

WITHIN and Corkcicle achieves 178% affiliate revenue growth with impact.com



Situation

Limited pool of partners

Corkcicle is a lifestyle and consumer brand focused on hydration that leverages ecommerce platform Shopify to manage its online store. Although initially hesitant about starting an affiliate program for fear of attracting low-quality customers, Corkcicle pursued the affiliate channel to help drive traffic and fuel revenue growth.

After launching its program, Corkcicle realized they needed to diversify the partner mix to improve customer acquisition and affiliate performance.

The partnerships team knew there was much more affiliate revenue potential, so they sought to optimize its affiliate program by expanding its channel revenue share and customer base.

About

Corkcicle

Corkcicle designs “cool” products that insulate your favorite food and beverages and elevate your every day. Innovative design and social responsibility fuel its growing line of premium drinkware, coolers, and barware products. The brand is inspired by a commitment to complement personal style while at the same time reducing personal impact on the planet.



Solution

A partnership management platform upgrade

Corkcicle tapped its digital marketing partner, WITHIN, to optimize its affiliate program and ramp up customer acquisition efforts.

Since September 2020, WITHIN has managed Corkcicle's integrated media channels. Two elements have been key to WITHIN's strategy:

- A content strategy that appeals to consumers at all stages of the purchase decision funnel to help drive revenue
- Multichannel budget allocation to ensure investment in the best incremental opportunities

WITHIN's first objective for Corkcicle was to move the company's entire affiliate program to impact.com's partnership management platform. This move enabled the company to expand its pool of potential content partners and automate its full breadth of partnerships.

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“We were able to layer on WITHIN's proprietary content strategies along with impact.com's technology solutions to create massive program growth with very strong efficiency and ROAS for Corkcicle. By using best in class technology and strategy, we have a program that is still scaling, and effectively and efficiently delivering on the client's OKRs.”

Kate Mueller
Director of Affiliate,
WITHIN



Solution (cont.)

A partnership management platform upgrade

With a holistic approach to paid media budget allocation, WITHIN ensured that each dollar was spent effectively to yield the highest possible return for Corkcicle.

WITHIN leveraged impact.com's reporting in a variety of ways, including:

- Identify the highest performing partners
- Demonstrate how they contributed to conversions across channels
- Use Optimize to hone its strategy even further

WITHIN used impact.com's reporting to increase ecommerce revenue by 10%.



CORKCICLE.

“The affiliate channel has become a fundamental part of Corkcicle’s marketing portfolio. It is the perfect complement to our other digital marketing efforts as it has expanded the prospecting reach while also driving people down the funnel.”



Amanda Nelson

Vice President of eCommerce
Corkcicle

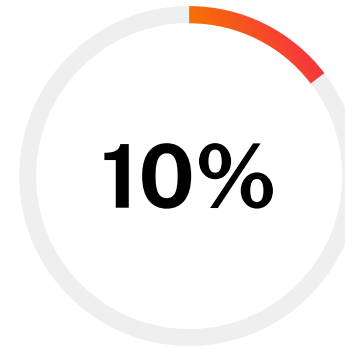
Outcome

Optimizing the affiliate channel enabled channel and revenue growth

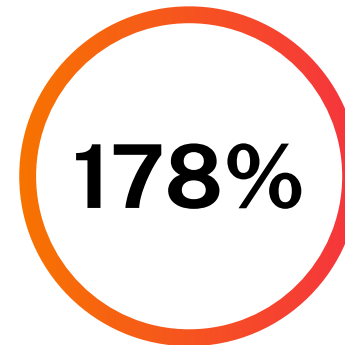
Proving that today's affiliate partnerships deliver quality customers, the affiliate channel became integral to Corkcicle's marketing portfolio, driving as much value as its best-performing channel, paid search. Ultimately, the affiliate channel was vital in expanding the reach and driving more prospects down the marketing funnel.

Key outcomes included:

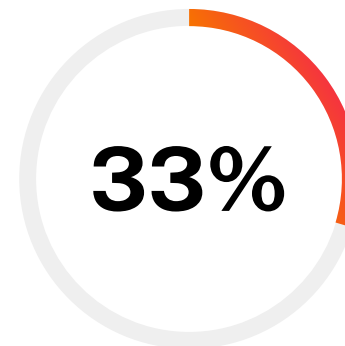
- From the beginning of WITHIN's management in January through Q1, the affiliate channel doubled its share of total business revenue, up to 10% of total business revenue and increased overall ROAS by 20%.
- Revenue earned by the affiliate channel grew 178% quarter over quarter by the end of Q1 2021.



of overall ecommerce revenue



QoQ affiliate channel growth



increase in overall ROAS