

YoloFoods automates partner management, achieving 7X its affiliate ROI



Situation

Manual tasks inhibited partnership growth

[YoloFoods](#), an ecommerce company that delivers healthy meal plans, is dedicated to inspiring life transformations through nourishing food choices.

However, the brand recognized the need for a revitalized approach to partner management to enhance its affiliate relationships' overall well-being. Laborious manual tasks were hindering the channel's true potential for scale.

Outdated partner discovery and recruitment

The YoloFoods team spent hours scouring the internet and social media to find and validate perfectly aligned partners. The team then updated the recruitment and negotiation processes with shortlisted prospects in Google Sheets.

Impractical commission strategy

Partners received commission via revenue share — rewarded for performance. However, restrictive payment options meant the team only used discount codes for clear sales attribution. As a result, they had to manually tabulate discount code redemption monthly and transfer the information to the Finance team to generate invoices for each partner.

Lack of link tracking and attribution insights

Attribution was a pain point as tracking links weren't an available solution. The team would track voucher codes across multiple platforms, including their CMS website and Google Analytics.

About

YoloFoods

[YoloFoods](#) helps customers make holistic health and wellbeing accessible, tasty, and convenient with a range of ready-to-eat meals.

Operating in Malaysia and Singapore for over eight years, the ecommerce brand's wellness approach combines in-house nutritionists and chefs' expertise to craft high-nutrient, delicious meals for unique lifestyle goals.

YoloFoods inspires life transformations through healthy eating.



Solution

A management platform to simplify discovery, improve payouts, and increase data visibility

The impact.com platform provided the perfect solution to upgrade YoloFood’s affiliate partnership strategy through innovative tools and features.

Discovery tools introduced new partner opportunities

[Marketplace](#) by impact.com offered a centralized platform to optimize partner discovery. YoloFoods relied on partners that drove conversions and engagement. The team used the platform's powerful filtering function to find relevant partners according to partner size, geographic presence, and partner type.

Each partner in the impact.com Marketplace has a detailed profile with key information, including media properties, audience countries, and contact details. Access to these insights helped the team make informed decisions on who to collaborate with and easily turned prospects into partners.

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“Harnessing the value of affiliate marketing has helped YoloFoods hit the ground running — achieving new market growth faster than ever! With the right volumes and scale, we can only aim to supercharge this effort across both operating markets further.”

Ryan Cheong
Digital Lead
YoloFoods

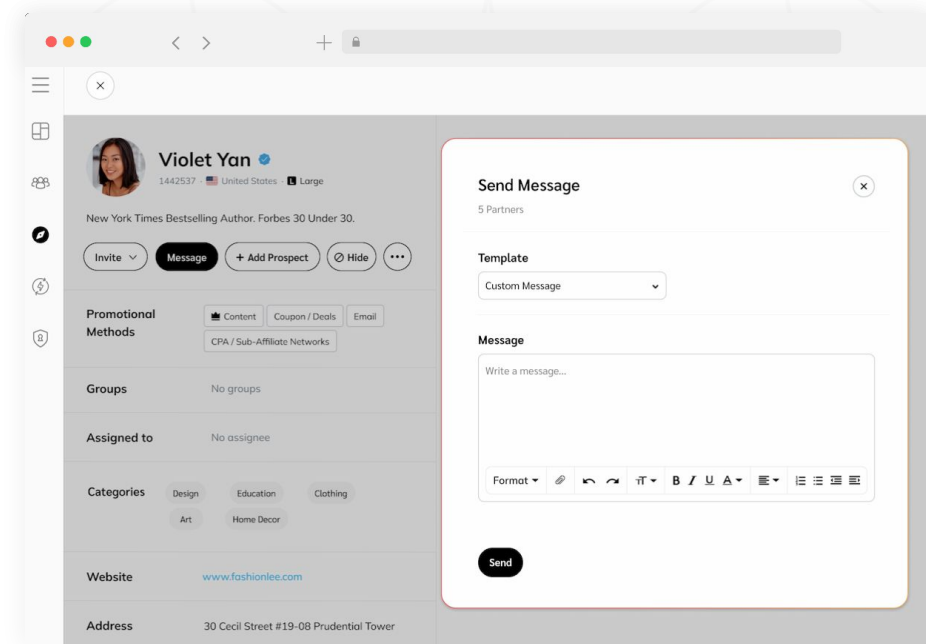


Solution (cont.)

A management platform to simplify discovery, improve payouts, and increase data visibility

The brand's partner mix includes the following partner types who contribute to 15% of revenue:

- **Content partners** drove new customer acquisition and brand awareness. Publishers such as [The Singapore Women's Weekly](#) curated articles that increased traffic.
- **Rewards and loyalty programs** encouraged repeat purchases by offering incentives and high visibility. For example, Shopback grew sales in the brand's Birthday Sale, contributing 15 percent to a total 2X growth YoY.
- **Influencers** increased site traffic and brand awareness. The team motivated key opinion leaders – such as brand ambassador and pro-bodybuilder [@daniel_azmanto](#) – to create more content in return for value-added commissions.



Solution (cont.)

A management platform to simplify discovery, improve payouts, and increase data visibility

Flexible payment options nurtured growing partnerships

[Dynamic Payouts](#) transformed the YoloFoods rewards system beyond just discount codes. The team customized commission by tiering each partner based on various attributions, including customer type (new vs. existing). They also motivated top-performing partners with bonus payouts.

The new strategy offered increased flexibility to set custom terms for special arrangements while having always-on terms for volume.



Solution (cont.)

A management platform to simplify discovery, improve payouts, and increase data visibility

Robust reporting analyzed tracking data for better attribution

The impact.com platform simplified performance tracking by pulling vital partner data onto one unified platform. The team leveraged valuable insights from the following reports:

- [Performance by Partner report](#) showed tracking data — actions, clicks, and more — broken down according to each partner. In-depth insight into partner activity helped the team work strategically with top performers while optimizing performance throughout the program.
- The [Advanced Action Listing report](#) helped tabulate each affiliate's data performance. With a clearer view of all attributed orders, the team could provide transparency to all partners regarding the true attribution. They also clarified the cost of partnerships, removing any risk of double-dipping.

Outcome

A partnerships program elevated ROI and web traffic

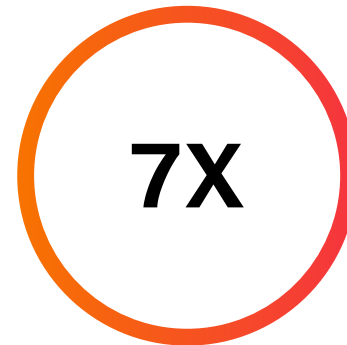
YoloFoods thrived with a more streamlined approach to partnership management. The impact.com automation features helped the team reduce the burden of manual processes, allowing the program to scale.

Affiliate marketing became the brand's consistently-performing, low-cost channel. It maintains a healthy Return on ad spend (ROAS) of over 7.0 and provides a much-needed conversion buffer for lulls in the brand's other marketing channels.

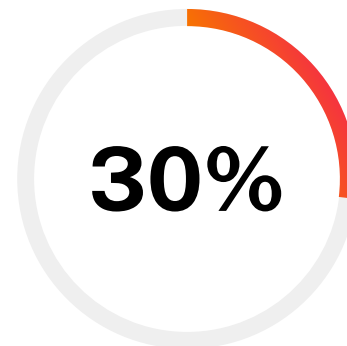
The channel's cost-per-sale model also helped manage paid media costs in quieter periods by running the funnel at a much lower cost per purchase.



unique partners recruited



affiliate ROI



web traffic increase