

# OAK Digital advises Apollo Neuro to diversify — increases partnership revenue 36%

## Situation

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**A limited audience of niche content creators**

A direct-to-consumer startup in the wearable wellness category, Apollo launched an affiliate program early on in its history to help drive traffic and revenue. To test the waters, its partnership team started off with low-hanging fruit: partners in the biohacker niche that is always eager to try and review the latest tech.

But the company knew there was so much more potential out there if it could educate and reach ordinary people facing ordinary stresses, from sleep-deprived health workers to anxious kids to military veterans.



### About Apollo Neuro

Apollo Neuro is a stress relief wearable that improves your body's resilience to stress, so you can relax, sleep, focus, recover, and feel better. Worn on the wrist or ankle, Apollo works by engaging with your sense of touch, delivering silent, soothing vibrations that help you feel safe and in control.

*“At the end of 2020, Apollo had essentially one type of partner: biohackers. But by converting their entire program over to the Impact platform and partnership automation, we were able to efficiently onboard a diverse spectrum of new partners that within six months accounted for a third of the client’s partner revenue.”*



**Jana Banovska**  
Head of Affiliate  
OAK Digital

## Solution

A strategy and platform designed for scale and diversity

Apollo pulled in OAK Digital to expand and diversify its partnership program and bring in the next wave of traffic and revenue from a wider spectrum of sources and audiences.

Two elements were key to the strategy:

- Focus on everyday issues such as sleep quality, mental health, and workplace anxiety
- Position Apollo as solution for chronic stress and its effects

OAK Digital’s first step for Apollo was to move the company’s entire partnership portfolio to the Impact Partnership Cloud, which would permit automation of the full breadth of partnerships the company had in mind.

Next, OAK Digital looked at historical data, reviews, and feedback from Apollo’s existing campaigns, listening to audiences to surface the best targeting strategy. What stood out was the device’s wide appeal to ordinary people facing stress-related medical conditions such as anxiety, insomnia, depression, and PTSD.

To reach and engage this more mainstream audience, OAK Digital began collaborating with a wide array of publishers to put the product in front of regular readers and test its appeal to audiences outside the biohacker niche.

*"In this day and age, everyone is stressed, so truly anyone can benefit from the use of Apollo Neuro. The challenge was reaching 'everyone.' That's why creating and implementing a diverse partner program was vital; we needed to reach a broad spectrum of consumers because priority one was our growth. That's where automation excelled for us."*



**Ian McGlumphy**  
Head of Partnerships and Events  
Apollo Neuroscience

## Solution

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They also tested out more specialized publishers and influencer networks to find “sticky” verticals that could drive sales. They focused on:

- Mass media with broad reach and coverage of stress in everyday life
- Publishers in employee benefits to reach employees in high-stress professions
- Smaller content creators, podcasters, wellness influencers, and YouTubers with a male-skewing audience (typically more open to tech devices)
- Publications in the sleep category





# 25%

of program traffic from mass media partners

# 36%

of program revenue from new partners

## Outcome

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A more diverse partner portfolio amplified the message and sales

In less than six months, Apollo's new wave of partners was bringing in 38% of Apollo's program traffic and 36% of partnership revenue.

### New sources of traffic and revenue

- Nonexistent in 2020 prior to OAK Digital's management, partnerships with mass media publishers came to drive 25% of Apollo's traffic
- Content creators reaching male audiences went from zero to contributing 22% of traffic
- Employee benefits publications delivered 6.7% of traffic
- Content partners generated nearly 15% of program revenue

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