

iubenda increases traffic-generating affiliates by 30% with impact.com



Situation

An affiliate program with restricted global growth potential

Milan-based software company, iubenda, offers easy-to-use privacy solutions — ensuring website and app compliance in multiple countries.

In the same year of its launch in 2011, iubenda began an affiliate program for specialized publishers.



Once signed up, affiliates can instantly generate links and check their commission status.

The brand aimed to expand into global markets and enhance outreach efficiency. This meant searching for a tool that would help them launch a new marketing program and achieve three goals:

1. **Expanding the network:** Identifying and engaging potential affiliate partners to drive qualified traffic to their sites.
2. **Improving affiliate management:** Enhancing communication, partner support, and performance tracking.
3. **Tracking return on investment (ROI):** Using analytics to evaluate the success of campaigns and make informed decisions.

About

iubenda

[iubenda](#), a Milan-based company established in 2011 by Andrea Giannangelo (CEO) and Domenico Vele (CTO), specializes in privacy solutions. The brand offers comprehensive compliance solutions in their software as a service (SaaS) offering, helping SMEs adhere to privacy regulations across their websites and apps.

iubenda employs a diverse team of around 100 people, serving 100k+ customers in 25+ countries.

Their specialties include privacy and cookie policies, the EU Cookie Law, Terms and Conditions, GDPR and CCPA consent management, all accessible at competitive rates.





Solution

A user-friendly interface to recruit partners, provide support, and track ROI

iubenda migrated its affiliate program to impact.com to achieve its key goals: starting with **network expansion through impact.com's affiliate marketplace**. The brand began by engaging and recruiting new traffic-generating partners in various international markets. impact.com's user-friendly interface simplified the team's operations and consolidated large amounts of data into a single dashboard.

Next, the team sought to **improve affiliate management** through impact.com's live chat and newsletter features, offering constant support to its partners.

It was important that iubenda provided the correct resources and maintained control over the promotional messaging.

Solution (cont.)

A user-friendly interface to recruit partners, provide support, and track ROI

Using impact.com's chat features, the brand ensured that affiliates upheld its brand identity and values. Key messaging included transparency, innovation, and the accessibility of legal solutions using iubenda across all platforms.

Once iubenda got its new program up and running, performance and ROI tracking came in. The team used impact.com's intuitive dashboards and reporting tools to optimize its affiliate strategies using real-time data. iubenda calculated its ROI and evaluated how its affiliate program contributed to its key performance indicators (KPIs).

iubenda also scaled its program, employing payment tiers customized to different countries, and offering bonuses for its top-performing partners.



Outcome

A 30%+ increase in traffic-generating partners

Thanks to impact.com, iubenda effortlessly onboarded new affiliate partners to its program, achieving its goal of global expansion. In the end, iubenda increased its traffic-generating affiliates by over 30%.

Most importantly, iubenda maintained brand consistency and messaging across all its partners using impact.com's **live chat and newsletters**. The brand customized its payment tiers to different regions, offered bonuses, and adapted its messaging to various cultural and regional markets.

Affiliate partners were engaged with **training updates**, allowing them to fully understand iubenda's mission and product.



Outcome (cont.)

A 30%+ increase in traffic-generating partners

Thanks to impact.com's **monitoring features**, iubenda can immediately detect and rectify misaligned messaging.

Other benefits of using impact.com include:

- Access to a diverse and global pool of affiliates
- Easy recruitment and engagement
- Deeper insights into affiliate performance
- Monitoring messaging that aligns with brand standards
- Calculating ROI

With impact.com's integration, iubenda can also gain personalized product details like name, SKU code, and category – enabling detailed reporting of specific product sales made by affiliates.

