

How Solo Stove turned up the heat on brand awareness without increasing ad spend



Situation

Sparking consumer interest with the right partners

[Solo Stove](#) — designer of highly popular smokeless fire pits and pizza ovens — wanted to boost brand recognition and consumer awareness without raising overall affiliate spend. Given the challenge of the request, the Solo Stove team had to refocus their marketing efforts on establishing valuable content partnerships.

Solo Stove products are intended to ignite unforgettable moments where people gather around crackling flames and indulge in enticing food. Since the brand is well-suited for captivating content and posts, the Solo Stove team and their communications agency, [Purple Orange](#), sought direct connections with talented creators, top-performing affiliates, and influential media sites.

This multifaceted approach enhances brand visibility, amplifies engagement, and drives revenue.

With [impact.com](#)'s powerful partnership platform, the team focused on recruitment and performance tracking to pull this off without increasing affiliate spend. The team set out to:

- Expand the pool of potential partners
- Collaborate with talented affiliates and creators
- Recognize top performers with better performance tracking
- Prioritize great content over basic coupons



About

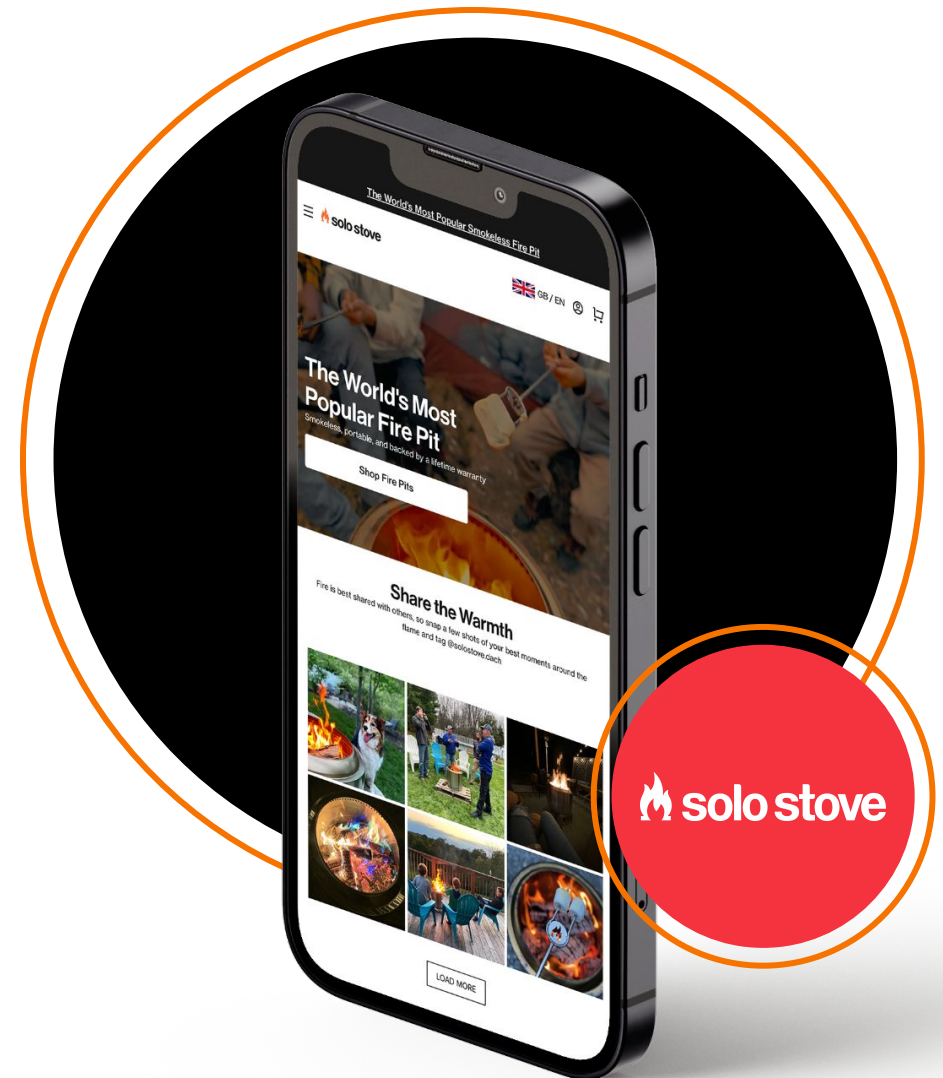
Solo Stove

Solo Stove's story began with a burning desire to "create good" (their mantra). The team created various cooking products, such as fire pits, camp stoves, pizza ovens, and cooking accessories.

Solo Stove facilitates unforgettable moments, whether gathering around a smokeless flame's captivating dance or savoring a delectable handcrafted artisan pizza.

