

Cozy Earth comfortably doubles their affiliate program with impact.com



Situation

Taking the reins of partnership management

Cozy Earth’s brand of ethically-produced luxury bedding, sleepwear, and loungewear set up content partnerships to reach city-dwelling women.

A large share of traffic came through publishing brands and media outlets such as the [New York Post](#) and [Good Housekeeping](#).

However, Cozy Earth realized its PR firm’s smaller pool of content partners hindered growth. The basic reporting and limited custom contracting of its partnership management platform also made managing partnerships more difficult.

Instead, Cozy Earth wanted to own its affiliate and content relationships.

The company needed a platform that would enable it to take control of its program, automate its partnerships, and integrate its [Shopify](#) Product catalog.

The key goals included:

- Migrating 60 partners onto the new platform
- Facilitating relationships with new content partners
- Optimizing current partner relationships
- Improving the visibility of reporting
- Blending PR and affiliate marketing strategies
- Growing the business over 60 percent year-over-year (YoY)

About

Cozy Earth

Cozy Earth is the world's foremost source of high-quality, authentic bamboo bed linens, sleepwear, and loungewear. Its collection of luxurious and innovative Bamboo Bed luxuries are exponentially softer and naturally wick moisture, thus reducing humidity and regulating your body temperature for an unparalleled feel and experience.

The company selects only the best supplies with an eye towards premium quality, responsible production, cutting edge technology, and natural materials.

Cozy Earth designs products by having a hand in each step of the production process — responsibly sourcing materials and manufacturers to support its conscious decision to create high-end, eco-friendly products.





Solution

A blended PR + affiliate strategy to maximize content placements

To accomplish its goals, Cozy Earth brought PR and affiliate functions in-house. The company switched to [impact.com](#) to manage its partnerships with content creators and publishers — the platform with greater tracking and reporting capabilities and an easy-to-use Shopify integration. Migrating new partners may seem like a tall order. But with [impact.com](#), Cozy Earth migrated 60 new partners without any program disruptions.

Cozy Earth created a content powerhouse by using both traditional PR content placements and content partnerships via [impact.com](#). With affiliate performance tracking numbers available, the PR team was able to make a stronger case for placing Cozy Earth content in publications.



We really do see a lot of value in approaching customers through media publishers. We just think it's a really great top-of-funnel approach. With [impact.com](#), we can track top-of-funnel interaction all the way down to the conversion process.

Owen Turner

Affiliate and PR Manager
Cozy Earth



Solution (cont.)

A blended PR + affiliate strategy to maximize content placements

Additionally, combining gift guide placement and editorial media coverage lead to greater brand awareness and trust, which in turn, lead to more repeat customers. This integrated approach built solid relationships with the media partners they rely on to spread the word about Cozy Earth products.

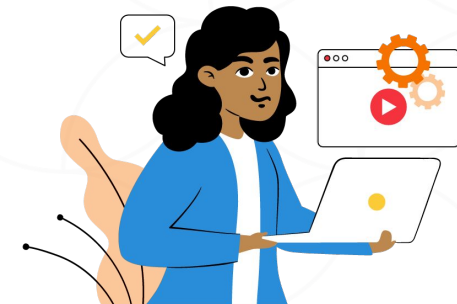
Effortless integration of impact.com + Shopify apps

The team seamlessly integrated impact.com into their Shopify suite without additional technical resources. The process took minutes and allowed them to expand their partnership program quickly.

Cozy Earth used the Report by Partner function in impact.com's tracking and reporting capabilities to get a granular view of individual partner productivity.

With this knowledge, the team communicated regularly with partners to learn what was working and what wasn't. This communication stream allowed the team to hone their strategy over time.

It's not always clear if a company's investments will yield a direct return. But impact.com's tracking and reporting capabilities gave Cozy Earth a better understanding of which placements and optimizations have a true impact on its bottom line. This wealth of information helped the whole team make better decisions.





Outcome

Cozy Earth doubled its program growth

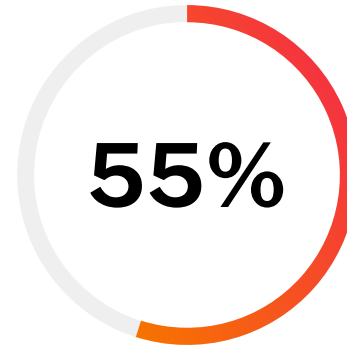
By switching to a self-managed program with impact.com, Cozy Earth was able to:

- Reach 109 percent YoY program growth in 2022, with a 72 percent YoY spend increase
- Gain a 912:1 return on investment in partnerships
- Increase online store traffic by 92 percent YoY
- Bring in 55 percent of revenue through content partnerships

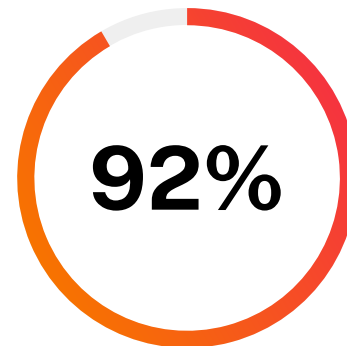
Cozy Earth's self-managed program allowed them to build better relationships with brands, such as the [Sleep Foundation](#) and [Entertainment Weekly](#). The waffle towel bundle was even selected for [Oprah's favorite things](#). The team continues to optimize its partnerships and maximize the amount of content coming down the pipeline.



YoY Program Growth from 2021-2022



Revenue through content partnerships



Traffic up 92% YoY