

# Booktopia delves into novel partnerships and gains 38% more revenue

## Situation

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### Ready to diversify

Affiliate partnerships were already a high-performing customer acquisition channel for leading Australian bookseller Booktopia when the team decided to experiment with more innovative partnership types.

Booktopia's overall partnership strategy is to enable more meaningful connections with new and existing customers, so a more diversified partner portfolio would give the brand the opportunity to connect with book-loving communities at scale.

Booktopia had built an established network of partners after their successful first year on the impact.com platform which freed up the team's time to work on creative new partner relationships and incentives. The brand is now focusing on recruiting more influencers and ambassadors to develop highly engaging content that would help build greater advocacy for Booktopia and reach a wider cross-section of consumers.



### About Booktopia

Booktopia is Australia's largest online bookstore, with more than 145,000 items ready to ship from their Sydney distribution center plus access to more than six million books in their database.

*What I love most about the impact.com platform is that it's really intuitive and easy to use. This is especially important for us because we manage all our campaigns in-house. Their automation technology has also allowed us to significantly improve the efficiency of our partnership program and offer flexible partner contracts, ultimately leading to significant revenue growth and increased ROI for Booktopia.*



**Steffen Daleng**  
CMO  
Booktopia

## Solution

**Automate so you  
can innovate**

With the automation and flexibility of impact.com technology, the Booktopia team was able to devote their time to nurturing new partners, ideas, and relationships instead of to low-value tasks. The platform enabled them to put in place some exciting new programs that propelled new partnerships revenue.

With the ability to focus on innovation, Booktopia was able to:

- Create one-to-one partnerships at scale with influencers, celebrities, book clubs, and passionate book lovers. For example, in just one year, the affiliate team partnered with 15 high-profile podcast influencers and added them to the program to monetize content about books and authors.
- Deepen relationships with authors. Booktopia created its hugely successful Author Royalty Club to incentivize authors to use their social media reach to drive sales on Booktopia. Using Impact, Booktopia tracked author performance and paid them an agreed-upon commission. With impact.com automation, they could easily manage the 540+ unique authors who joined the program. They could also sign up and onboard authors in minutes, including sharing tracking links, building contracts, and communicating tips on how to best leverage the Author Royalty Club.



## Solution

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- Easily customize the way partners are contracted and rewarded based on their contribution to the purchase funnel. Booktopia restructured commissions to pay partners according to whether they were the sole contributor to a sale, a participant, or just involved at the closing stage. They also leveraged impact.com to improve the performance of their top-20 affiliates — adjusting commission rates based on exposure, customer status, and promotional activity.
- Expand commerce content activity. Booktopia used a mix of QR codes, links, and promo codes to seamlessly track, optimize, and reward new content partners, growing commerce content revenue by 79% YoY.

+16%

ROAS

+38%

revenue YoY

+80%

influencer and  
ambassador activity

## Outcome

### A new chapter of growth

By expanding their partnerships mix and optimizing their payout schema, Booktopia achieved a +38% increase in revenue YoY, clicks have gone up by +90%, and transactions increased by +46%.

Furthermore:

- Influencer and ambassador activity grew 80%
- 187 new authors joined the program
- ROAS increased by +16%
- Cost per acquisition decreased 30% due to optimized commission structures based on partner contributions

Listen to The Partnership Economy podcast to hear Booktopia's CMO Steffen Daleng's tips for building a brand that consumers love. Or start your own partnerships success story by reaching out to [grow@impact.com](mailto:grow@impact.com).