

# How airSlate achieved 4X affiliate program growth and multi-product transparency with impact.com



# Situation

## Managing a multi-product portfolio with one hand tied behind their back

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[airSlate](#) builds the tools businesses rely on to get documents signed, processed, and automated at scale. To manage the affiliate programs across this portfolio, airSlate partnered with [All Inclusive Marketing](#) (AIM), an award-winning affiliate marketing agency. The teams collaborated on high-level affiliate strategy, introducing value-driven partners and driving performance optimization across a multi-product portfolio.

airSlate needed to move beyond “one-size-fits-all” program management to scale. Leadership identified that a lack of product-level data was limiting their strategic reach.

**airSlate’s previous affiliate platform forced every product into a single account view.**

With [pdfFiller](#), [SignNow](#), and [DocHub](#) all lumped together, [Paul Bukhovko, VP of Affiliate Marketing at airSlate](#), couldn’t tell which affiliate types performed best per brand, or where to invest to grow individual programs. Traffic data blended together, conversion rates blurred, and the team was flying blind.

Getting answers didn’t help — manual reports took 30+ minutes to stitch together, and by the time one was ready, the window to react to a performance drop had already closed. Meanwhile, their previous network lacked access to premium publishers like Capital One, putting a ceiling on the program’s reach.

The strategic vision between airSlate and AIM was clear and the products were market-leading — they just didn’t have the infrastructure to match.

# About

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## airSlate

**airSlate** is a global leader in document management and workflow automation, serving SMBs and enterprises with a portfolio of purpose-built products including, pdfFiller, SignNow, DocHub, and more. Each product targets a distinct customer need – from PDF editing and e-signatures to full-scale workflow automation.

## All Inclusive Marketing

**All Inclusive Marketing** is a global affiliate and partnership marketing agency founded in 2009 and part of the Plus Company network. With 75+ years of collective experience and 50k+ partners, AIM specializes in building and scaling high-performance affiliate programs, acting as a hands-on extension of a client's in-house team.



## Solution

### Building the infrastructure for a data-led, multi-product growth engine

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By leveraging impact.com’s platform and partnering with AIM, airSlate established the accountability and technical foundation necessary to pursue high-value market opportunities with strategic intentionality.

#### Multi-product transparency through sub-accounts

The single biggest unlock was impact.com’s sub-account structure.

Bukhovko highlighted the clear visibility [impact.com](https://www.impact.com) gave to each program and product, “all the way from click through to sale, renewals, and beyond.” Now airSlate and All Inclusive Marketing had the tools to easily track the customer journey and see what happened post conversion.

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*The program’s success came from the alignment of three elements: airSlate’s growth objectives, AIM’s partnership strategy, and impact.com’s flexible infrastructure. With the technology layer in place, the team focused on what actually drives results, building the right partner mix and aligning incentives to support sustainable growth.*

**Charlie Calabrese,**  
President, All Inclusive  
Marketing



## Solution (cont.)

### Building the infrastructure for a data-led, multi-product growth engine

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With full-funnel visibility tied to each product, the airSlate team could demonstrate affiliate performance in terms that resonated at the executive level, such as:

- **Profitable first purchases**
- **Incremental revenue growth per brand**
- **Average selling price (ASP) to customer acquisition cost (CAC) ratios**

The affiliate channel went from a cost to defend to a business case that proved itself.

#### Automated recruitment at scale

Partner recruitment shifted from manual outreach to a systematic process. Through [impact.com's Marketplace](#), airSlate gained access to a broad network of publishers, including previously unavailable premium outlets.

All Inclusive Marketing facilitated recruitment, using [impact.com's onboarding process](#) to fast-track partners already familiar with the affiliate model and get them producing results without friction.

#### Flexible compensation, zero technical dependency

The team configured three distinct compensation models without waiting on technical support:

- **Cost-per-lead (CPL):** Rewarding partners for driving trial sign-ups, keeping top-of-funnel growth incentivized even before a sale is made.
- **Cost-per-action (CPA):** Paying out on confirmed conversions, which tied commissions directly to revenue.

## Solution (cont.)

Building the infrastructure for a data-led, multi-product growth engine

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- **Revenue share:** Aligning long-term partner incentives with the lifetime value of a customer, not just the first purchase.

**Bukhovko found that building custom compensation models was incredibly flexible and easy: “All of these custom terms can be set up with a few clicks and managed by our program managers without involving any support or tech resources.”**



# airSlate

*“As a multi-brand company with a diverse product portfolio, it was important for us to partner with a platform that can readily support new program rollouts while we continue to maintain robust reporting and visibility into each program. We also offer products designed for micro-businesses, individuals, and enterprises. With [impact.com](https://www.impact.com), we can work with a wide range of partners and creators to reach and connect with the right ICPs for each product.”*



**Paul Bukhovko**

VP of Affiliate Marketing,  
airSlate

# Outcome

Four years of sustained growth and a program built for what comes next

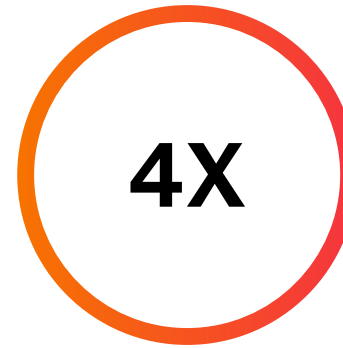
airSlate’s program success came even as AI-driven algorithm changes disrupted publisher traffic across the industry.

## From manual stitching to real-time optimization

Operationally, the difference was stark. The 30-minute reporting ritual was gone. The airSlate team now identifies performance drops in real time, making optimizations when they matter — not days later after the opportunity has passed.

“I review sales reports multiple times a day to see how we trend — not just month over month, but even today vs last week,” Bukhovko noted. “We moved from waiting 30 minutes for a report to instant accessibility.”

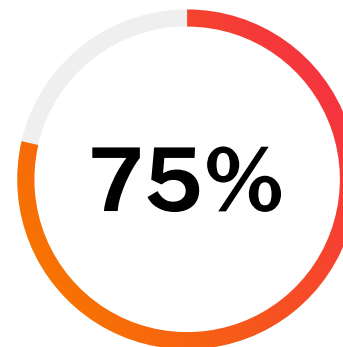
## Expanding into creators, YouTube, and AI-era content



growth in affiliate program size over four years



YoY revenue increase in the first full year after migration



YoY revenue increase in the second year

## Outcome (cont.)

Four years of sustained growth and a program built for what comes next

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With the operational foundation in place, AIM worked closely with airSlate's team to expand more into YouTube creator partnerships and podcast campaigns. AIM prioritized the strategy of brand alignment and intent over superficial metrics.

The goal was deliberate: build a durable brand presence that earns visibility inside AI and LLM platforms, where audiences increasingly go for product recommendations.

### New frontiers: Lead gen and audio

airSlate is now extending the program into new territories:

- **Lead-gen campaigns** now funnel qualified prospects directly into the sales team's pipeline, giving the affiliate channel a B2B enterprise dimension.

- **Podcast campaigns via AudioHook** reach decision-makers where display and search ads rarely land.

Each new initiative runs through the same impact.com infrastructure: measurable, scalable, and tied to clear business outcomes.

The partnership between airSlate, AIM, and impact.com demonstrates how technology, strategy, and executive alignment combine to unlock scalable smart affiliate growth.

**By aligning infrastructure with disciplined execution, airSlate built a foundation for sustained multi-product expansion.**