

Jane.com
increased its
GMV revenue
by **\$4.6m** with
impact.com



Situation

An out-of-style partnerships tracking and reporting approach

What to wear. What not to wear. Curating personal style can feel like an overwhelming and sometimes costly experience. Leave it to the fashionistas at Jane.com's online marketplace to navigate the way to that perfect outfit.

The team at Jane.com works hard to put the most fitting fashion and household goods front and center for its audience members. The site showcases more than 2,000 shops that offer daily deals on everything from clothing and accessories to pet toys and home decor. They saw potential in growing its reach through influencer and affiliate programs, but needed the right guidance.

Though influencers and affiliates are one of Jane.com's biggest revenue-drivers, the team was hung up on manual processes, such as:

- Tracking the customer journey through multiple touchpoints
- Reporting and analyzing data to share with partners and forecast future revenue
- Compensating partners based on contractual agreements

Jane.com wanted more robust tracking and reporting capabilities to boost team productivity and further engage its growing partner network.

Situation (cont.)

An out-of-style partnerships tracking and reporting approach

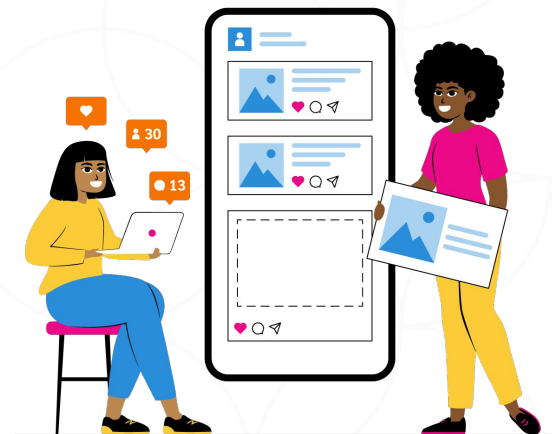
Jane.com needed a platform that could:

- Streamline reporting to provide substantial promotion insights to teams and partners
- Enhance tracking to quickly measure critical metrics, including revenue generated, clicks and visits, and return on ad spend (ROAS)
- Manage varying partnership compensation and commission structures for its growing partner network
- Help connect with niche-specific partners to bring more traction to new product lines
- Increase its growth merchandise value (GMV)

About

Jane.com

Founded in 2011, Jane.com is an online, curated marketplace that offers daily deals and endless fashion options to inspire its shoppers to choose what they consider stylish and trendy. More than 2,000 sellers use Jane.com to sell clothing, home decor, accessories, and more, directly to customers.



Solution

An automated tracking and reporting solution perfectly tailored for stronger partnerships

Jane.com chose impact.com to enhance its tracking and reporting capabilities — and ultimately improve its relationships with influencers and affiliates.

With impact.com, the team can automatically measure key performance metrics (KPIs) across different channels to see how each partner is performing and guarantee they're paid appropriately.

Previously, it took Jane.com numerous hours to manually track attributions, and figure out which partners to pay and how much. Jane.com used impact.com's integration with [Twilio Segment](#), a leading customer data platform (CDP), to help consolidate all affiliate sales data while also streamlining transactions.

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The impact.com and Segment integration streamlined the process and really made sure that we're capturing all of the affiliate sales, whether it takes place on our chain app, web, mobile, or on a normal desktop.

Tori Detrick
Affiliate Director
Jane.com



Solution (cont.)

An automated tracking and reporting solution perfectly tailored for stronger partnerships

In conjunction with impact.com's attribution technology, Jane.com funneled all the tracking from Google Analytics from each different channel into one view.

This view gave the team full sight on all payments to avoid double payouts — an issue commonly attributed to the last touchpoint as a paid search or paid social.

Jane.com also improved how partner contracts were managed.

Changes were automatically tracked and updated, and the payment technology allowed for easier management and compensation of affiliate and influencer hybrid partnerships.



Outcome

Jane.com streamlined data and improved affiliate relationships for chic results

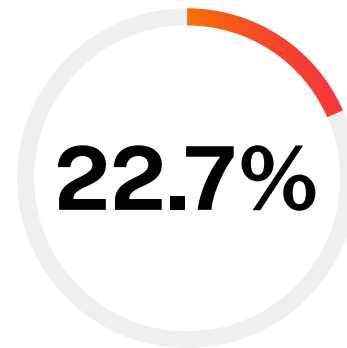
Since using the impact.com platform plus Twilio Segment integration, Jane.com has seen:

- GMV increase of 27.4% (\$4.6M) between July 2021 and June 2022, totaling \$21M
- 22.7% growth in the number of Jane.com partners

Want your affiliate program to stay on trend like Jane.com's? Contact grow@impact.com. Additionally, if you're interested in learning more about Twilio Segment's customer data platform (CDP), you can learn more [here](#).



increase in GMV revenue



growth in the number of Jane.com partners