



By unlocking partnership automation, Bespoke Post grew partner revenue 296%

Situation

Potential growth was being left on the table

Until 2019, Bespoke Post's partnership program was fairly nascent. The B2C subscription box company had relationships with a few large affiliate partners, which were driving enough volume that the channel was profitable. The company had had the Impact platform in place for years but no one was using the platform to actively manage or grow the program.


So when Growth Marketing Strategist Peter Czepiga joined the company that year, he knew there was an enormous amount of untapped potential in the company's partnership channel. It wasn't part of his initial growth strategy, but he realized it could be a source of growth — and that most definitely was his remit.



BESPOKE POST

About Bespoke Post

Bespoke Post is a unique subscription service that releases a selection of themed boxes each month and suggests one to each subscriber based on their interests. From shoeshine essentials to mini mixology labs, each box is curated with care and a delight to open.



“The partnerships we manage with Impact deliver very high-quality subscribers, higher than our other channels in terms of LTV, length of payback period, and purchase rates.”



Peter Czepiga
Growth Marketing Strategist
Bespoke Post

Solution

**Scale, communicate,
and optimize**

Although Czepiga didn't come to Bespoke Post exclusively to run its partnerships, he had enough experience in the affiliate world and with the Impact platform to know it wouldn't take much to unleash more growth from the channel.

So he essentially adopted the company's partnership program and, in his free hours, helped Bespoke Post turn partnerships into a key channel and a major driver of growth.

His strategy came down to three essentials: scale, communication, and optimization for value.

Scaling up

Czepiga's first step was to grow and diversify the program beyond a handful of affiliates. He brought on board additional no-brainer affiliate partners who fit with the company's brand, focusing on rewards and cashback. Along the way, he discovered hidden affiliate gems like Miles, a rewards program that offered outsized performance for the company. He worked with his PR colleague to make new publisher connections and build CPA-based editorial partnerships. And he brought on partners like The Knot and Beneplace to reach new relevant audiences. The Impact platform made the onboarding process quick and easy, but Czepiga knew onboarding was just part of the success formula.

“Our affiliate program was one of our first marketing channels, and even as our media mix has grown and evolved, our affiliate program continues to be a key component, tripling in size in the past two years.”



Alvaro De La Rocha
Chief Marketing Officer
Bespoke Post

Solution

(con't)

The human connection

Affiliate marketing and affiliate partnerships are two very different things. Partnerships are more interactive, collaborative, and authentic, and Czepiga knew that nurturing relationships was vital to getting the best performance from partners.

He took time to communicate directly with the company's affiliate partners, publishers, and bloggers to help them optimize how they were presenting Bespoke Post to drive new subscriptions.

He made sure that high-performing partners were getting extra attention, such as collaborating to optimize the user journey, providing proactive alerts about upcoming deals, offering custom creative and banners, and delivering other perks that made the relationship less transactional and more personal. He made sure to connect frequently with partners to collaborate, level-set, and brainstorm ways to improve conversions.

Payout for value

A third practice Czepiga put in place was to make sure the company was aligning commissions with subscriber quality. This was at first a hard sell, because the company was used to paying a flat rate for each new subscription. But Czepiga was able to demonstrate that the company was actually paying higher rates for Facebook subscribers that delivered *lower* ROI.

Using Impact's reporting in conjunction with Bespoke Post's internal tools, it was easy for him to correlate value by channel and individual partner to discover and demonstrate which customer acquisition sources were delivering the highest quality subscribers.



#1

channel for
subscriber ROI

+296%

YoY revenue growth from
partnerships

+52%

YoY growth in
partnership ROAS

Solution

(con't)

For LTV, length of payback period, and purchase rates (a metric frequently used by subscription-based services), partnerships were routinely outperforming the rest of the company's marketing portfolio. By incentivizing great partners with higher payouts and bonuses, the company drove both revenue and increased ROAS.

Czepiga also made sure to adjust payout rates to ensure upper-funnel partners were being fairly compensated for their contributions, balancing out last-click wins.

Outcome

3X revenue growth

By taking full advantage of partnership automation and nurturing the human side of the partnership equation, Bespoke Post was able to dramatically increase revenue and efficiency from its partnership program, all without adding a full-time program manager.

- From 2019 to 2020, partnership revenue at the company grew 296%.
- By optimizing partner performance and aligning payouts with value, the company increased ROAS from its partnerships by 52% YoY.

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