

How app discovery platform Scrambly used impact.com to power **160% revenue growth**



Situation

Advanced campaigns demanded an equally sophisticated partnership program

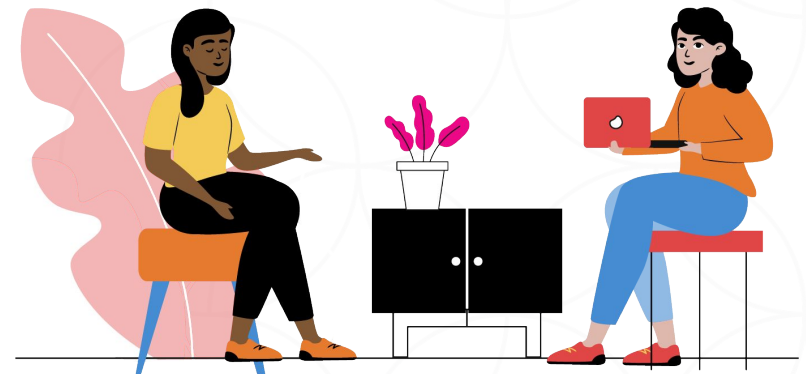
Scrambly helps app and game developers drive meaningful return on ad spend (ROAS) and long-term growth by emphasizing deep user engagement, targeted segmentation, and tailored content. Collaborating with loyalty platforms, niche publishers, bloggers, and others to source traffic, they turned partnerships into their primary growth driver.

As the brand's growth accelerated, they needed to reach a new level of traffic acquisition through affiliate partnerships.

For a company built on performance partnerships — connecting app developers with high-quality audiences through strategic collaborations — their affiliate program ran on spreadsheets and manual processes. Could they practice what they preached?

Why a new partnership platform was needed

Before migrating to impact.com, Scrambly's affiliate program operated without the infrastructure it needed to scale. A single affiliate manager juggled everything: partner outreach, contract negotiations, payment tracking, performance reporting, and troubleshooting.



Situation

Advanced campaigns demanded an equally sophisticated partnership program

The manual approach created cascading problems:

- Partner payments required days of manual tracking each month
- Weekly reporting consumed three hours, compiling data across multiple spreadsheets
- Real-time performance data didn't exist, leaving partners in the dark
- Inconsistent onboarding meant no standardized process for new partners
- Tracking gaps and attribution errors eroded partner trust
- Growth stalled at approximately 15 active partners — a ceiling imposed by manual processes

With just one person managing the entire program, inefficient tools didn't just slow growth — they made it nearly impossible. Every hour spent reconciling payments or troubleshooting broken links was an hour not spent recruiting top-tier partners or optimizing performance.

For a company whose mission centers on delivering high-intent, performance-based traffic to clients, running their own program on makeshift tools undermined credibility.

Situation

Advanced campaigns demanded an equally sophisticated partnership program

Scrambly set clear goals for their affiliate program transformation:

- Increase affiliate-driven revenue with a lean team of one
- Recruit and retain high-quality, performance-focused partners at scale
- Automate administrative tasks to free capacity for strategic growth
- Build operational efficiency with a platform that reflected their brand maturity

The biggest goal was unspoken but critical: prove they could scale their own program with the same sophistication they promise to clients — without adding headcount.

About

Scrambly

Scrambly is a rewards-driven discovery platform and user-acquisition solution for app and game developers. The brand connects growth-minded teams with people who want to earn rewards for discovering and engaging with new offerings. Users explore new titles, complete in-app milestone actions, and redeem instant payouts through PayPal, Visa, Amazon, and additional partners.



Solution

Powering a modern affiliate engine with enterprise-level tech

Scrambly migrated to impact.com in approximately three weeks — from kickoff to onboarding their first partners. Equipped with robust automation, transparent reporting, and partner-first tools, the team could elevate its program while retaining the best-in-class partners that drive meaningful client outcomes.

Streamlining partner recruitment

The team used the impact.com Marketplace and Discover tools to transform the partner recruitment process, moving away from manual processes like cold outreach and word-of-mouth referrals.

Within the **Marketplace**, Scrambly could identify ideal partners instantly based on filters like performance metrics, audience alignment, and vertical focus.

The **Discover tool** quickly highlighted partners that matched their niche and performance goals.

This enabled Scrambly to scale recruitment seamlessly, growing from 15 to over 100 partners in one year.

