

Rastelli's harnesses partnership automation for a meaty 505% revenue growth

Situation

Global pandemic upends food access

When the COVID-19 pandemic hit, hotels and restaurants that were some of Rastelli's key customers shut their doors and kitchens. But at the same time, consumers opened their pantries and freezers to stock up on the staples they needed to prepare meals at home.

As stay-at-home orders spread across the country in early 2020, consumers were hungry for a source of high-quality proteins delivered safely and reliably to their homes. COVID-19 had made grocery shopping risky and had disrupted food supply chains, so even consumers who did venture out were finding empty cases in the meat aisle.

This situation created an immediate opportunity for Rastelli's to accelerate its direct-to-consumer business and meet an urgent consumer need for quality, reliable, and safe food.

Rastelli's knew that with the right partnerships, they could deliver what consumers needed right away.



About Rastelli's

From meat and seafood to plant-based proteins, Rastelli's supplies premium proteins to fine hotels, restaurants, institutions, and retail markets. They also operate their own retail locations, processing facilities, warehouses, and distribution centers.

“Impact has been instrumental in helping us find and source new types of partnerships — everything from influencers to content to more traditional partnerships — and then consistently communicating and understanding how they are interacting with each other.”



Kristina Nolan
VP of Affiliate Marketing
DMi Partners

Solution


Reach consumers
directly with
full-funnel
partnerships

Working with its digital marketing agency, DMi Partners, Rastelli's reshaped its traditional affiliate program into a full-funnel network of performance-based partnerships to reach new audiences, build awareness, and capture conversions.

To scale and diversify efficiently, they relied heavily on the Impact Partnership Cloud.

Impact's partnership automation made it possible to:

- Quickly find new partners for Rastelli's, communicate with consistent automated messaging, and gather insights for continual optimization
- Implement dynamic commissioning to reward all partners fairly. This was especially vital to properly reward content partners who often often got cut out of commissioning due to outdated crediting models
- Deploy the multipronged, full-funnel strategy with three key elements: relying on B2B partnerships, content and review sites, and traditional affiliate partners.



“Within a few hours, we started seeing traffic on our site that we hadn't seen in a few weeks — and months to be quite honest with you — it was pretty explosive out of the gate.”



Jonathan Yuska
President & CEO
Rastellis.com

Solution

(con't)

The strategy consisted of three steps:

1. B2B partnerships introduced Rastelli's

To meet consumer demand for high-quality, safely delivered proteins, DMi approached partners like Sun Basket and Farmbox, which were direct meal preparation and food delivery services with quality-minded audiences.

Rastelli's had been a supplier to Sun Basket, for example, for several years. Now, there was an important opportunity for Sun Basket to help meet customer needs beyond the 3-4 meals it typically supplied weekly and make commissions on those extra sales. Sun Basket included Rastelli's products on its site and ran email campaigns to recommend Rastellis.com to its customers. “Our butcher can be your butcher” was not a hard message to sell.

2. Content and reviews built brand awareness

In the pandemic economy, consumers weren't just buying online, they were buying things like meat for the first time online and thus looking for guidance from trusted sources. So DMi began to nurture CPA partnerships with respected media outlets like CNN and CBS Interactive, which regularly produced content for “online meat delivery” and “best meat subscription companies” to properly reach consumers who were in the market for a product like Rastelli's



Solution

(con't)

3. Traditional affiliates closed the loop

Finally, Rastelli's partnered with select loyalty sites like Ebates and Cartera to incentivize that final click and close the sales loop.

With discretionary spending down, DMi knew that some consumers would need added motivation to choose Rastelli's and that cash back and coupons would both provide welcome relief and also help to close the conversion funnel.

Outcome

505% QoQ
revenue growth

Rastelli's reconfigured partnership program delivered explosive revenue growth:

- Within a few hours of the first B2B partner email campaign, Rastelli's was seeing direct sales at levels it had not seen in months; within a week, sales were skyrocketing.
- B2B partnerships ultimately delivered 505% revenue growth QoQ

92% of partnership revenue is now content-driven

- DMi secured 200+ commerce content placements with mass media outlets
- CNN commerce content alone drove 15% of revenue growth in Q2

92% of partnership-generated revenue for Rastellis.com is now content-driven

505%

QoQ revenue growth

200+

commerce content placements

100%+

conversion lift from affiliate partners

Outcome

(con't)

4X-7X more revenue from loyalty and coupon affiliate sites

Loyalty and deal sites helped translate content-driven awareness into conversions. For example, revenue from eBates and RetailMeNot grew 459% and 797% QoQ, respectively, and helped to increase conversion rates by more than 100%.

24% higher ROAS from existing partners

Thanks to enhanced media-driven brand awareness, Rastelli's conversions on its existing partner Cartera (a site where consumers can spend mileage and other loyalty points on a wide array of products), grew by 435% — a 24% increase in ROAS.



Want to get results like Rastelli's? Reach out to grow@impact.com