

Elite Supplements scales to 10+ ROAS: How affiliates became their #2 revenue channel



Situation

When manual processes block growth during industry headwinds

For [Elite Supplements](#), 2023 started with a painful realization: the paid media channels that built their 140-store retail empire were becoming unprofitable. As Amazon, Chemist Warehouse, and Woolworths drove cost-per-clicks (CPC) through the roof, Elite Supplements' paid media efficiency was slowly becoming unsustainable. They needed a new growth engine — fast.

The answer was already in their stack, but hidden under manual processes and spreadsheet chaos: their affiliate program. While competitors continued pouring money into increasingly expensive paid channels, Elite Supplements transformed their affiliate program from a manually-managed afterthought into a 10+ return on ad spend (ROAS) machine. **The program is now their second most effective revenue driver and powers their international expansion.**

Manual partnership management consumed team resources

Managing 50+ partnerships through spreadsheets had become a full-time job. Missed payments strained relationships. Time-intensive reporting left no room for optimization. Their previous affiliate platform provided limited visibility and attribution — exactly when they needed clarity most.



Situation (*cont.*)

When manual processes block growth during industry headwinds

Strategic imperative: Find profitable growth as paid channel costs soar

With a planned expansion into Singapore, Elite Supplements needed a scalable channel that delivers consistent return on investment (ROI). The affiliate program had potential — but the manual approach was the bottleneck.

The catalyst: When paid channels fail, partnerships must step up

In 2023, as paid media costs spiraled and efficiency declined, Elite Supplements made a decisive move: migrating from Commission Factory to impact.com and making affiliates their primary growth driver. This wasn't just a platform swap — it was a strategic repositioning in response to market conditions beyond their control.

About

Elite Supplements

[Elite Supplements](#) is Australia's leading sports nutrition and health retailer, with 140+ stores, offering premium supplements and wellness products. Elite Supplements supports customers' fitness and health journeys through expert guidance, fast shipping, and personalized service both in-store and online.

- **Scale:** 140+ retail locations across Australia, expanding to Singapore
- **Audience:** Fitness enthusiasts, athletes, and health-conscious individuals ages 18-45
- **Channels:** Paid social, Google Ads, influencer partnerships, affiliate marketing, EDMs, SMS, SEO, loyalty programs

Elite Supplements has built a loyal Asia-Pacific base by combining trust and results from day one.

Currently, the brand's online growth strategy replicates this success by pairing data-driven marketing with genuine partnerships.



Solution

Building a scalable growth engine using impact.com

In 2023, Elite Supplements shifted its partnership program to impact.com. This migration transformed partnership management from a time-consuming manual process to one of the brand's biggest growth levers.

The team gained visibility and efficiency to scale partnerships globally — even as paid media costs surged — using impact.com's platform for:

- Automation
- Advanced reporting
- Margin-based commissioning

Operational efficiency at scale

Elite Supplements focused on creating operational efficiency by **replacing manual workflows with an automated system**. This move streamlined every step of partnership management:

“

impact.com is one of the most important additions we have had to our martech stack in recent years. The platform has improved efficiency, helping us pull top-performing partners instantly. This, in turn, has hugely impacted our revenue, boosting ROI and our marketing mix. We are excited to continue to leverage the platform for years to come as our business grows and expands into new markets.

Samuel Dingle
Head of Digital
Elite Supplements



Solution (cont.)

Building a scalable growth engine using impact.com

- **Eliminated manual spreadsheets** and invoice tracking
- **Unified 90+ partnerships** into a single platform
- **88% reduction** in monthly reporting time
- **Freed the team** to focus on strategy, creative planning, and expansion

Strategic sophistication through data

Moving from flat commissions to a data-driven framework gave Elite Supplements the flexibility to scale while maintaining control over margins. The breakthrough came from impact.com's Contribution Reports.

The ShopBack discovery: From monthly revenue to lifetime value

impact.com's Contribution Reports revealed that **a large proportion of ShopBack customers repurchased within 60-90 days** — a critical insight that fundamentally changed Elite Supplements' investment strategy. Before this discovery, Elite Supplements evaluated partnerships based solely on month-one ROAS. If a partner didn't hit targets in the first 30 days, investment was pulled back.

After uncovering the repeat purchase rate, the team shifted to lifetime value (LTV) thinking.

They could now confidently increase investment in ShopBack's paid placements, knowing that while month-one ROAS might dip slightly, the 60-90 day window would more than compensate.



Solution (cont.)

Building a scalable growth engine using impact.com

“We can now confidently invest more knowing the LTV payback,” said [Samuel Dingle](#), Head of Digital at Elite Supplements. “In the past, it was very much ‘this month we need to drive X revenue off this spend.’ Now with contribution reports, we understand the levers we can pull for long-term success.”

This single insight — visible only through **impact.com's attribution capabilities** — justified millions in additional partnership investment and proved the incremental value of the affiliate channel.

Building the margin-driven framework

Armed with these insights, Elite Supplements overhauled its entire commissioning structure:

- **Shifted from a blanket 10-14% cost per action (CPA) to margin-based dynamic commissioning** that aligned payouts with product profitability

Solution (cont.)