Solution

Powering a modern affiliate engine with enterprise-level tech

Standardizing contracts, payments, and communication at scale

Scrambly moved away from ad-hoc agreements and manual payment tracking, adopting a more uniform approach to partnership management:

- Contract templates standardized partnership terms across their entire network
- Faster onboarding cut new partner setup time to just a few minutes
- Dynamic payouts enabled tiered commission models that rewarded top performers
- Automated payments eliminated days of administrative work each month
- Centralized communication and automated updates kept partners engaged and improved retention

Solution

Powering a modern affiliate engine with enterprise-level tech

Tracking with precision: From guesswork to granular insights

Scrambly's previous setup struggled with frequent tracking failures — broken links, delayed reporting, and mobile misattribution that damaged partner relationships and limited optimization opportunities.

impact.com's end-to-end tracking completely resolved these measurement gaps:

- Cookieless tracking and coupon code attribution credited partners consistently, even as browser restrictions evolved
- Transaction-level monitoring provided visibility into every conversion, enabling placement-level optimization

- Blocking and redirect tools detected and prevented fraudulent activity instantly

This tracking precision unlocked a new level of optimization. The platform's granular performance insights revealed underperforming placements, enabling Scrambly to adjust commissions strategically — preserving partner relationships while reducing wasted spend.

This placement-level optimization maintained full coverage while maximizing efficiency and return.

Solution

Powering a modern affiliate engine with enterprise-level tech

The platform's robust reporting transformed the team's approach to reporting. Before impact.com, compiling data from multiple sources often took hours.

Partner Insights and Performance Overview reports gave them instant visibility into the metrics that mattered, including ROI, partner performance, and overall program health. These tools provided granular performance insights, highlighting placement-level optimization opportunities that preserved coverage while maximizing efficiency and ROAS.

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impact.com didn't just solve our problems — it unlocked growth at scale. Their tools are powerful, intuitive, and built for serious performance marketers. We were able to run a lean team while scaling a high-impact affiliate engine.

Svitlana Bezuhla

Head of Affiliate Partnerships,
Scrambly



Outcome

Enterprise-level results with a team of one

By migrating to impact.com, Scrambly achieved scale and precision that seemed impossible for a one-person operation:

- **160% revenue increase** in just 3 months (\$2,000 to \$100,000)
- **120% ROAS lift** through placement-level optimization
- **567% partner growth** (15 to 100+ active partners)
- **45% reduction** in partner churn
- **Weekly reporting time cut from 3 hours to 30 minutes**

Within three months, the affiliate channel evolved from an underperforming experiment into **one of Scrambly's top five acquisition channels, representing approximately 20% of total company revenue.**

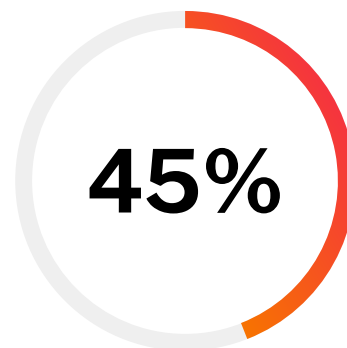
But the numbers only tell part of the story.



ROAS increase



partner growth



reduction in
partner churn

Outcome

Enterprise-level results with a team of one

From administrator to strategist

The real transformation happened in how Scrambly's affiliate manager spent their time.

Before impact.com, the role was reactive and administrative:

- Manually tracking partner payments and reconciling spreadsheets
- Compiling weekly reports from multiple disconnected sources
- Troubleshooting broken tracking links and attribution errors
- Following up on contract signatures and payment delays
- Responding to basic partner questions about performance

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When we saw affiliate revenue spike from \$2K to \$100K in three months without increasing headcount, we knew we'd found the right platform.

Svitlana Bezuhla

Head of Affiliate Partnerships,
Scrambly



Outcome

Enterprise-level results with a team of one

After impact.com, automation handled operational tasks, freeing the manager to drive strategic growth:

- Expanding into new international markets
- Testing commission structures and payout models to maximize LTV
- Running A/B experiments on partner messaging and creative
- Building performance tiers that incentivize top-performing partners
- Launching co-branded campaigns with high-value partners
- Developing partner segmentation and personalization strategies





Operating with limited bandwidth pushed us to automate aggressively and optimize partner quality, we moved away from managing every partner manually and leaned on impact.com's automated tools to streamline low-touch processes. This shift allowed us to focus on strategic planning, partner enablement, and scaling high-performing relationships.



Svitlana Bezuhla

Head of Affiliate Partnerships

Scrambly

Outcome

Enterprise-level results with a team of one

The ability to focus on needle-moving projects paid off:

- Affiliate revenue jumped 160%
- The program became one of the company's **top five acquisition channels**, representing approximately **20% of total company revenue**

By tapping into **impact.com's** powerful tools, Scrambly could finally run its affiliate program with the same level of sophistication that they deliver to clients.

