

Sorare automates its partnership management and scores four times revenue growth



Situation

Need for a single platform to scale global acquisition

Sorare wanted to revolutionize the future of sports collectibles by adding brand partnerships to the squad. The team understood that building brand partnerships with top media outlets, content creators, and influencers in gaming, sports, or crypto would help establish a trusting relationship with its target audience. They needed to rethink the recruitment game plan and choose a platform to kick off partnership success.

Sorare reached out to individual YouTube and Twitch influencers and media partners to arouse interest in its game. The Sorare team quickly realized it needed a more robust solution to acquire new players worldwide and expand into the US market.

About

Sorare

Founded in 2018, [Sorare](#) provides a platform created by sports fans for sports fans. Sorare transforms online sports fandom by providing access to all [licensed clubs](#) and gives its community a new way to connect with the clubs and players they admire. Based in Paris and New York, a world-class team funds Sorare, including Benchmark, Accel, and Softbank, as well as athletes such as Serena Williams, Kylian Mbappé, and Gérard Piqué.



Solution

How Sorare made a game-changing move to automate partnership management

Before using impact.com's partnership management platform, Sorare had no other SaaS solution or specific experience managing an affiliate program. The Sorare team looked to partnerships as a new strategic acquisition channel, and impact.com helped get the ball rolling with partnership management.

A new growth driver

The impact.com platform provided the Sorare team an easy-to-use interface to discover and recruit new partners and engage with existing partners effectively. With interest in expanding to the United States, impact.com's Discovery tool introduced the team to a marketplace of fully-vetted partners. Once integrated into the impact.com platform, Sorare automated its relationship with existing partners by providing resources and content to optimize partner performance.

“

The challenge was to develop rapidly in several countries in Europe and the US in order to boost the sale of our cards based on non-fungible technology, and ultimately our international revenue. Impact.com provided the all-in-one solution and support we needed to get this done within months. In our opinion, impact.com is the growth technology to use to scale performance partnerships, whether in France or abroad, because they are present everywhere.

Brian O'Hagan
Growth Lead
Sorare





“Before using impact.com, we approached affiliate marketing in a very manual way. The impact.com platform is truly the performance-driven partnership automation platform we needed to tackle international markets and grow in Europe, as well as the US and Asia. Given the performance obtained and the quality of their technology, it was easy for us to recommend impact.com to other French start-ups that evolve like us in the Web3 universe.”



Brian O'Hagan

Growth Lead

Sorare

Solution (con't)

How Sorare made a game-changing move to automate partnership management

Tapping into impact.com reporting tools, the Sorare team optimized partner performance by tracking, managing, and crediting its partners easily in one place. They soon identified top-performing partners that generated sales or registrations. While previously invoiced through an excel spreadsheet, the impact.com contracting features helped remunerate the right partner automatically.

Sorare gained a clearer picture of the incremental value of each partner by grouping all its partners on one platform. In addition, customer journey analysis features have enabled the team to optimize its attribution model – in other words, to reward both the scorer and the player who made the assist!



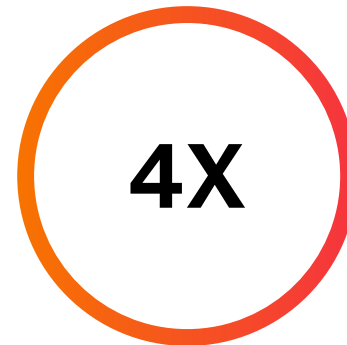
Outcome

A winning team of 2800 partners

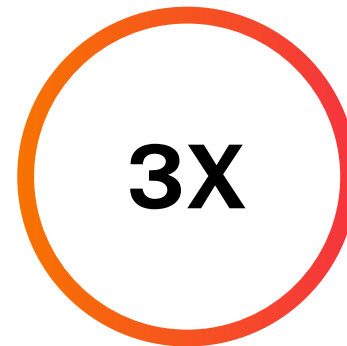
Eighteen months after joining impact.com, Sorare recruited over 2,800 partners, resulting in an impressive four times year-on-year (YoY) revenue growth from its partnerships channel. The team also saw a three times increase in player sign-ups and almost ten times the number of NFT card purchases.

From the over 40 partner recommendations from the impact.com platform, 25 percent resulted in conversions, with a third forming a long-term partnership with Sorare.

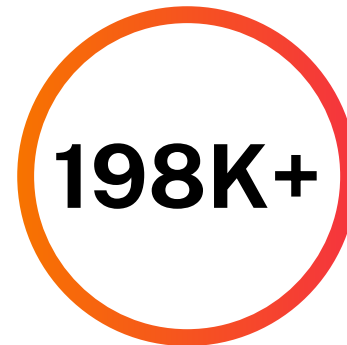
The success of the football campaign in Europe led Sorare to launch a baseball campaign in the US market, supported by impact.com. The Sorare team offers dedicated remuneration to partners in the baseball segment thanks to impact.com's dynamic and customizable payment system. Plus, no need to pay partners directly; impact.com takes care of it!



revenue growth from partnerships YoY



new sign-up increase YoY



additional NFT cards purchases in 2022