

# Better attribution boosts topline growth and **increases ROAS 117%** for Big Red Group



# Situation

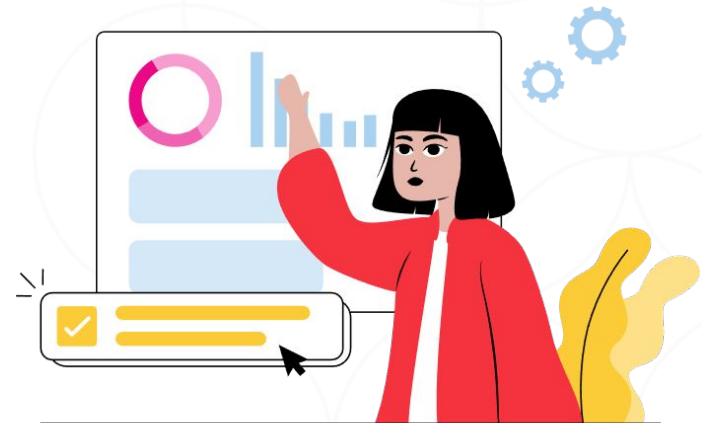
## More relevant partners to build stronger brands

If you want to book a hot-air balloon ride, a driving lesson in a Formula One race car, or any other bucket-list adventure, Big Red Group (BRG) has it all. BRG is the umbrella brand for Adrenaline, Experience Oz, Lime & Tonic, and RedBalloon, four pioneers in the “experience marketplace” economy where you can buy or gift memorable experiences. This is a unique market in many ways, and customers looking for these types of special experiences want opinions and reviews from people or resources they trust before making a decision, because who’s going to choose a skydiving company based on a coupon code?

### Partnerships for all stages of the customer journey

When BRG first started building its affiliate program, their partnerships were bottom-heavy with discount and deal sites and short on upper-funnel, value-led partners.

They also had too little transparency into performance and too much emphasis on vanity metrics. For the last four years BRG has been using Twilio Segment, the leading customer data platform, to provide an easy way to integrate customer data across their business. That made it a no-brainer to put the impact.com partnership management platform in place and start to align their partnerships to their business goals and audience.



# About

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## Big Red Group

Big Red Group was established in 2017 with the intent to build a multi-brand experience marketplace to serve different audiences, with the ethos of valuing experiences over material goods.

The company is headquartered in Sydney and employs more than 150 people. Big Red Group has served more than 3 million experiences to date and delivers an experience approximately every 30 seconds.



## Twilio Segment

Twilio Segment is the world's leading customer data platform (CDP) that provides the data foundation that companies need to put their customers at the heart of every decision.

Thousands of companies including Bolt, Trustpilot, Pomelo, and MYOB use Twilio Segment to collect, unify, and route their customer data into any system where it's needed to better understand their customers and create seamless, compelling experiences in real-time.



# BIG RED<sup>GROUP</sup>

*“Having worked in affiliates and partnerships for close to a decade, I can say without a doubt that impact.com is the best platform to manage and grow partners at scale. It’s super easy to use, is extremely flexible, and has so many powerful features and capabilities. The integration with Twilio Segment was seamless and exemplary of their innovation in the market. We now have superior accuracy, capacity, and insight into the symbiotic relationship between our partners and customers.”*



**Michael Mironowicz**

Affiliate Manager  
Big Red Group

# Solution

## Tools for diversity and scale

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Once impact.com was in place, BRG gained full visibility into the customer journey and access to an array of community-driven partnership types, including influencers, content creators, mobile apps, and brand partners, which allowed them to tap into relevant, highly engaged audiences.

The impact.com platform gave BRG the tools to discover, recruit, track, and grow partnerships across virtually any activation or metric at scale through automated processes. The team used impact.com for deduplication, cross-channel conversion tracking, multi-level commissioning, fraud and anomaly detection, and much more. With the custom reporting features of impact.com's Data Lab, BRG easily tailored data visualisations to make them more digestible for a wider range of people at the company.

## Future-proofed tracking and measurement

The native integration between impact.com and Twilio Segment enabled BRG to have a single view of their customer across all channels as well as a unified measurement solution.

It also offered BRG the most future-proofed tracking configuration via page-load API, which took them only minutes to integrate as opposed to a direct integration which could take weeks.

With Twilio Segment and impact.com, BRG gained access to valuable partner insights such as contribution-level data and cross-device and cross-channel reporting.

## Solution (*cont.*)

### Tools for diversity and scale

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Most importantly, this advanced tracking solution does not rely on third-party cookies, ensuring that BRG's tech stack remained future-proof.

### Big plans for post-pandemic growth

As the experience economy continues to rebound in Australia, BRG has more plans to extend its impact.com utilisation. The team plans to set up custom audience segments and personas via Twilio Segment, and then use impact.com's post-conversion data to understand which partners drive high-value customers and optimize their commissioning strategy to deliver more of the right type of customer.

In addition, automating refunds, deploying channel logic, and using Twilio Segment to incorporate audience insights from impact.com into its broader marketing strategy are all on the horizon.

## Solution (cont.)

### Tools for diversity and scale

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# Outcome

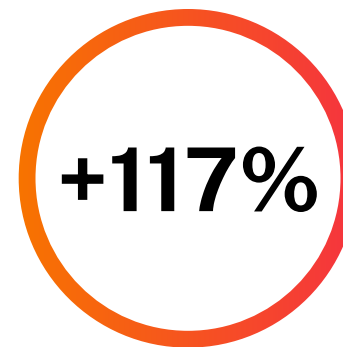
## Full-funnel partnerships and attribution

Thanks to Twilio Segment and impact.com, partnerships now contribute a significant portion of BRG's revenue, and they're creating new ways for the company to build its brand and connect with customers.

BRG can now discover and work with a broad array of partnership types and clearly measure and optimize the value of each one.

### Since deploying impact.com, BRG has:

- Increased ROAS 117 percent year over year due to more accurate attribution
- Grown the number of partners by 10 times



ROAS YoY



higher  
productivity

## Outcome (*cont.*)

### Full-funnel partnerships and attribution

- Grown revenue through partnerships by 32 percent in just 5 months and increased actions by 26 percent
- Achieved a return on ad spend at 24 to one.
- Gained more than 10 percent productivity through reporting and partner management automation
- Onboarded new value-oriented partners, including:
  - Numerous travel sites, apps, and large online publishers
  - Sizable content networks, high-profile YouTube and Instagram influencers
  - Australia's largest retail loyalty program