Building a scalable growth engine using impact.com

- **Implemented customer status pricing**, offering higher commissions for new customer acquisition
- **Established weekly optimization cycles** with partners, replacing monthly reviews
- **Enabled real-time performance tracking** for faster adjustments across promotions

Diversified partner ecosystem

With better data and management tools, Elite Supplements expanded into new partner categories and strengthened existing relationships:

- **Loyalty and Rewards:** Programs like Shopback drive a large percentage of Elite's overall affiliate revenue.



Solution (cont.)

Building a scalable growth engine using impact.com

- **Coupon and Deals sites** for conversion-focused offers
- **Buy Now, Pay Later (BNPL)** partnerships to reach convenience-driven shoppers
- **Network and Closed Platform** partnerships to reach niche audiences
- **Cart-linking partners**, consolidated under impact.com for unified tracking
- **B2B partnerships**, an emerging growth category

This balanced ecosystem provided Elite Supplements with the flexibility to offset paid media volatility through performance-driven, diversified partnerships.

International expansion infrastructure

As paid channels grew more expensive, Elite Supplements made affiliates its primary growth vehicle for international expansion.

- **10+ ROAS performance** made the affiliate channel lower-risk than paid media
- **Leveraged existing partnerships** (ShopBack, Afterpay, Revolut) to enter new markets efficiently
- **Gained immediate traction** by replicating the Australian market's winning strategies
- **Reduced upfront investment costs** vs testing new paid media markets

Dingle noted that the decision to focus on affiliates through impact.com was tied to “guaranteed performance,” adding, “We know we’re getting something in return.”



“When we took on impact.com in 2023, we had 50+ partnerships generating solid results but consuming massive resources to manage manually. Today, affiliates are our second-largest revenue channel, delivering 10+ ROAS consistently. impact.com gave us the infrastructure to scale partnerships efficiently while our paid channels faced increasing costs. Now it's our primary vehicle for international expansion.”



Samuel Dingle

Head of Digital
Elite Supplements

Outcome

From operational burden to strategic growth engine

Within 12 months of using the impact.com platform, Elite Supplements completely transformed its affiliate program.

- **Before impact.com:** What was once an administrative burden quickly became a primary growth channel for domestic and international expansion. The platform's simplicity and real-time reporting became a must-have component of the team's daily workflow.
- **After moving to impact.com:** Elite Supplements finally had a partnership channel that could scale and deliver consistent results.

What had once been a secondary source of revenue quickly became one of the most dependable parts of the business.

Dingle highlighted impact.com's ease of use, adding "You can pass it around to anyone on our team and they'll understand how to review a report and use the platform. We also use impact.com to review performance in real time."

The numbers tell the story:

- **10+ ROAS month over month** generated from the affiliate program
- **Affiliates became the #2 revenue source** company-wide, right behind Google Search
- **The team manages more than 90 partners** without adding new headcount
- **Revenue increased by 3.4%**
- **Average order value is up 3.8%**



Outcome (*cont.*)

From operational burden to strategic growth engine

For the team, these results confirmed that a well-run partnership program could outperform almost every other channel in both consistency and cost efficiency.

Efficiency gains

For Elite Supplements, the shift to impact.com dramatically improved the team's day-to-day operations. Tasks that previously took hours are now automated, freeing up time for strategy, creative planning, and relationship-building.

Here's what that looked like in practice:

- **Monthly reporting** now takes a fraction of the time
- **Partnership management** fits efficiently alongside competing priorities
- **Weekly optimization cycles** replaced slower monthly reviews

Situation



Solution



Outcome

Outcome (cont.)

From operational burden to strategic growth engine

- **The platform's intuitive design** simplified cross-functional training

That newfound efficiency enables the team to identify what's working (i.e., top-performing partners and channels), make swift adjustments, and invest their energy where it matters most.

Strategic positioning

The success of the affiliate channel gave Elite Supplements a clear direction for what came next.

Instead of treating partnerships as a support tactic, the team made them central to their international growth plans.

Here's how that shift took shape:



Outcome (*cont.*)

From operational burden to strategic growth engine

- **The affiliate program became the primary channel** for the brand's international expansion
- **Every partner type was consolidated** into a single dashboard
- **Attribution clarity from impact.com's reporting** helped the team prove incremental value and justify reinvestment

This strategy turned affiliates into the foundation for sustainable, data-driven growth across new markets.

Looking ahead: Expanding high-performance partnerships

Elite Supplements plans to keep building on that success, expanding its ecosystem of top partners while maintaining the same efficiencies that optimized their channels.

Their next phase of growth focuses on scale and sustainability:

- **Targeting 20% of total revenue**
- **Expanding a multi-market partnership network** internationally
- **Making affiliates the default market entry strategy** for new launches
- **Continuing to consolidate cart-linking and emerging B2B partnerships** under one platform

With impact.com as the foundation of their partnership program, Elite Supplements now has a model for global expansion that's both measurable and adaptable. It's proof that partnerships can fuel growth even when traditional channels slow down.

Outcome (cont.)

From operational burden to strategic growth engine

Delivering profitability despite rising paid media costs

By partnering with impact.com, Elite Supplements transformed affiliates from an operational headache into a strategic advantage.

While competitors struggled with rising paid media costs, Elite Supplements built a 10+ ROAS partnership engine that not only weathered the storm — but powered their expansion into new markets.

When your primary channels face structural headwinds, sophisticated partnership marketing becomes your lifeline. Elite Supplements proved that with the right platform, clear attribution, and strategic execution, partnerships can carry growth when paid media can't.