This brand is committed to the transformative power of shared experiences and the bountiful joy accompanying exceptional cuisine.

It's not merely about cooking but relishing the entire culinary journey and enjoying meals with cherished loved ones.



Solution

Inviting fiery creators and affiliates to the party

Solo Stove started by improving recruitment and affiliate support. The team needed to streamline each step of the process — especially since they wanted to make gains in their partnership program without increased spending. Solo Stove and Purple Orange relied on impact.com’s purpose-built partnership platform and tools to save time and kickstart their new creator campaign.

Expanding the pool of potential partners

Purple Orange gathered performance data from thousands of target keywords — sorting search results by click rates, cost per click (CPC), and other key metrics. Using this data, the affiliate team identified top-performing publishers and creators — applying gap analysis from their keyword research to highlight potential partners they hadn’t contacted yet. Concurrently, the public relations team sent out personalized product pitches to the same potential partners, hitting them from both directions.

Solution (cont.)

Inviting fiery creators and affiliates to the party

Collaborating with talented affiliates and creators

Solo Stove highly valued each partner's input. After all, these successful bloggers, media outlets, and influencers have already demonstrated the ability to interact with audiences and capture attention. Purple Orange organized engaging in-person product demonstrations and events to foster stronger relationships and inspire partners to wholeheartedly embrace the opportunities at hand.

In one example, Solo Stove invited top publishers, influencers, and media affiliates ([HGTV](#), [Good Housekeeping](#), [Bon Appetit](#), etc.) to a pizza-making workshop in New York City. In addition to an event strategy, the team used video calls to gather feedback and inspiration from affiliates and publishers.



Solution (cont.)

Inviting fiery creators and affiliates to the party

By asking these detailed questions, the affiliate team put themselves in the partner's shoes:

- What strategies work best?
- Are exclusive codes a good option for you?
- What promotions/campaigns would you like to see?
- What assets or support would help you succeed?



Recognizing top performers with impact.com's performance tracking

After revamping recruitment efforts, optimizing partnerships came next.

Accurate performance tracking and reporting provided vital feedback for each partner. These metrics also informed Solo Stove's marketing spend — highlighting successful strategies and underperforming affiliates.

Purple Orange used [impact.com](https://www.impact.com)'s customizable reporting tools to gather and display actionable partnership data. Thorough reports informed commission rate adjustments, contract terms, future content strategies, and more. That way, partners would be paid fairly — no matter where they landed in the sales funnel.

Solution (cont.)

Inviting fiery creators and affiliates to the party

Prioritize great content over basic coupons

Solo Stove's team also recognized the potential of engaging content. While coupons help push shopping carts across the finish line, upper-funnel content creators offer heavy lifting to spread brand awareness and bring new customers.

Using impact.com's wide range of coupon/cookie tracking features, Purple Orange ensured all partners received compensation for their role by:

- Using a unique 'partner grouping' preference available through Impact.com
- Decreasing coupon site commissions to 1%
- Tracking full-funnel customer journeys through impact.com's reporting dashboard



Outcome

Setting old marketing strategies ablaze

After teaming up with Purple Orange and impact.com, Solo Stove saw outstanding improvements to their partnership program. High-quality content from skilled creators and publishers helped them reach consumers directly — strengthening brand recognition and awareness for the long term.

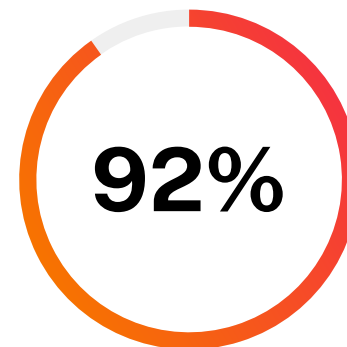
Solo Stove’s program more than doubled its growth from 2021-2023. Solo Stove’s new, data-driven recruitment strategy led to a:

- Cost-per-action decreased 17% year-over-year in 2023
- 74% increase in productive publishers

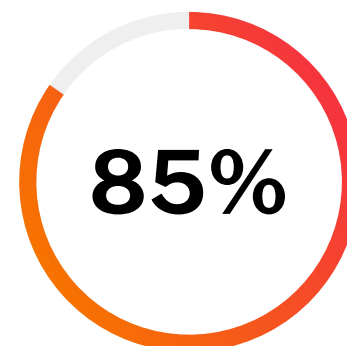
Partnerships with creators and other affiliates now account for at least 11% of Solo Stove’s total company revenue. Additionally, affiliate spend dropped by 7% while revenue rose by an incredible 72%.



revenue growth
from 2021-2023



increase in active
publishers



increase in return
on ad spend