



# fuboTV automates, goes niche, and grows partner program 65%



## Problem

More scale needed

fuboTV's partnership team was tasked with increasing the size and scale of their program by establishing more innovative partnerships beyond their original traditional affiliate footprint. They realized their existing platform would not be able to meet the unique demands of the subscription industry and sought a new solution to meet the various challenges they faced.



## Solution

Automate partnerships

fuboTV chose Impact for its wide range of versatile features and its flexibility to adapt to the unique needs of the subscription industry. Each fuboTV partner is different, and with Impact, fuboTV was able to customize campaigns to meet each partner's specific needs.

Impact's technology allowed fuboTV to automate partnerships so they could reach niche audiences that they couldn't find through traditional digital channels. Automation also freed up the time that fuboTV normally spent on micromanaging campaign tracking, contracting, and payouts — instead they were able to refocus on growth initiatives like nurturing and optimizing partner relationships.

*"Working with Impact allowed us to unlock all the potential we have with partners we want to work with."*



**Denis Kondrashov**  
Director of Marketing Partnerships



### About fuboTV

fuboTV is the world's only sports-focused live TV streaming service that has quickly evolved into a cable replacement for the entire family. With fuboTV, viewers can stream movies, shows, and sports anywhere: on their phone, tablet, laptop, or on the big screen at home.

*“Our business is going to evolve, and our needs are going to change, so it's important to feel that your platform can grow with you. We feel confident that with Impact, we will be able to adapt to our ever-changing needs. We don't know what's waiting ahead for us, but we know that together we can figure it out, and that's reassuring.”*



**Cristina Arango**  
Director of Strategic Partnerships



## Outcome

65% YoY growth

fuboTV's partnership program is now largely composed of nontraditional affiliates — mostly premium publishers that provide a range of sports-endemic content services, from traditional sports news sites and blogs to big broadcaster properties to various video services. These nontraditional partnerships provide snackable sports content or livestreaming to mobile and connected TV apps, with only 5 to 10% remaining traditional affiliate.

Nontraditional partnerships currently drive fuboTV's significant business growth, resulting in a 65% year-over-year growth.

# 65%

YoY lift in partner program growth

# ~95%

of program composed of nontraditional affiliate partners

Want to get results like fuboTV?

Contact [sales@impact.com](mailto:sales@impact.com)