring consistency with Yamazaki Home's minimalist, design-first identity.

- **Reinforcing brand messaging:** Partner newsletters were designed to reinforce brand messaging and position Yamazaki Home as a brand centered on elegant design, rather than just a home goods company.
- **Updated creative assets:** Introduced lifestyle visuals, videos, and category-specific content like kitchen and bathroom organization.
- **Empowering creators:** Partners created tailored product content, showcasing functionality and style.

- **Clear calls to action (CTA):** Partner CTAs included phrases like "shop now and save 10 percent" or "shop now before the sale ends," and drove customers directly to product catalogs.
- **Cross-platform content optimization:** Repurposed influencer content to maximize reach across blogs, review sites, and other channels.
- **Measure content effectiveness and optimize performance:** Using impact.com's tracking capabilities enabled Yamazaki Home to identify top-performing assets across click paths and conversion funnels.

These enhancements deepened customer engagement and elevated Yamazaki Home's design ethos across all affiliate marketing efforts.

Solution (con't)

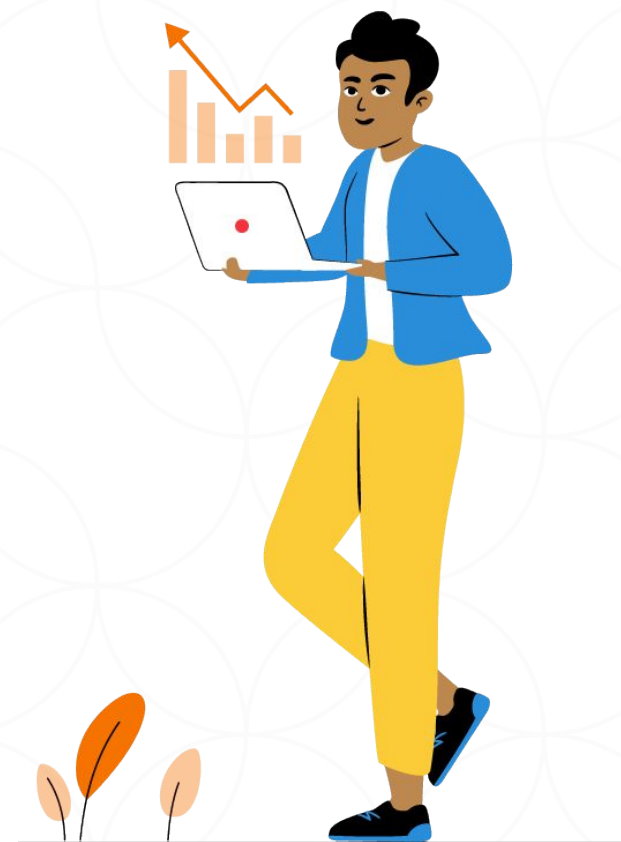
Building an always-on affiliate program for sustained growth

Tracking and reporting

Optimized tracking and data analysis through impact.com's real-time capabilities drove smarter decision-making and budget allocation.

- **Better customer journey visibility:** Identified top-performing partners and reallocated budgets to boost traffic quality.
- **Key insights delivered:**
 - Highlighted partners driving new vs returning customers.
 - Ensured accurate partner attribution for sales driven while discovering and preventing attribution theft to protect top-funnel partners.
 - Tracked performance metrics, such as new visitors and incremental lift, which reinforced the value of engaging high-quality partners.

These insights gave Yamazaki Home a holistic view of program results, enabling data-informed growth strategies and sustained success.



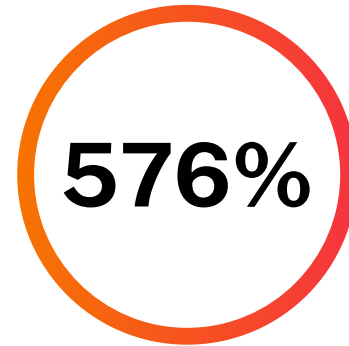
Outcome

Yamazaki Home achieves transformational 15x ROI

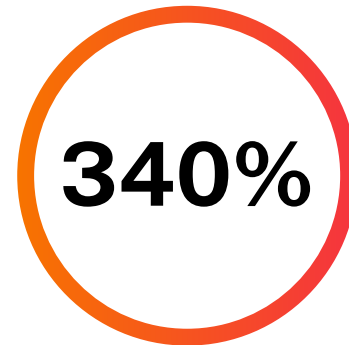
Within six months, Yamazaki Home's partnership with JEBCommerce and impact.com exceeded expectations:

- **Revenue increased 576%** — nearly six times the original performance
- **Orders rose 340%** — demonstrating dramatically improved customer engagement
- **Conversion rates grew 395%** — proving the power of quality partnership alignment
- **Productive affiliates skyrocketed 574%** — transforming a stagnant partner base into an active growth engine
- **Active publisher count surged 252%** — creating a robust, diversified program ecosystem

The channel achieved a **15:1 ROI** with sustained growth, proving that strategic changes delivered profitable results.



Revenue growth



Increase in orders



Conversion rate growth

Outcome (*con't*)

Yamazaki Home achieves transformational 15x ROI

Black Friday to Cyber Monday success

During the busiest shopping weekend of the year, Yamazaki Home saw a **1,105% year over year (YoY) revenue growth**, exceeding even optimistic projections.

Sustained growth beyond six months

- Added **49 new affiliate partners**.
- Produced **21 new pieces** of targeted, engaging content.

The transformation was so successful that Yamazaki Home began eagerly asking JEBCommerce, "When will our case study go live?" — a testament to its pride in the program's remarkable results and strategic evolution.

Top-performing partnerships

Content partnerships with leading publishers drove noteworthy results. These publishers included:

- [Apartment Therapy](#)
- [Dwell](#)
- [People Magazine](#)
- [Forbes](#)
- [NY Magazine](#)

By **combining the expertise of JEBCommerce and the powerful tools of impact.com**, Yamazaki Home revolutionized its affiliate program. This transformation **achieved tangible business results while staying true to the brand's identity**.